

LEVI'S STADIUM **2017 MEDIA GUIDE**



HOME OF THE SAN FRANCISCO 49ERS



ABOUT LEVI'S® STADIUM

Heading into its fourth year of operations, Levi's Stadium has secured its place as the premier outdoor destination for sports and entertainment on the West Coast. Hosting nearly 90 major events to date, including the 2017 CONCACAF Gold Cup Final, Levi's Stadium has provided entertainment for fans across numerous platforms. Still in its infancy, the facility has already garnered numerous awards from around the globe.

Levi's Stadium boasts a seating capacity of 68,500 with the ability to expand to more than 75,000 for special events, and is best known as the home of the five-time Super Bowl champion San Francisco 49ers. Drawing more fans closer to the experience than ever before, Levi's Stadium features nearly 45,000 seats, or roughly two-thirds of stadium capacity, in the lower bowl – the most in the NFL. Overall, the stadium includes 1.85-million-square-foot of space and offers 9,000 club seats and 174 suites that provide a distinctively California experience.

For 49ers games, Levi's Stadium features unique tailgating options designed to enhance the game day experience, highlighted by Michael Mina's Tailgate, the Faithful Mile and the Red Zone Rally at the Great America Pavilion. Michael Mina's Tailgate is an exclusive, members-only experience housed within the Bourbon Steak and Bourbon Pub restaurants located inside the venue. The Tailgate is tailor-made for 49ers season ticket holders and features an upscale, five-course menu themed for each different opponent. The Faithful Mile, a 60,000-square-foot tailgating area accessible to all 49ers ticket holders free of charge, features bars presented by Bud Light, regular rotation of food trucks and entertainment. Red Zone Rally is an all-inclusive pregame party for all 49ers home games, providing pass-holders top-of-the-line food and beverage offerings inside a private, air-conditioned space with free access to ride the Flight Deck roller coaster.

The most technologically advanced stadium in the world, Levi's Stadium is a showcase for innovation in Silicon Valley. Accompanied by its own mobile app, the Levi's Stadium App, the venue brings the comforts of watching a game at home right to your seat. In addition to mobile ticketing and parking, in-seat delivery for food and beverages, and the ability to watch video replays in real-time on a handheld device, the stadium features a best-in-class cellular and Wi-Fi infrastructure that allows guests to stay connected throughout their visit.

Levi's Stadium is home to over 200 original pieces of art and more than 500 original historic photographs. The museum-quality artwork featured through the club and suite levels of the venue is comprised of mixed mediums such as acrylic, charcoal, enamel, oil, pastel, pen and ink, stencil, metals, and sculptures. Of the 23 original artists showcased in the Levi's Stadium collection, 20 hail locally from California. The photographs in the collection are from the archives of the 49ers and their esteemed group of team photographers, as well as from the San Francisco Chronicle and many local libraries and historic centers.

In July 2016, Levi's Stadium was awarded LEED Gold Certification for Operations and Maintenance of an Existing Building after opening the stadium in 2014 with LEED Certification as New Construction, making the venue the only one of its kind to twice be recognized for achieving the industry standard for sustainable design and construction. Equipped with a green roof, state-of-the-art solar elements made up of 1,162 photovoltaic panels throughout the venue, low-flow plumbing fixtures, and the first rooftop farm at an NFL stadium, the stadium has been widely recognized as a leader in sustainable design. Additionally, Levi's Stadium has established a new standard for sports and entertainment venues by using 85 percent recycled water for all of its non-potable water needs.

Levi's Stadium was recently awarded the 2017 Facility of Merit by the NFL and the National Center for Spectator Sports Safety and Security for its efforts in performing above and beyond normal operations to demonstrate an innovative approach to enhancing safety and security. Previously, Levi's Stadium was recognized by the *Sports Business Journal* as the 2015 Sports Facility of the Year and by The StadiumBusiness Awards as 2015 Venue of the Year over an international field of facilities.

LEVI'S STADIUM MILESTONES

- June 8, 2010 - Measure J is passed
- April 19, 2012 - Official Ground Breaking
- October 1, 2013 - Seat installation begins
- July 17, 2014 - Levi's Stadium Ribbon Cutting
- August 2, 2014 - First Event: San Jose Earthquakes vs. Seattle Sounders
- August 17, 2014 - First Game: Preseason 49ers vs. Broncos
- September 14, 2014 - First Regular Season Game 49ers vs. Bears

LEVI'S STADIUM AWARDS

Facility, sustainability, technology and security awards earned by Levi's Stadium since opening include:

FACILITY AWARDS

- Best of the Best Silicon Valley Concierge Association's Awards for Best Attraction - (2016)
- *Sports Business Journal* Sports Facility of the Year - (2015)
- Stadium Sports Business Awards Venue of the Year - (2015)
- Citation Award for Interior Architecture from Kansas City Chapter of the Institute of Architects: Levi's 501 Club - (2015)
- Event Marketer Gold Experience Design Award for Best Permanent Corporate or Retail Installation: Bud Light Patio - (2015)

SECURITY ACCOLADES

- NFL Facility of Merit by the National Football League and the National Center for Spectator Sports Safety and Security (2017)
- Department of Homeland Security's Science and Technology Directorate SAFETY Act Designation: Forty Niners Stadium Management Company's "The Technology" - (2016)

SUSTAINABILITY AWARDS

- TheStadiumBusiness Environmental Stadium of the Year - (2017)
- Green Sports Alliance Environmental Innovators of the Year Award - (2016)
- IMEX GMIC Green Supplier Award - (2016)
- Acterra Business Environmental Award for Sustainability - (2016)
- LEED Gold Certification for Operations and Maintenance of an Existing Building - (2016)
- California WaterReuse Association Recycled Water Agency of the Year - (2014)
- LEED Gold Certification for a New Construction - (2014)
- Forest Stewardship Council US Special Recognition Award (2014)

TECHNOLOGY AWARDS

- Stadium Sports Business Awards Venue Technology of the Year: VenueNext - (2015)



COPA AMERICA CENTENARIO

On June 6, 2016, in a rematch of the 2015 Copa America finals, Argentina defeated Chile 2-1 in the group stage before 69,451 fans. Levi's Stadium hosted four matches as Copa America was hosted in the United States for the first time in the tournament's 100-year history.

OUTSIDE EVENTS

Heading into its fourth year of operations, Levi's Stadium has secured its place as the premier outdoor destination for sports and entertainment on the West Coast. Hosting nearly 90 major events to date, including the 2017 CONCACAF Gold Cup Final, Levi's Stadium has sold out numerous large scale events ranging from concerts to international soccer tournaments.

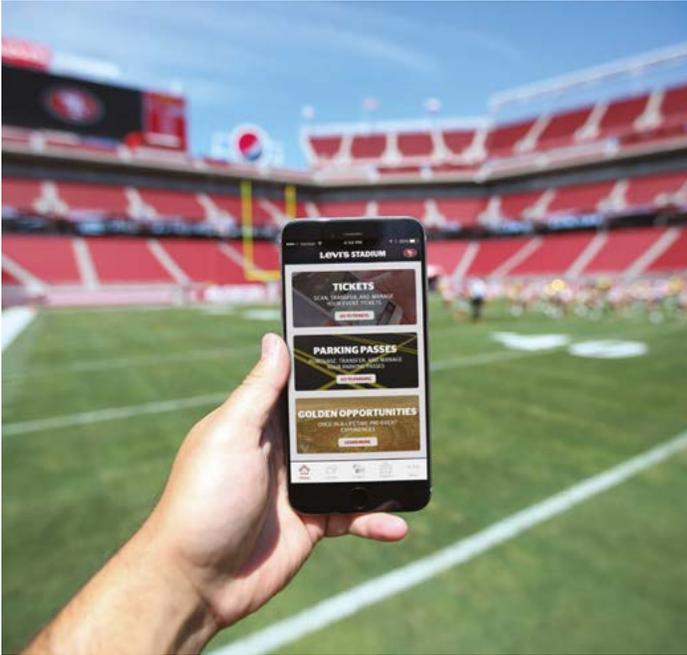
TOP OUTSIDE EVENT ATTENDANCE

- **March 29, 2015**
WrestleMania 31 (76,976)
- **June 27, 2015**
Grateful Dead Concert (75,496)
- **June 28, 2015**
Grateful Dead Concert (74,947)
- **February 7, 2016**
Super Bowl 50 (71,088)
- **June 18, 2016**
Copa America: Mexico vs. Chile (70,547)
- **February 21, 2015**
NHL: San Jose vs. Los Angeles (70,205)
- **June 6, 2016**
Copa America: Argentina vs. Chile (69,451)
- **July 25, 2015**
ICC: Manchester United vs. FC Barcelona (68,416)
- **November 23, 2014**
Copa America: USMNT vs. Colombia (67,439)
- **November 27, 2014**
International Soccer: Mexico vs. Chile (67,175)
- **April 9, 2016**
Monster Jam (59,368)
- **December 5, 2015**
Pac-12 Championship: Stanford vs. USC (55,575)
- **October 24, 2014**
Pac-12 Football Game: Cal vs. Oregon (55,575)
- **August 14, 2015**
Taylor Swift Concert (52,479)



Stadiumlinks

In July 2017, Stadiumlinks transformed Levi's Stadium into one-of-a-kind, nine-hole golf course. In the picture above, 49ers LB Dekoda Watson tees off from the Pepsi Deck towards the field-level target.



Bringing the convenience of home to the in-venue experience at an unprecedented level, the Levi's Stadium App allows all stadium guests with an Internet-enabled handheld device to order food, drink and merchandise for personal delivery right to their seats.



Looking to implement a ticket scanning system that would enable a more personalized customer experience for guests visiting Levi's Stadium, the 49ers worked with innovative partner VenueNext to develop the proprietary Kezar system that has introduced new efficiencies into the venue entry process.

TECHNOLOGY

Levi's Stadium is a showcase for innovation in the Silicon Valley through partnerships with local, national and international technology providers that help deliver world-class Wi-Fi capability, mobile connectivity, IPTV, digital displays, HD scoreboard and video displays, and paperless ticketing.

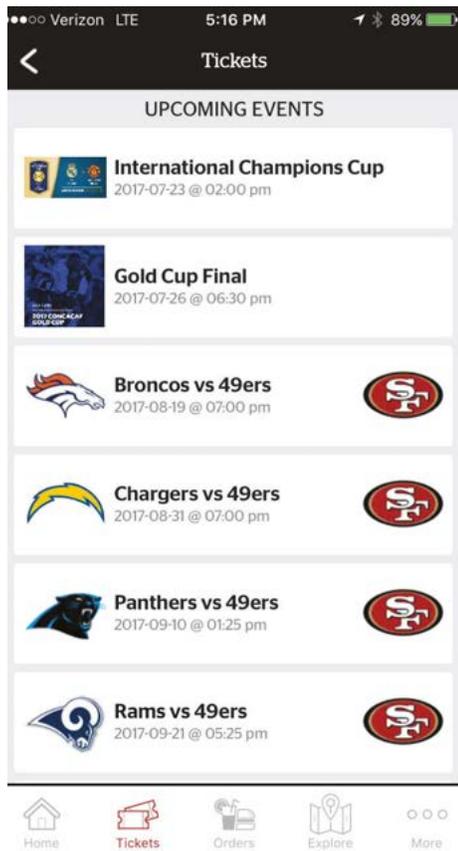
- The most technologically advanced stadium is accompanied by its own app. The Levi's Stadium App brings the comforts of watching a game at home right to your seat – but only at Levi's Stadium. This includes a game center with mobile ticketing and parking passes, in-seat food and beverage delivery, as well as multi-angle replays (within 5-10 seconds) and game statistics. The app also provides detailed maps for each level of the stadium, bluetooth enabled wayfinding, and integrated access to Faithful 49 presented by Esurance, the team's fan rewards program.
- XFINITY by Comcast provides free Wi-Fi to guests throughout the stadium. When a fan is in their seat, they are never more than 10 feet away from a Wi-Fi signal thanks to the venue's ground-breaking infrastructure of Internet access points strategically positioned beneath seats throughout the seating bowl – one access point for every 100 seats.

NETWORK INFRASTRUCTURE

- Over 400 miles of data cable connects the stadium, including 70 miles of cable to support Wi-Fi.
- More than 12,000 physical network ports have been installed.
- Levi's Stadium features a backbone of 40Gb/s of available Internet bandwidth, easily scalable to event attendance, which is four times greater than the standard for NFL stadiums recommended by the National Football League for 2017.
- The stadium contains more than 1,300 Wi-Fi access-points supporting 2.4 and 5GHz channels and the most current Wireless standards including 802.11ac; Wi-Fi is accessible in every location and free to all.

IN-STADIUM "BROADCAST"

- The in-stadium "Broadcast" rivals that of a Network TV broadcast, featuring 13 stadium cameras (most NFL stadiums have four to six). The stadium has the ability to share camera feeds with the broadcasting TV network. At least six different replay angles can be viewed per play. The game day production team consists of 40-plus people.
- The stadium is equipped with two Sony HD 13 video boards at the North and South ends of the stadium that measure 200 feet by 48 feet, producing more than 19,000 square feet of viewing space. They are among the largest in the NFL. The boards also feature tremendously sharp, cutting-edge LEDs. The boards can be sectioned in order to show multiple pieces of content simultaneously.
- Levi's Stadium is one of a handful of stadiums in North America that is truly 4K-capable. The content team uses 10 Sony F55 video cameras, their premium product, to capture the action in the stadium. The content team is currently capturing in 4K, not broadcasting, as they are preparing for future capabilities.
- Nearly 2,000 Sony screens are connected to the stadium's IPTV system, which allows for incredible flexibility and customization throughout the venue. Content includes menu boards, game broadcasts, statistics and other important information as deemed necessary. Content includes menu boards, game broadcasts, statistics and other important information as deemed necessary.



LEVI'S STADIUM MOBILE APP

Stay connected with the official mobile app of the San Francisco 49ers, available on iOS and Android. The app features stunning photography, behind-the-scenes videos, live programming, breaking news updates, and helps guests unlock Levi's Stadium's best-in-class fan experience features, including:

MOBILE TICKETING

Access Levi's Stadium with mobile tickets and parking passes. Guests can transfer tickets to friends and family with a few taps. Buy and transfer parking passes via Ticketmaster.

WAYFINDING

Guests at Levi's Stadium can navigate the venue with turn-by-turn directions to their seat and points of interest as well as see line wait times for all restrooms and concession stands.

FAITHFUL REWARDS PRESENTED BY ESURANCE

Earn, track and redeem yards as part of the 49ers fan rewards program.

MOBILE ORDERING

Order food, drink and merchandise and have it delivered directly to their seats from their smartphone. Here's how it works:

IN-SEAT DELIVERY

- Guest places order for in-seat delivery through the app; order is routed to a pre-determined stand for fulfillment. Guest will receive a notification when the order is placed, as well as an estimated wait time for delivery. When order is ready, food will be delivered via runner, and guest will receive a notification that the order is on its way. Once runner arrives to seat, guest will confirm order number using a confirmation screen on the mobile device; runner will check ID on all alcohol orders.
- Service carries a flat \$5 delivery fee on all orders, credit card payment required through the app. Easily pay from your phone using Visa Checkout with a single sign in.
- Select 49ers merchandise is also available for purchase through the app for in-seat delivery with a flat \$5 delivery fee.



SUSTAINABILITY

In August 2014, Levi's Stadium became the first professional football stadium to open with LEED Gold Certification for New Construction, the recognized standard for measuring sustainability for design and construction. Less than two years later in July 2016, Levi's Stadium continued to set benchmarks as the leading sports venue in sustainability by achieving LEED Gold Certification for Operations and Maintenance of an Existing building - making it the first-ever NFL stadium to be LEED Gold certified under the two respective rating systems.

The stadium is designed to reduce energy demand and generate more electricity annually, via on-site photovoltaic (PV) systems, than is consumed during the 10 scheduled 49ers games each season.

SUSTAINABLE DESIGN ELEMENTS

- NRG, the exclusive sustainable energy provider of the 49ers and the stadium, installed a number of state-of-the-art solar elements that account for 1,162 SunPower photovoltaic panels throughout the venue:
- The NRG Solar Terrace, the venue's 27,000-square-foot "green roof," is located atop the stadium's SAP Tower which houses a majority of the venue's 173 suites. This living roof features 16 species of vegetation native to the Bay Area to lower the building's cooling and heating needs by regulating ambient temperatures in SAP Tower.
- In 2016 Levi's Stadium partnered with Farmscape — California's largest urban farming company — to bring the first-ever rooftop farm to an NFL stadium: The Faithful Farm. The 7,000 sq. ft. rooftop farm located on the NRG Solar Terrace supports nearly 40 rotational crops — including tomatoes, summer squash, peppers, eggplants herbs and more — generating an annual yield of more than 7,500 pounds, all of which are harvested and used for dishes served at Levi's Stadium. Excess produce from the Faithful Farm also contributes to the stadium's efforts with Hunger at Home and the Salvation Army, helping to provide healthy, vegetable-based dishes to individuals in need.
- Three solar array-covered bridges, the NRG Energy Bridges, are the first of their kind in the NFL.
- Electrical vehicle charging stations (NRG EV Charging Stations) are located on the west side of the stadium to power maintenance and operations electrical vehicles year-round. NRG is currently building the nation's first comprehensive, privately funded electric vehicle charging network and the charging stations are available to Levi's Stadium guests on event days.
- Low-flow plumbing fixtures such as toilets, urinals and sinks use 40 percent less water than conventional fixtures. On top of low-flow water fixtures, the stadium uses 85 percent reclaimed water for flush fixtures in addition to irrigating landscape and the playing field — a standard within the sports and entertainment venue industry.
- The playing field is surrounded by a 23,000-square-foot artificial turf track that reduces watering needs by approximately 20 percent and reduces the amount of natural grass needed for each field resurfacing.
- The stadium's sustainable initiatives also include public transit access (Caltrain, ACE & Capitol Corridor - VTA, Amtrak), convenient bicycle parking and a walking path from the San Tomas Creek Trail.
- Construction materials utilized contained more than 40 percent recycled content overall, based on cost. More than 75 percent of construction waste was recycled and diverted from landfills.



SUSTAINABLE STADIUM OPERATIONS PROGRAMS

- **The Solid Waste Management Reduction Program presented by Bud Light** is a comprehensive waste diversion program that is striving for net-zero landfill. All garbage, recycling and compostable materials from inside the venue and the surrounding parking areas are sorted on-site and placed into compactors to be processed.
- **The Building Management System** allows the venue to conserve energy usage through HVAC monitoring, lighting distribution and the use of automatic sensors.
- **The Preventative Maintenance Program** tracks all equipment and systems to enact their manufacturer’s recommendations and scheduled preventative plans.
- **The Ongoing Commissioning Program** ensures that the venue operates under the LEED existing building guidelines for new projects and build outs.
- **The Green Cleaning Program** ensures that the janitorial contractor, ABM, uses sustainable green certified products for all cleaning essentials and equipment.
- **The Sustainable Purchasing Program** for ongoing consumables, foodstuffs, durable goods ensures that local, organic, recycled and compostable items will be purchased from vendors.
- **The Integrated Pest Management Program** uses Planet Orange green pest eradication products.
- **The Indoor Air Quality Management Program** consists of perpetual monitoring of indoor air quality based on the LEED-approved HVAC system.
- **The Landscape Management Program** includes using native, drought-resistant plants that are hydrated with 100 percent recycled water.
- **The Exterior Hardscape Management Program** utilizes cleaning equipment when washing the exterior skin of the building and sidewalks. All organic materials collected are composted.
- **The Energy Metering & Benchmarking Program** utilizes a comprehensive, live-time electrical metering building management system, that allows the stadium to load-shed as needed through the use of motion sensors and pre-programmed computer BMS control.
- **The Recycled Water Program** is setting a new standard for stadiums. Recycled water accounts for about 85 percent of all water used in Levi’s Stadium and is used for playing field irrigation, the “green roof,” flushing toilets, and cooling tower make-up water.





FAITHFUL MILE

Fans enjoy the Faithful Mile, a 50,000-square-foot dedicated tailgating area equipped with two expansive bars presented by Bud Light, food areas, beer carts, mobile merchandise locations, 49ers partner activations and entertainment. The spacious pre-game fan zone is accessible to all 49ers ticket holders free of charge.

FAN EXPERIENCE OVERVIEW

Levi's Stadium delivers an unparalleled game day experience to fans and does so in a multitude of ways.

STADIUM DESIGN

- Featuring over 45,000 seats, Levi's Stadium's lower bowl is one of the largest in the NFL (roughly two-thirds of stadium capacity). The seating is designed this way to bring the majority of fans closer to the field.
- The design also eliminates the traditional club mezzanine level, which brings fans sitting in the upper deck lower to the field.
- The location of Levi's Stadium offers convenience to patrons in both access and parking. There are 13 freeway interchanges located near the stadium's site, which means fans have ample access points to get on the freeway.
- There are more than 20,000 parking spaces located within a short walking distance from the stadium. Tailgating is an integral part of the game day experience in Santa Clara and Levi's Stadium provides the most diverse tailgating lineup in the NFL with free access to the multi-faceted Faithful Mile, the all-inclusive Red Zone Rally at Great America Pavilion and the upscale, members-only Michael Mina Tailgate located within the Bourbon Steak and Bourbon Pub restaurants.

LEVI'S STADIUM FEATURES

PLAZAS

- The first level of the stadium features open pedestrian plazas, retail and community space, a team store, the 49ers Museum presented by Sony and Edward J. DeBartolo, Sr. 49ers Hall of Fame, the Visa Box Office, Michael Mina's Bourbon Steak and Bourbon Pub restaurants (home of Michael Mina's Tailgate) and more.
- The main entry, Intel Plaza at the northwest corner of the Stadium, is open to the public year-round and provides direct access to the Levi's Stadium Fanwalk and the 49ers Team Store. In the northeast corner, Toyota Plaza is the main entry for guests of Michael Mina's Bourbon Steak & Bourbon Pub restaurants and the 49ers Museum presented by Sony. Dignity Health Plaza at the southwest corner of the Stadium is another primary entry gate for fans and media on event days.

CONCOURSE

- Concourses at Levi's Stadium are among the widest in the NFL and have more than 600 individual concessions points of sale, allowing for easy pedestrian access and creating a more pleasant, less congested atmosphere around vendors. The California Lottery Level offers access to all 300 and 400 level seating.
- Concourses also feature open field views so fans can watch the game even while they purchase refreshments and navigate the building.

PARTY DECKS

- Expansive party decks featuring both concessions and specialty food and beverage stands are located under each scoreboard. The Pepsi Fan Deck above the north end zone and Bud Light Patio above the south end zone are available year-round and offer a unique stage for many types of events.



THE 49ERS MUSEUM PRESENTED BY SONY

Featuring 11 unique gallery and exhibit spaces, the 49ers Museum presented by Sony is a 20,000 square foot facility dedicated to the 49ers past, present and future. The Museum is dedicated to its values of education, innovation and heritage and is committed to serving as an exciting and engaging home for fans of all ages. Visit www.LewisStadium.com/Museum for more information, or contact museum@49ers.com.

ADMISSION

- Museum Ticket: \$15 - Adults, \$10 - Children (5-12), Seniors, Military, SBL Members, Santa Clara residents
- Public Guided Stadium Tour + Museum: \$30 - Adults; \$25 - Children (5-12), Seniors, Military, SBL Members, Santa Clara residents
- Museum admission free to all students via field trips

HOURS

- Friday through Sunday: 10 a.m. - 5 p.m.
- Game Days:
 - Museum opens when gates open to public and close 30 minutes prior to beginning of game (hours and costs subject to change)
 - Discounted prices will apply
 - Museum tickets can only be purchased by guests possessing an event ticket

MUSEUM GALLERIES

TRENDING

Step into our “You are a Niner” augmented reality experience and take your place beside current and former players or take in our Trending display, which features information about what’s happening in the Museum and recently curated artifacts.

MORABITO THEATER

Inside the theater—which seats 100, and features a 50 feet by 18 feet screen and Sony 4K technology—you’ll be inspired by the story of the 49ers told through film.

EDWARD J. DeBARTOLO, SR. 49ERS HALL OF FAME

Stand next to and around life-sized statues of the 49ers 27 Hall of Famers in their signature poses. Snap a photo next to coach Bill Walsh and Joe Montana or put yourself in the huddle with the Million Dollar Backfield.

TEAM GALLERY

In the Team Gallery, you will hear first-person stories from 49ers alumni about everything from nicknames and practical jokes to what it was like to play for the team. You’ll also find an interactive database that will allow visitors to find information on every person that ever wore a 49ers uniform.

BILL WALSH INNOVATION

A homage to one of the most influential people the NFL has ever known, this re-creation of coach Walsh’s Redwood City office serves as both a treasure trove of artifacts and the home of a signature film on coach Walsh as told from the eyes of players, friends and others. Also located in this space, the Bill Walsh Coaching Universe is an interactive exhibit that illuminates the coach’s vast impact on the coaching ranks of professional football.

HERITAGE

The Heritage Gallery is an era-by-era experience made up of historical items, stories, interactive exhibits and one-of-a-kind artifacts. Spanning the years from 1946 to the present day, guests will leave the Heritage Gallery with a deep appreciation for the history and tradition that are so important to the 49ers organization.

SPIRIT

The 49ers have long been known as innovators when it comes to the fan experience. Here, guests can take in the history behind the team’s mascots, in-game entertainment and other joyful elements of football. A feature film is on display featuring fans, players and others talking about the 49ers significance to them.

DENISE DeBARTOLO YORK EDUCATION CENTER

The pillar around which the 49ers industry-leading education program is built, this state-of-the-art classroom serves more than 60,000 Bay Area children annually and also offers content on how the 49ers impact the community in many positive ways.

IN THE GAME

Get ready to engage with the game of football. In the Game offers multiple interactive challenges and exhibits, including a passing and kicking simulation. Be the Broadcaster—a real-life booth where fans can call the team’s most iconic plays—and the Gridiron Challenge, a series of gesture-based challenges that bring out the athlete, cheerleader, uniform designer and touchdown scorer in everyone.

EDWARD J. DEBARTOLO, JR. SUPER BOWL GALLERY

Celebrate Eddie D’s extraordinary achievements as the architect of the San Francisco 49ers five Super Bowl championships with the Edward J. DeBartolo, Jr. Super Bowl Gallery. Highlighting DeBartolo as a mentor, leader, owner and family man, the gallery features signature artifacts, photographs from his time with the team and more.





THE DENISE DEBARTOLO YORK EDUCATION CENTER

The Denise DeBartolo York Education Center, located inside The 49ers Museum presented by Sony, is committed to education and innovation and has served over 150,000 participants at the end of its third-year of operation. The program is unique in many ways, but perhaps the most compelling is the fact that the program is completely free to its participants. The 49ers pay for admission, supplies and provide free transportation to those who apply. This program is not only unrivaled in the NFL, but in all of professional sports. The Denise DeBartolo York Education Center is a four classroom learning venue, including the state-of-the-art Chevron STEM Zone, housed in Levi's Stadium. In its inaugural year, the 49ers Denise DeBartolo York Education Center consisted of only one innovative and creative space located inside The 49ers Museum presented by Sony. With the STEAM program's popularity, increasing demand, and ownership's commitment to providing accessible STEAM programming, the 49ers expanded their learning venue outside the museum and into the stadium. The additional space can be used as one classroom or be divided into three separate learning venues designed to seamlessly mirrors the aesthetics of the original classroom and its intent to drive student-centered learning.

INSPIRE THROUGH EDUCATION

The 49ers STEAM Education Program provides learning platforms that connect, inspire, and engage students in grades K-8. Our program uses football as a platform to:

- Teach content-rich lessons in Science, Technology, Engineering, Art and Mathematics (STEAM)
- Ingrain invaluable life skills
- Encourage physical activity

THE CURRICULUM

As one of the first professional sports organization to dedicate a full in-house STEAM program for K-8 students, the 49ers STEAM Education team is constantly evolving and enhancing students' experiences to reflect the most relevant concepts that support classroom learning. By working closely with a board of local advisory educational partners, all programs have been specially aligned to state Common Core and Next Generation Science standards that support leading instructional practices. Additionally, the STEAM education program curricula:

- Aligns to National & California Common Core and Next Generation Science Standards.
- Engages students in a variety of student-centered and technology-rich learning experiences that can be adapted to various development levels and learning audiences.
- Integrates STEAM learning through project-based activities that transfer student knowledge and skills to real-world problems.
- Aligns to 21st Century Learning Skills (Critical Thinking, Problem-Solving, Communication, Collaboration and Creativity).
- Drives student interest and understanding of STEAM concepts.



CUSTOMIZABLE FEATURES

A field trip to the 49ers STEAM Education program complements and reinforces existing school curriculum in many ways. By offering hands-on, project-based learning in a dynamic and technological environment, the education program allows students to use cutting-edge technological tools and techniques, challenging them to reach new heights.

THE EXPERIENCE

Students that participate in the 49ers STEAM Education program receive an engaging, well-rounded experience that includes:

LEVI'S STADIUM TOUR

- Students tour and learn about how the stadium is a showcase for technology innovation and environmental sustainability.

GUIDED MUSEUM EXPLORATION

- Students experience the 49ers history and the game of football through an interactive experience built with state-of-the-art technology.

GRADE-SPECIFIC, PROJECT-BASED LESSONS

- Students are challenged to work both independently and in teams to understand how STEAM concepts are tied to football through interactive hands-on learning experiences.

MOVEMENT LAB

- Students participate in a kinesthetic movement lab to support physical activity and to get students excited about exercising all the while exploring STEAM concepts.

LEVI'S STADIUM CULINARY EXPERIENCE

Levi's Stadium features Centerplate as the food vendor for concessions, clubs, suites, and private events. Centerplate and partner venues have been defining extraordinary experiences through thoughtful hospitality, expertly delivered, for more than 80 years.

This strategic approach to hospitality creates tailored food and beverage programs, unique hospitality design, rewarding event and retail services to deliver the type of one-of-a-kind, local authenticity that builds loyalty, reputation, and memories.

Centerplate is able to provide scratch-cooking methods from 25 live-fire kitchens equipped with open hearth style ovens, rotisserie ranges and charcoal grills.

LEVI'S STADIUM IS TAKING CLASSIC FAN FAVORITES TO A NEW LEVEL

Franks are Nitrate-, Hormone-, & Antibiotic-Free

- Franks are made using the finest cuts of U.S.D.A. beef, fresh seasonings and spices with no MSG, fillers or by-products.
- Authentic artisan quality sausage with no MSG, no fillers or byproducts, gluten free and lactose free from local Neto's Sausages
- Served on a custom-made bun from Le Boulanger

Oven Fired Pizzas

- Pizzas are made in a Woodstone gas-fired ovens with thick crust brushed with butter and topped with pecorino romano cheese and all natural pepperoni

Fresh and Local Nachos

- Tortilla chips delivered fresh from Mi Rancho of Oakland
- Topped with Cheddar Cheese sauce, fresh local cotija cheese, fresh cut green onions and late harvest red jalapeno peppers

LEVI'S STADIUM OFFERS BEST IN CLASS DIVERSITY OF FOOD AND BEVERAGE OFFERINGS

Diverse Food Selection Reflective of the Bay Area

- More than 180 different menu items with a focus on ethnic diversity and healthy options including curry dishes, fresh seafood items, and Mexican tortas
- Some highlights include:
 - **Barbeque sandwiches** Slow cooked pork shoulder, bathed in Sweet Baby Ray's BBQ sauce on a sweet egg bun with cabbage slaw
 - **Asian barbeque rice bowl**
 - **Clam Chowder** in a Le Boulanger bread bowl

Most Vegan and Vegetarian Options in NFL

- More vegan and veggie dishes than any other NFL stadium
- At least one vegan item at most permanent food outlet in the stadium

Thirty Varieties of Craft Beer

- The Tap Room, located on the main concourse at the 50-yard line, features:
 - 40 of the most popular assorted craft, import and domestic beers on tap and package
 - Seasonal local craft beers on tap
 - 2 California keg wine varietals on tap

LEVI'S STADIUM FOOD AND BEVERAGE PROGRAM IS CENTERED AROUND LOCAL INITIATIVES

Local Sourcing and Community Engagement

- 90 percent of food suppliers are located in California
- 100 percent of wine (15+ wines) produced by California wineries
- Gilroy Garlic Fries are available everywhere fries are sold

Focus on Sustainable Processes

- 100 percent of all F&B packaging and service-ware is recyclable, compostable or biodegradable
- 100 percent of seafood menu items are certified by the Monterey Bay Aquarium Seafood Watch List Compliant, which recognizes and rewards sustainable fishing practices

Innovative Food Preparation and Service Processes

- Levi's Stadium has best-in-class live-fire kitchen capacity, providing the ability to feed fans more freshly prepared, locally-sourced food, everywhere in the stadium
- More than 600 F&B POS in stadium providing faster service and shorter lines

OTHER MENU HIGHLIGHTS AT LEVI'S STADIUM INCLUDE:

Strategic Partnerships

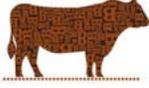
- At fan request, Levi's Stadium has partnered with several Bay Area staples to provide more local flavors, including Off the Grid, Starbird Chicken, Oren's Hummus and Zume Pizza

OTHER MENU HIGHLIGHTS AT LEVI'S STADIUM INCLUDE:

- Gluten Free, Vegan and Vegetarian offerings in most areas including Premium Clubs and Suites as well as Concessions to accommodate all guests dietary needs
- Vegan Hot Dogs and Burgers, Gluten free breads, brownies, authentic chickpea curry, and more.



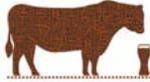
MICHAEL MINA'S BOURBON STEAK AND BOURBON PUB



BOURBON STEAK

SANTA CLARA

From award-winning chef Michael Mina, Bourbon Steak and Bourbon Pub offer three unique experiences in one state-of-the-art venue: a modern American steakhouse, a relaxed pub with a reinvented pub menu, and a large tailgate event space. Bourbon Steak and Bourbon Pub are open to the public year-round, with Bourbon Pub open for lunch and dinner and Bourbon Steak open for dinner only. A variety of private dining options are available including premium Luxury Lofts and the versatile tailgate as well as full restaurant buyouts.



BOURBON PUB

On 49ers home game days, Bourbon Steak and Bourbon Pub host Michael Mina's Tailgate, an exclusive, members-only experience tailor-made for 49ers season ticket holders consisting of an upscale, game-themed menu and specialty cocktails featuring celebrity guest chefs. Guests interested in becoming a Michael Mina's Tailgate member should contact a sales consultant at 415-GO49ERS. The restaurants are on the ground floor of Levi's Stadium on Tasman Drive, at Toyota Gate F, adjacent to the Museum, Tours Center and Team store. For more information, visit bourbonsteakandpub.com and www.levisstadium.com/michael-minas-tailgate/.



Hours of Operation

Bourbon Pub:

Monday - Saturday - 11:30 a.m. - 9:00 p.m.
*Open Sundays for 49ers away game watch parties

Bourbon Steak:

Tuesday - Saturday 5:00 p.m. - 9:00 p.m.

**Bourbon Pub is always open on game days as the Official Away Game Watching Party for 49ers*





49ERS TEAM STORE

There are two 49ers Team Stores, the Levi's Stadium Flagship Store and the Westfield San Francisco Centre Team Store. Both the Levi's Stadium Flagship Store and the Westfield San Francisco Centre Team Store are open to the public on non-event days.

The Levi's® Stadium Flagship Team Store Non-Event Hours:

- Monday - Saturday: 10 a.m - 6 p.m.
- Sunday: 10 a.m. - 5 p.m.

Westfield San Francisco Centre Team Store Hours:

- Monday - Saturday: 10:00 a.m - 8:30 p.m.
- Sunday: 10:00 a.m. - 7:00 p.m.

On event days, the following Retail locations are located throughout Levi's® Stadium to purchase 49ers merchandise:

Faithful Mile

Pod (1)

Great America Parking Lot

Trailer (1)

Level 100

Game Day Store: Inside Brocade Club

200 Plaza Level

Main Team Store - Intel Gate A

Kiosks (2): Gate C- Dignity Health Plaza, Gate A- Intel Plaza

300 Level (Lower Level Concourse)

Gate F Team Store: Between Sections 106-107 (Outer Concourse)

Gate C Team Store : Section 130

Kiosks (3): Between Sections 121 - 123, 124 - 125 , 209 - 110,

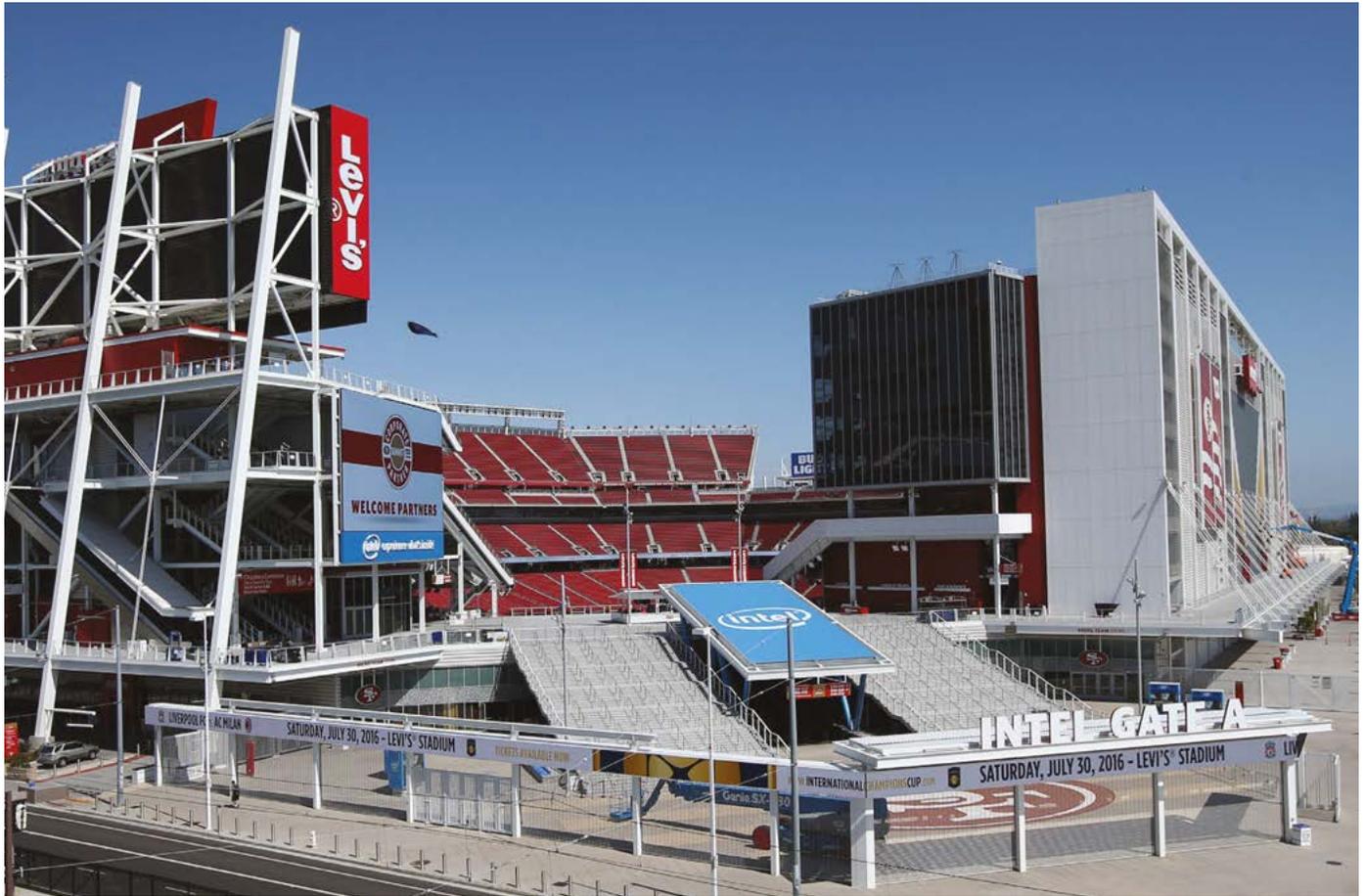
United Club Game Day Store: Section 135

700 Level (Upper Level Concourse)

Pepsi Deck Team Store: Section 305

Bud Light Patio Team Store: Section 324

Kiosks (1): Section 310



EXPERIENCE LEVI'S STADIUM

LEVI'S STADIUM TOURS

Go behind the scenes of the home of the San Francisco 49ers and Super Bowl 50 with a 90-minute guided tour of Levi's Stadium. Public tours are offered year-round and allow guests access to an NFL locker room, the 49ers Gold Rush cheerleader's locker room, premium club spaces, a luxury suite, the NRG Solar Terrace, and even onto the playing surface. You'll learn about stadium features like the Levi's Stadium Mobile app, the stadium connectivity, and the video boards that play a part in making it truly a state-of-the-art stadium. With full stadium events like 49ers games, major concerts, soccer, and college football, you'll learn how the stadium is truly a year-round event center that transforms with any attraction that comes to town. The comprehensive tour drops guests off for a self-guided or docent-led exploration through the 49ers Museum presented by Sony where guests can continue the fun at their leisure.

At a \$30 price point, Levi's Stadium hosts public tours in the off-season (February through July) on Fridays, Saturdays, and Sundays, and adds Mondays to the calendar in-season (August through January). To purchase tickets please visit the Visa Box Office at Levi's Stadium or go to www.ticketmaster.com.

LEVI'S STADIUM TOUR SCHEDULE

Fridays: 10:00 a.m., 11:00 a.m., Noon, 2:00 p.m.

Saturdays: 10:00 a.m., 11:00 a.m., Noon, 1:00 p.m., 2:00 p.m., 3:00 p.m.

Sundays: 10:00 a.m., 11:00 a.m., Noon, 1:00 p.m., 2:00 p.m., 2:30 p.m.

*Mondays: 10:00 a.m., Noon, 2:00 p.m. (*in-season only)

LEVI'S STADIUM TOUR PRICES

- Adults: \$30
- Children (5-12), Senior, Military, Santa Clara Resident (with valid ID), Partners, Suite and SBL Members: \$25
- Groups of 20 or more: \$20 per person

CLUB & SUITE OVERVIEW

CLUBS

There are 10 premium club areas located throughout Levi's Stadium. Only ticketed guests with proper access are allowed into the clubs. These clubs remain open for approximately one hour following the end of the event.

Of the 10 different club spaces in Levi's Stadium, six are traditional and four are suite-based.

- Traditional Club Spaces (club ticket based) are accessed by the 9,000 club seats in the stadium:
 - BNY Mellon Club East
 - BNY Mellon Club West
 - Brocade Club
 - Levi's 501 Club
 - United Club
 - Yahoo! Fantasy Football Lounge
- Suite-based Club Spaces are accessed by approximately 70 suites on the 500 level horseshoe:
 - Citrix Owners Club
 - Black Oak Casino Resort Clubs
- NRG Solar Terrace is accessible for all executive suite lease holders in the SAP Tower and by all NRG Sky Suite patrons.

SUITES

Luxury Suites at Levi's Stadium provide the finest premium seating opportunities at the world's top sporting venue including fully upholstered theater seating, incredible sightlines, multiple flat screen monitors, Internet access and upscale catering. Fans interested in learning more about the suite rental options at Levi's Stadium can visit www.LevisStadium.com/suite-rentals or call 415-Go-49ers.

EVENT RENTALS

Levi's Stadium has more than 400,000-square-feet of luxurious and versatile event space with upscale catering, multiple entertainment options, and world-class hospitality. Levi's Stadium is perfect for any style of event, with unique spaces and a dedicated event management team who will ensure that all guests expectations are exceeded. For more information please contact: specialevents@levisstadium.com or call 415-Go-49ers.





PUBLIC TRANSIT AND PARKING

PUBLIC TRANSPORTATION

Guests are encouraged to take public transportation. For additional information regarding public transportation, visit www.levisstadium.com or any of the following websites listed below:

Valley Transportation Authority (VTA)

VTA provides buses and light rail transportation in the greater San Jose area reaching Mountain View, Cupertino and Sunnyvale.

VTA buses will drop off guests in two locations:

- Intersection of Tasman Drive and Great America Parkway
- Intersection of Tasman Drive and Calle Del Sol

VTA light rail trains will drop off and pick up at the Great America Station located north of the stadium. For more information please visit www.vta.org, or call 408-321-2300.

Altamont Corridor Express (ACE)

ACE Trains provide services to Levi's Stadium from Stockton, Lathrop/Manteca, Tracy, Vasco, Livermore, Pleasanton and Fremont. For more information please visit www.acerail.com or call 209-944-6220.

Capitol Corridor

Capitol Trains provides services to Levi's Stadium from Auburn, Rocklin, Roseville, Sacramento, Davis, Suisun/Fairfield, Martinez, Richmond, Berkeley, Emeryville, Oakland, Hayward and Fremont/Centerville. For more information please visit www.capitolcorridor.org, or call 877-974-3322.

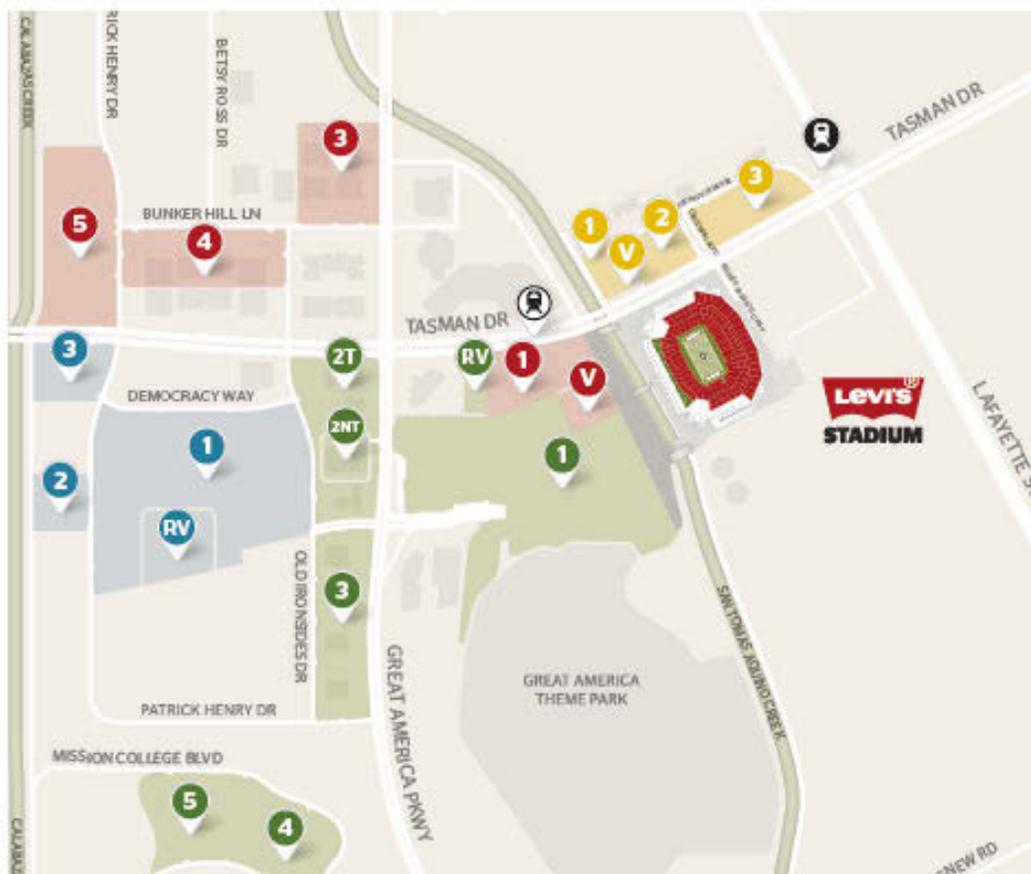
Caltrain

Caltrain provides services from San Francisco to South San Jose with stops all along the Peninsula. On event day, Caltrain transports passengers from all locations to connect with VTA Light Rail Trains or buses at the Mountain View Transit Center, located at Evelyn Avenue and Castro Street. For more information please visit www.caltrain.com, or call 1 (800) 660-4287.





PARKING + TAILGATING MAP



TAILGATING PERMITTED
WITH OPEN FLAME BBQ

- V** Premium Red Lot VIP
- 1** Premium Red Lot 1
- 3** Premium Red Lot 3
- 1** Premium Green Lot 1
- 2T** Premium Green Lot 2
- 4** Green Lot 4
- RV** RV Green Lot
- 1** Blue Lot 1
- RV** RV Blue Lot
- 2** Premium Yellow Lot 2
- 3** Premium Yellow Lot 3

TAILGATING NOT PERMITTED

- 4** Red Lot 4
- 5** Red Lot 5
- 2NT** Premium Green Lot 2
- 3** Green Lot 3
- 5** Green Lot 5
- RV** RV Green Lot
- 2** Blue Lot 2
- 3** Blue Lot 3
- V** Premium Yellow Lot VIP
- 1** Premium Yellow Lot 1

Light Rail /VTA Heavy Rail/ ACE Capitol Corridor

SAN FRANCISCO 49ERS



INTEL
GATE A

TOYOTA
GATE F

DIGNITY HEALTH
GATE C

SAP
TOWER

RAMP TO ALL LEVELS

