



Miami Beach

The Super Bowl Tradition Continues

The Miami Super Bowl Host Committee 2020 in cooperation with The NFL has identified key locations in The City of Miami Beach for high profile activations the week of the 2020 Super Bowl.

Media Center & Radio Row

Serves as the home for both local and national media during their work at the Super Bowl. It also houses a variety of press conferences throughout the week.

5,000 media outlets are expected to provide coverage

NFL Social Media Command Center

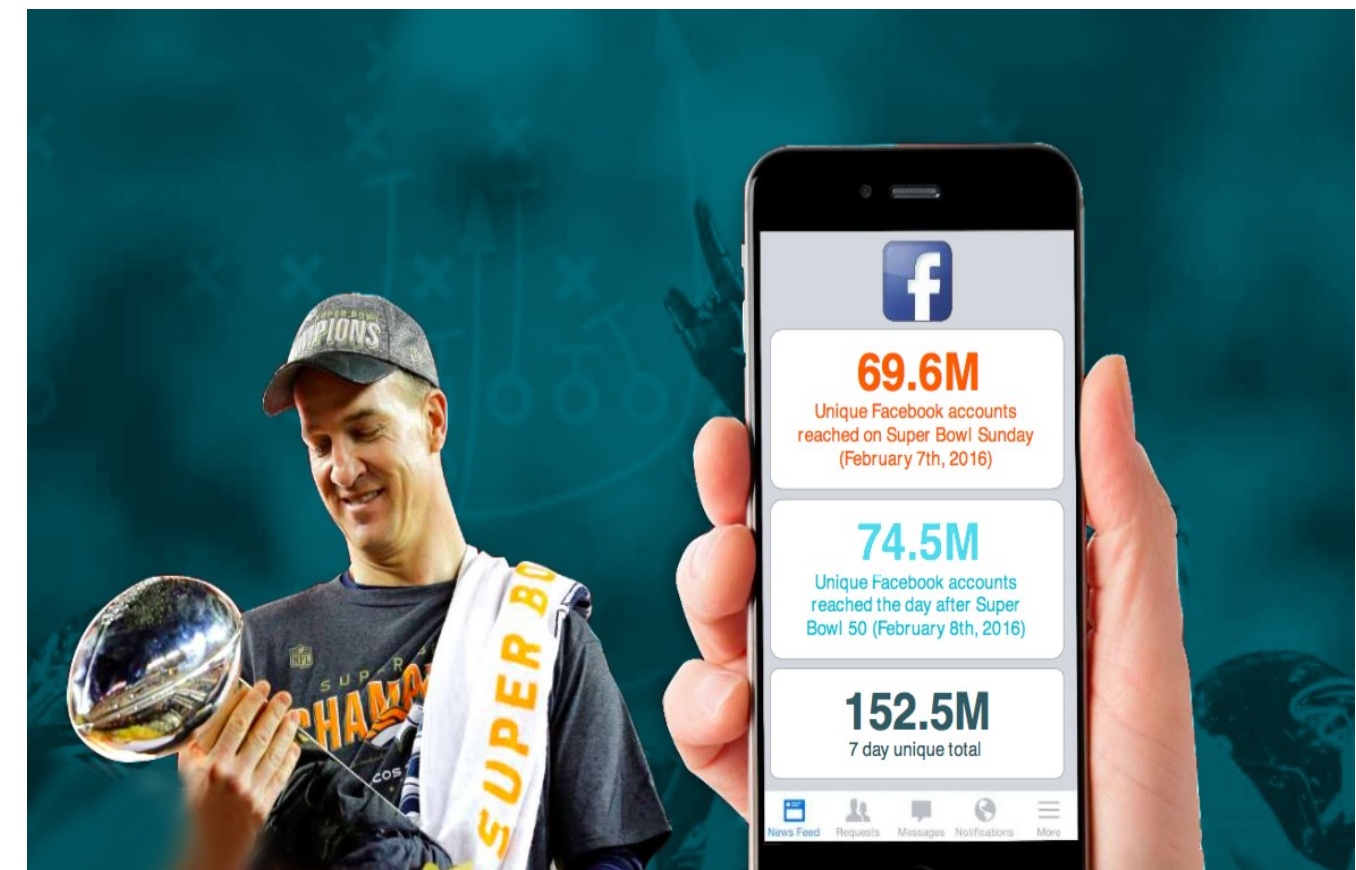
The NFL Social Media Command Center is the hub for all things Super Bowl in the week leading up to Super Bowl 2020 and Miami Beach will be in the center of it all with this key element located

152.5M 7 day unique total impressions

NFL Experience Overview

The NFL Experience is the largest event in the week leading up to Super Bowl. Fans who attend will enjoy a variety of interactive games, displays, entertainment attractions, kids' clinics, and free autograph sessions. Miami Beach is expected to have record breaking attendance

- **Super Bowl L - San Francisco - 1.1 m visitors**
- **Super Bowl LI - Houston - 1.3 m visitors**



BENEFITS FOR THE CITY OF MIAMI BEACH

Miami Beach Convention Center will be home for the following NFL activities

- Media Center
- Radio Row
- NFL Social Media Command Center
- NFL Experience

Additional benefit to the City of Miami Beach

- **Super Bowl Week Remote Broadcast Locations throughout Miami Beach**

Super Bowl Host Committee is also scheduled to host NFL FAM trip event November 5 - 6, 2018 on Miami Beach with 150 key decision makers and influencers participating in Super Bowl 54.



PUBLIC BENEFIT

Miami Beach Legacy

The Super Bowl Host Committee supports giving back to the residents of Miami Beach.

The Super Bowl leaves an impact long after the final whistle. Each year, the NFL is committed to partner with the local SBHC in identifying public programs to improve the surrounding communities of the Super Bowl host city with a financial donation and community engagement. The Legacy Program provides a direct public benefit to a community. Depending upon the City a variety of programs have been funded in the past ranging from sustainability, health & wellness, education, parks and public works projects.

Super Bowl Host Committee 2020 and The National Football League will lead the efforts to work with The City of Miami Beach to identify one (1) legacy project that provides direct public benefit to the residents of Miami Beach.

This year (2018), the [NFL Foundation](#) provided a Legacy grant to the Minnesota Super Bowl Host Committee's Legacy effort to support charitable projects and health and wellness programs throughout the greater Minnesota community.



Miami Beach
SUPER BOWL IMPACT - HOTEL BENEFITS

Miami Beach NFL Contracted Room Block

3,641

3261 Rooms

380 Suites

\$5,919,573

2019 Room Block Revenue Projection

Same Time Period Equal Room Count

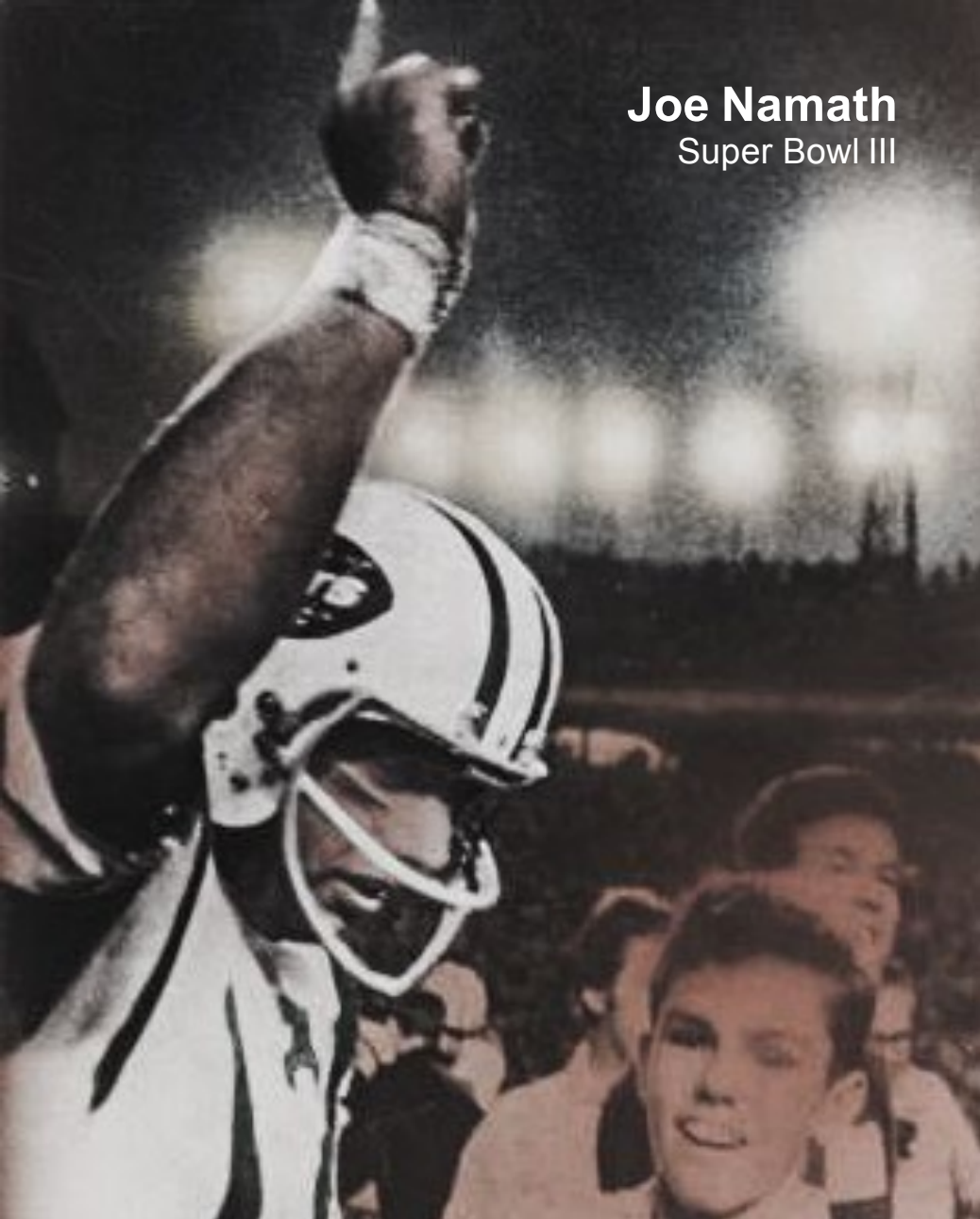
\$6,887,136

2020 Room Block Revenue Projection

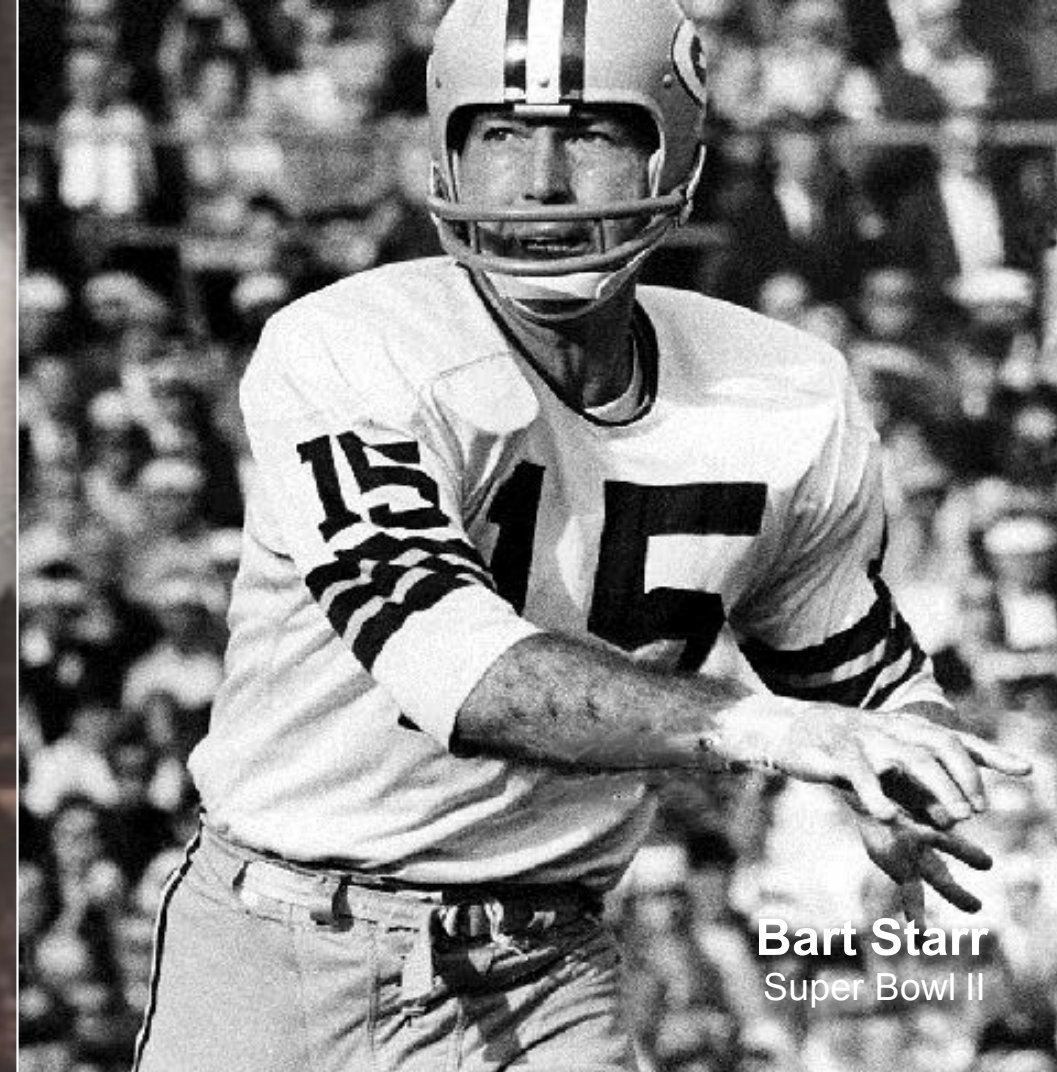
\$967,563**

2020 Super Bowl Room Block Impact Projection

***** Does not include Food, Beverage and Event Revenue***



Joe Namath
Super Bowl III



Bart Starr
Super Bowl II



Drew Brees
Super Bowl LIV



Red Grange

100 Years of NFL History

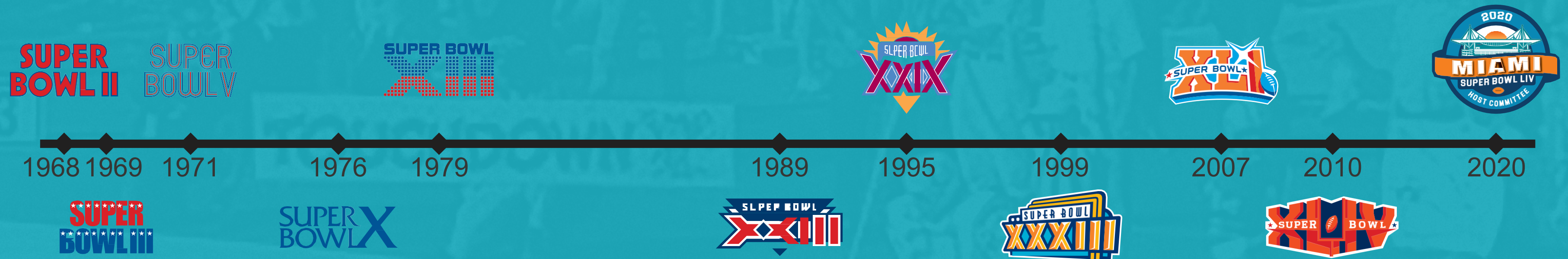
In 1920, the NFL's first huddle takes place among a group of visionaries in Canton, Ohio and the league is born.

On January 15th, 1967 Lombardi's Packers defeat the Kansas City Chiefs at the Los Angeles Memorial Coliseum to usher in the Super Bowl era.

Namath to Brady. Cosell to Collinsworth. LA to Miami. This is America's game.

Super Bowl 2020

A Chance to Make History



This will be South Florida's 11th Super Bowl.
That's more than any other city in America.

South Florida is the gateway to Latin America and the Caribbean.

Over 2m fans will descend upon South Florida to watch Super Bowl 2020 live.
Over \$500m will be generated by the game.

What We Know

Estimated Economic Impact

\$404 MM

Estimated Out-of-town Visitors

125,000

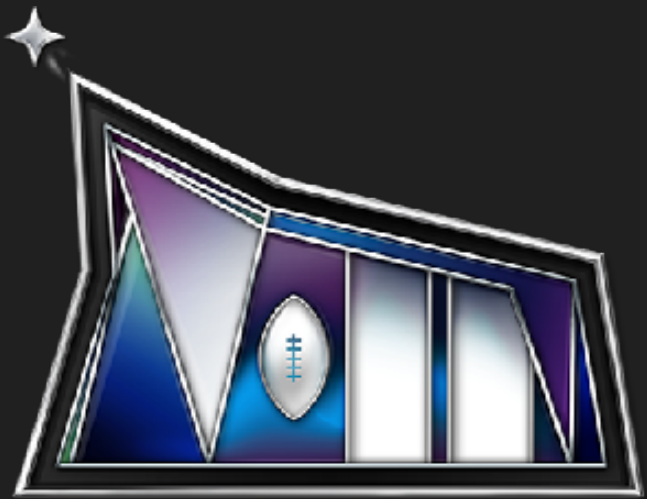
366

BUSINESSES

participated in the Women and
Minority Business Program

10,000

local volunteers



MINNESOTA

SUPER BOWL LII HOST COMMITTEE

1.1 M

Attended Super Bowl
Park and NFL
Experience

56

LEGACY GRANTS AWARDED

\$5.5m

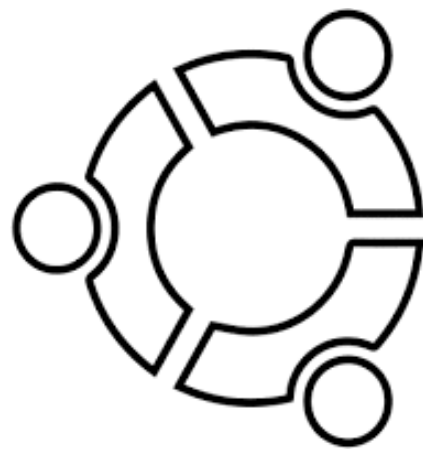
INVESTED IN KIDS &
FAMILIES STATEWIDE

80%

OF GRANTS AWARDED IMPACTED
CHILDREN LIVING AT OR BELOW
STATE POVERTY LINE

The Scope of Football

The Impact of the Super Bowl



Community

Miami Super Bowl 2020 is arguably the greatest platform ever created by which our collective resources can effect change.



National

The average NFL team today is valued at \$2.34 BILLION and enjoys a fan base of over 160 million people!



International

111.3 million people watched Super Bowl LI making it the fifth most-watched broadcast in TV history.

THANK YOU



WWW.MIAMISB2020.COM