

# ® **Levi's STADIUM** **2015 MEDIA GUIDE**

HOME OF SUPER BOWL 50







## ABOUT LEVI'S® STADIUM

In just its first year, Levi's® Stadium hosted more than two million visitors, counting all events and attractions housed within the venue. The venue heads into its second year of operations as the premier outdoor destination for sports and entertainment in the Bay Area after hosting more than 20 major events during its inaugural year and preparing to host Super Bowl 50. Having hosted a variety of events, from WrestleMania 31 to the Grateful Dead "Fare Thee Well" Tour, Levi's® Stadium has guaranteed entertainment for fans across numerous platforms.

Levi's® Stadium boasts a seating capacity of 68,500 with the ability to expand, and is best known as the home of five-time Super Bowl champions, the 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 stadium capacity, in the lower bowl. Overall, the stadium includes 1.85 million square feet of space and offers 9,000 club suites and 174 suites that provide for a distinctively California experience.

During its opening year, Levi's® Stadium also unveiled unique tailgating options designed to enhance the game day experience, highlighted by Michael Mina's Tailgate, the Faithful Mile presented by Safeway 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 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, includes food sampling presented by Safeway, bars presented by Bud Light and a regular rotation of food trucks. 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.

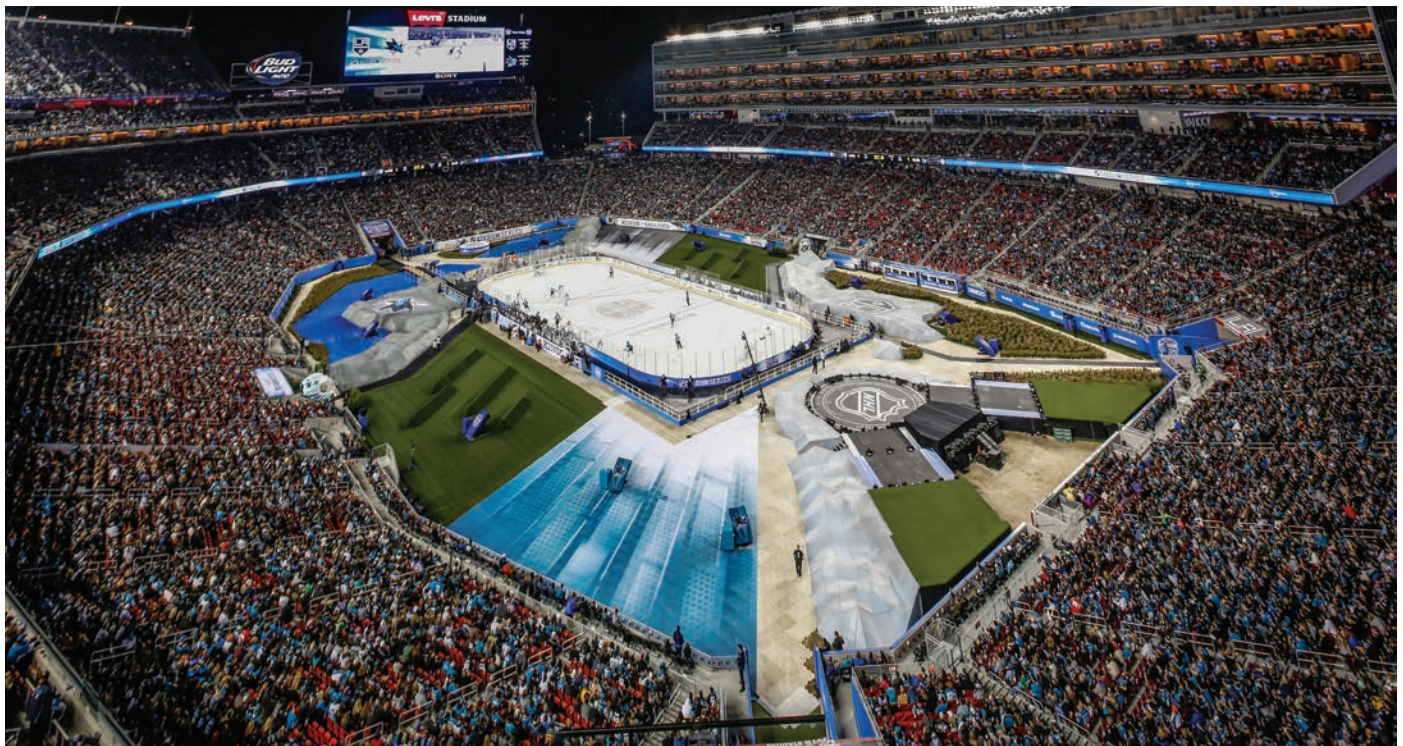
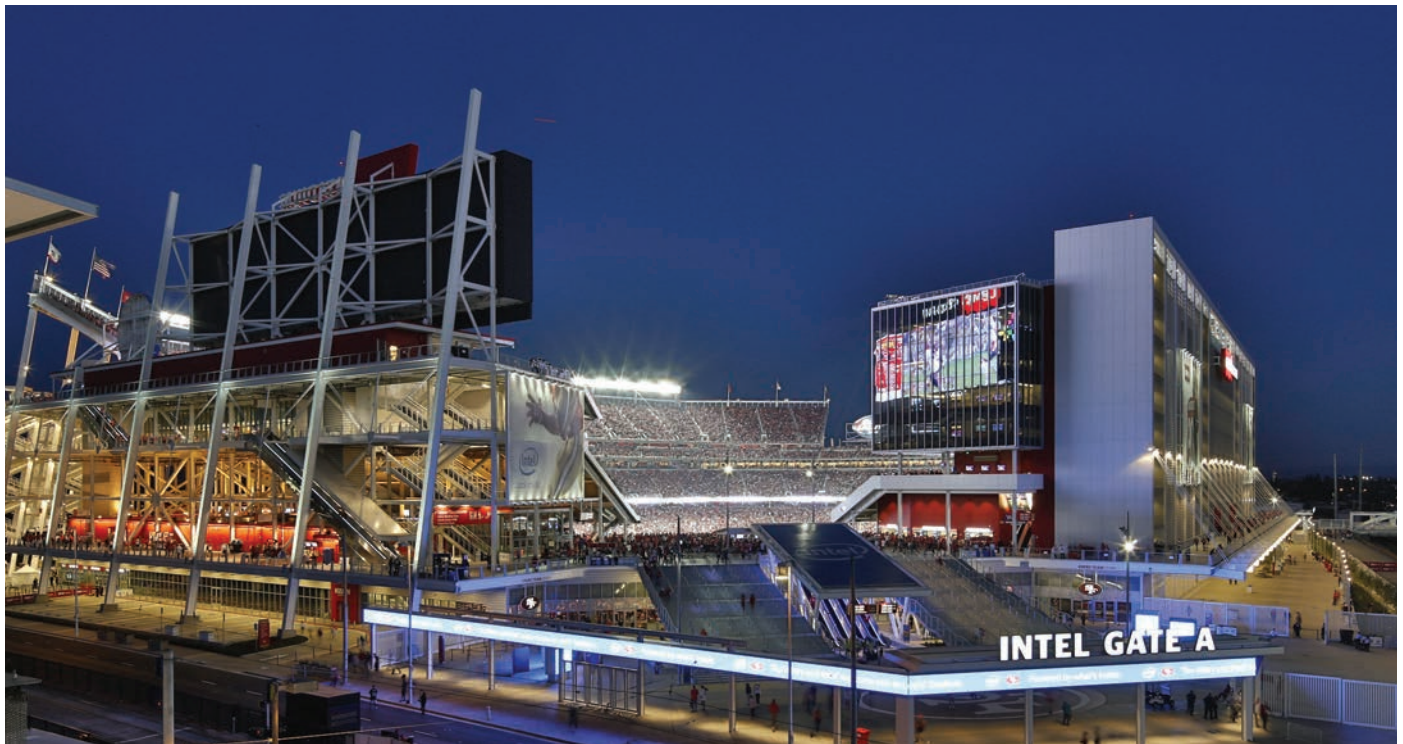
The most technologically advanced stadium in the world, Levi's® Stadium is a showcase for innovation in Silicon Valley. Accompanied by its own mobile app, the Levi's® Stadium App, the venue brings the comforts of watching a game at home right to your seat at Levi's® Stadium. In addition to mobile ticketing and parking, express pick-up and in-seat delivery for food and beverages, and the ability to watch video replays in real-time on a handheld device through the Levi's® Stadium App, 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 also the first professional football stadium to open with LEED Gold certification for new construction - the recognized standard for measuring sustainability for design and construction. Equipped with a green roof, state-of-the-art solar elements made up of 1,162 photovoltaic panels throughout the venue and low-flow plumbing fixtures that use 40 percent less water than conventional fixtures, the stadium has been widely recognized as a leader in sustainable design. Overall, Levi's® Stadium has established a new standard for sports and entertainment venues by using 85 percent recycled water and in its first year received industry awards for its conservation of water and use of reclaimed wood.

Furthermore, Levi's® Stadium was recognized by the *Sports Business Journal* as The 2015 Sports Facility of the Year and was also honored at The 2015 Stadium Business Awards as Venue of the Year and Venue Technology of the Year for its revolutionary Levi's® Stadium App.

The official ground breaking of Levi's® Stadium took place on April 19, 2012, and the ribbon cutting ceremony was held on July 17, 2014.





## 2015 COORS LIGHT NHL STADIUM SERIES

On February 21, 2015, Levi's® Stadium hosted Northern California's first outdoor National Hockey League game as the 2015 Coors Light NHL Stadium Series came to Santa Clara. A total of 70,205 hockey fans gathered to watch the Los Angeles Kings 2-1 victory over the San Jose Sharks, marking the third-largest crowd to ever attend an outdoor NHL game.



# SAN FRANCISCO 49ERS

## LEVI'S® STADIUM MILESTONES

Date	Milestone
6/8/10	Measure J is passed, approving the construction of Levi's® Stadium
4/19/12	Official Ground Breaking
10/1/13	Seat Installation Begins
3/7/14	First Field Goal Posts Installed
4/30/14	First Marriage Proposal
7/17/14	Levi's® Stadium Ribbon Cutting
7/19/14	First Musical Performance: John Legend (Private Event)
8/2/14	First MLS Game: San Jose Earthquakes vs. Seattle Sounders
8/17/14	First Football Game: Preseason 49ers vs. Broncos
9/6/14	First International Soccer Game: Mexico vs. Chile
9/14/14	First Regular Season Football Game: 49ers vs. Bears
10/24/14	First College Football Game: Cal vs. Oregon
12/30/14	First Bowl Game: Foster Farms Bowl
2/21/15	First NHL Game: San Jose Sharks vs. Los Angeles Kings
3/29/15	Highest Attendance: WrestleMania 31 (76,976)
4/11/15	First Motor Sports Event: Monster Jam
5/2/15	First Live Concert: Kenny Chesney and Jason Aldean

## LEVI'S® STADIUM ATTENDANCE

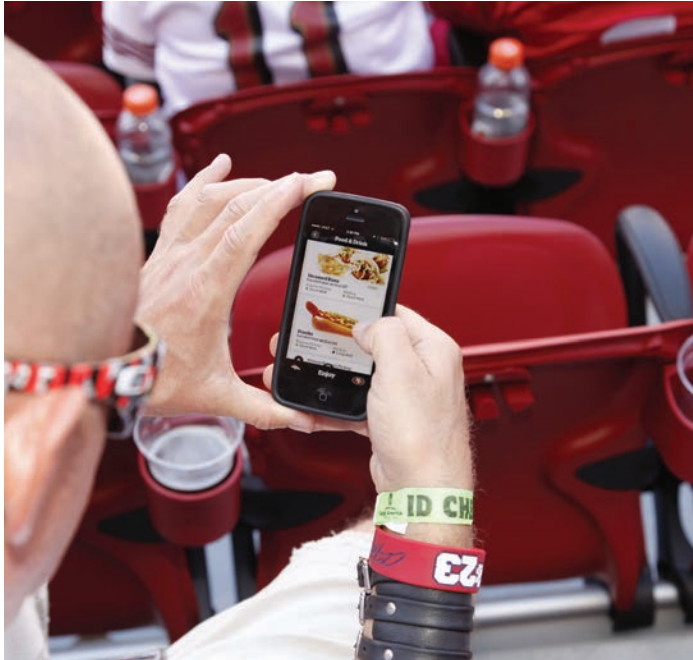
Date	Event	Attendance
8/12/14	MLS: San Jose vs. Seattle	48,765
9/6/14	International Soccer: Mexico vs. Chile	67,175
9/14/14	49ers vs. Bears	70,799
9/28/14	49ers vs. Eagles	70,799
10/5/14	49ers vs. Chiefs	70,799
10/24/14	Pac-12 Football: Cal vs. Oregon	55,575
11/2/14	49ers vs. Rams	70,799
11/23/14	49ers vs. Redskins	70,799
11/27/14	49ers vs. Seahawks	70,799
12/5/14	Pac-12 Football Championship Game: Oregon vs. Arizona	45,618
12/20/14	49ers vs. Chargers	70,699
12/28/14	49ers vs. Cardinals	70,699
12/30/14	Foster Farms Bowl: Maryland vs. Stanford	45,618
2/21/15	NHL: San Jose Sharks vs. Los Angeles Kings	70,205
3/29/15	WrestleMania 31	76,976
5/2/15	Kenny Chesney, Jason Aldean Concert	48,765
5/24/15	MLS: San Jose vs. Orlando City SC	36,224
6/27/15	Grateful Dead Concert	75,496
6/28/15	Grateful Dead Concert	74,947
7/11/15	One Direction Concert	50,147
7/25/15	International Champions Cup: Manchester United vs. FC Barcelona	68,416



## WRESTLEMANIA 31

Attracting fans from all 50 states and more than 35 countries, WrestleMania 31 set the Levi's® Stadium attendance record as 76,976 fans of WWE gathered in Santa Clara to experience the world's biggest wrestling extravaganza on March 29, 2015.





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 that come with 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 or express pick-up ordering of food, beverage and merchandise, 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 engagement platform.
- 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.

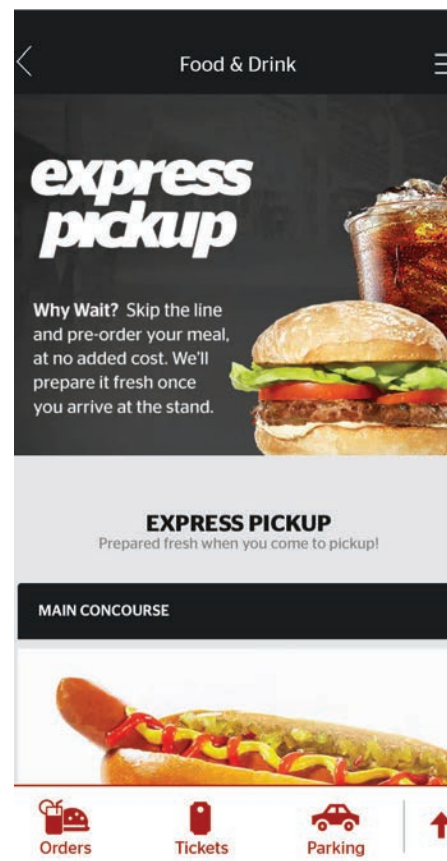
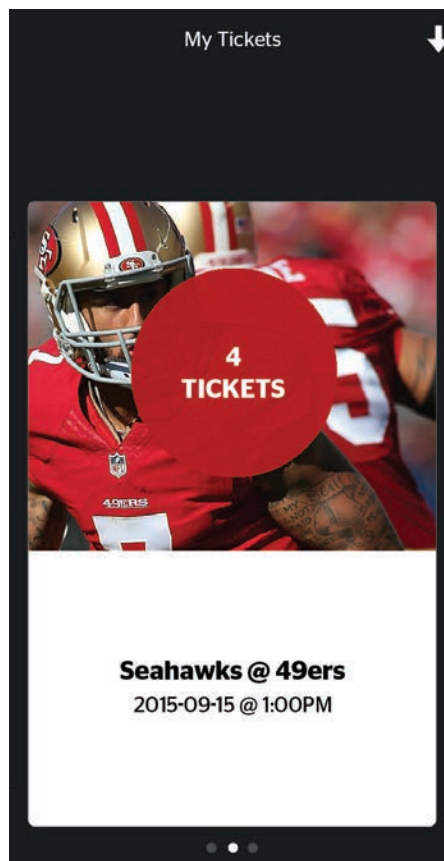
## NETWORK INFRASTRUCTURE

- Over 400 miles of data cable has been run in 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 mandated by the league for 2015.
- 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-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 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 capturing for future capabilities.
- Nearly 2,000 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 will include menu boards, game broadcasts, statistics and other important information as deemed necessary.





## LEVI'S® STADIUM MOBILE APP

The Levi's® Stadium app, available on iOS and Android, 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.

### 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 49 PRESENTED BY ESURANCE

Earn, track and redeem yards from Faithful 49, the 49ers fan engagement program.

### MOBILE ORDERING

Order food, drink and merchandise and have it delivered directly to their seats, or order via express pick up from their smartphone. Here's how they work:

#### EXPRESS PICK-UP

- Guest places order to a specific stand through the app and is directed to the express pick-up window at the associated stand. Guest scans a QR code at point of sale and order is fulfilled in-the-moment.
- Service is free of charge, but requires credit card payment through the app.
- Service is available at all 28 concession stands, with the exception of frozen yogurt.

#### 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 any alcohol orders.
- Service carries a flat \$5 delivery fee on all orders, credit card payment required through the app.
- Service is available to all seats, but there is a limited menu for in-seat delivery: frankfurter, vegan dog, Bavarian pretzel, nachos, popcorn, candy, chips, peanuts, cracker jacks, bottled soda, bottled water, Gatorade, bottled beer, and wine.
- 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.

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 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 174 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. A portion of the roof is shaded by the solar panel canopy.
  - 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.
- New for 2015, 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, Amtrack), 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 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. Other stadiums in the U.S. are plumbed for recycled water use, but none are using it to the extent and in the myriad of ways as Levi's® Stadium.
- **The Solid Waste Management Reduction Program** 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 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.
- **The Preventative Maintenance Program** will track all equipment and systems to enact their manufacturer's recommendations and scheduled preventative plans.
- **The Ongoing Commissioning Program** ensures that the venue will operate 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 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 will be 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 will be composted.







## 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 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 25,000 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 presented by Safeway, 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, will be open to the public year-round and provide direct access to the Levi's® Stadium Fanwalk and the 49ers Team Store. In the northeast corner, Toyota Plaza will be 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 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.
- Concourses also feature open field views so fans can watch the game even while they purchase refreshments.

#### 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

The Museum is open daily, with specialized hours designated for the game-day experience. Visit [www.LevisStadium.com/Museum](http://www.LevisStadium.com/Museum) for more info, or contact [museum@49ers.com](mailto:museum@49ers.com).

### ADMISSION

- Museum Ticket: \$15 - Adults, \$10 - Children (5-12), Seniors, Military, Santa Clara residents
- Public Guided Stadium Tour + Museum: \$35 - Adults; \$30 - Children (5-12), Seniors, Military, Santa Clara residents
- Museum admission free to all students via field trips

### HOURS

- Monday through Saturday: 10 a.m. - 6 p.m., Sunday: 10 a.m. - 5 p.m. (hours subject to change)
- Event 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 entry is only for guests possessing an event ticket

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, engaging home for fans of all ages.



## MUSEUM GALLERIES

### TRENDING

Step into our “You are a Niner” augmented reality experience to take your place beside current and former players or take in our Trending display, which features information about the team's recent success, 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 26 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

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 30,000 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 simulator. 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.

### SUPER BOWLS

The home to the 49ers five Lombardi Trophies and the rings associated with each championship is each guest's last stop in the Museum. Enjoy the photo opportunity while you take in yet another feature film on what it was like to be a part of 49ers history.







## 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 is extremely proud of the educational program that already served more than 30,000 Bay Area children in its first year. The program is unique in many ways, but perhaps the most compelling is the fact that the program is completely free to the end user. The 49ers pay for transportation, admission, supplies and everything else associated with visits to the Museum. This program is not only unrivaled in the NFL, but in all of professional sports.

### INSPIRE THROUGH EDUCATION

Housed in the Denise DeBartolo York Education Center, the 49ers Museum's Education Program provides learning platforms that connect, inspire, and engage students in grades K-8. Our program uses football as a platform for:

- Teaching content-rich lessons in Science, Technology, Engineering and Mathematics (STEM)
- Ingraining invaluable life skills.
- Encouraging physical activity.

### THE CURRICULUM

As the first professional sports organization to embrace the STEM learning concepts for youth, the 49ers Museum is constantly evolving and enhancing students' experiences to reflect the most current 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 Museum's education program curricula:

- Aligns to National & California Common Core and Next Generation Science Standards.
- Engages students in a variety of technology-rich learning experiences that are student-centered and can be adapted to various development levels and learning audiences.
- Integrates STEM 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).
- Increases student motivation for learning and enhances student understanding of STEM concepts.





## CUSTOMIZABLE FEATURES

A field trip to the 49ers Museum presented by Sony 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 will allow students to use leading edge, technological tools and techniques, challenging them to reach new heights.

## THE EXPERIENCE

Students that participate in the Museum's education program receive an engaging, well-rounded experience. It 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 on innovative technology.

### GRADE-SPECIFIC, PROJECT-BASED LESSONS

- Students are challenged to work both independently and in teams to understand concepts related to STEM and to build, engage and understand.



## LEVI'S® STADIUM CULINARY EXPERIENCE

Levi's® Stadium features Centerplate as their food vendor for concessions, clubs, suites, and private events. Centerplate is able to provide the most scratch-cooking, has the most live-fire kitchens (25), and has the most pizza ovens (15 total: 11 Wood Stone and 4 brick) of any stadium in the world.

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

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

- Naturally smoked, nitrate-free, hormone-free, and antibiotic-free franks are steamed in a broth of local tomatoes
- Served on a custom-made bun from Le Boulanger

#### Custom Burger Blend

- Burger is a juicy and flavorful blend of brisket, short rib, and chuck
- Served on a custom-made bun from Le Boulanger with tomato, lettuce and garlic aioli
- Cheeseburger with Northern California medium cheddar

#### Oven Fired Pizzas

- Pizzas are made with fresh tomatoes and mozzarella in a gas-fired Wood Stone pizza oven providing a delicious crispy crust

#### Fresh and Local Nachos

- Tortilla chips delivered fresh from Ozuna foods in Sunnyvale
- Topped with house recipe nacho cheese sauce, fresh local cotija cheese and topped with sliced red jalapeño 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, panini sandwiches, and Mexican tortas
- Some highlights include:
  - **Barbeque sandwiches** with house-smoked pork
  - **Asian barbeque rice bowl**
  - **Clam Chowder** in a La 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 every 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 assorted craft beer varieties
- 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

- 85 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
- CP partnering with Mission College Culinary Program and culinary colleges from the Bay Area and Sacramento to provide mentoring and menu development training

#### 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 Marine Stewardship Council (MSC 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 800 POS in stadium providing faster service and shorter lines
- More than 600 F&B POS

### OTHER MENU HIGHLIGHTS AT LEVI'S® STADIUM INCLUDE:

#### Items New to Centerplate

- Fresh Dungeness crab sandwich grilled on sour dough bread
- Pulled pork nachos and seafood nachos
- Chicken and waffle, Buffalo chicken, Grilled Chicken sandwiches
- Barbecue chicken pizza
- Ice cream stands featuring local ice cream vendors

### OTHER MENU HIGHLIGHTS AT LEVI'S® STADIUM INCLUDE:

- Centerplate offers 32 vegan items, including:
  - JackFruit BBQ pulled sandwich house-smoked in California almond and hickory wood
  - Nopales Torta authentic layered Mexican sandwich
  - Vegan Ribollita vegetable stew with Arborio rice and organic kale





## **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 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, extension #6. The restaurants are on the ground floor of Levi's® Stadium on Tasman Drive, adjacent to the Museum, Tours Center and Retail store. For more information, visit [bourbonsteakandpub.com](http://bourbonsteakandpub.com) and [www.levisstadium.com/michael-minas-tailgate/](http://www.levisstadium.com/michael-minas-tailgate/).



#### **Hours of Operation**

##### **Bourbon Pub:**

Monday - Thursday - 11:30 a.m. - 9:00 p.m.  
Friday/Saturday - 11:30 a.m. - 9:30 p.m.

##### **Bourbon Steak:**

Monday - Saturday 5:00 p.m. - 9:00 p.m.  
Sunday - Closed

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

\*Bourbon Steak is closed on Mondays in the off-season







## 49ERS TEAM STORE

### 49ERS TEAM STORE

The 49ers have three team stores for all your retail needs.

The 49ers Team Store at Levi's® Stadium is open to the public on non-event days where you can purchase 49ers merchandise. The team store is located in the Intel Gate A plaza. The hours are:

- Monday - Saturday (In-Season): 10:00am - 6:00pm.
- Monday - Saturday (Off-Season): 10:00am - 6:00pm.
- Sunday (all year): 10:00 a.m. - 5:00 p.m.

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

### Level 100

Game Day Store: Inside Brocade Club

### 200 Plaza Level

**Main Team Store - Intel Gate A**

Kiosks (2): Gate B Atrium (North), Gate B Atrium (South)

### 200 Plaza Level-Dignity Health Plaza

Kiosk

### Lower Level Concourse (300 Level)

Store: Between Sections 106-107 (Outer Concourse)

Stores (2): Section 130

Kiosks (3): Between Sections 120-121, 109-110, 106-107

### United Club (300 Level)

Game Day Store: Section 135

### Upper Level Concourse (700 Level)

Stores (2): Section 305, 324

Kiosks (2): Section 310, 316

### Faithful Mile

Kiosks (3)





## **LEVI'S® STADIUM SUPER BOWL 50 EXPERIENCE**

In an effort to celebrate the spirit of Super Bowl 50 all season long in the host venue, the Levi's® Stadium Tour Program has been re-imagined for the 2015 season as the Levi's® Stadium Super Bowl 50 Experience and will be available to guests throughout the 49ers season. The guided portion of the program has partnered with Magic Memories to capture each guest's experience in full color as the tour weaves through the stadium seating bowl, suite tower, the Super Bowl 50 NFC locker room, club spaces and, for the first time, will conclude on the Super Bowl 50 field with the option to run through the Super Bowl 50 NFC tunnel like the pros. The tour tells the story of the Super Bowl from inception to the present-day cultural phenomenon it is today. The five 49ers Super Bowl victories are highlighted with vintage photographs, artifacts and storytelling throughout the Experience. Guests can also preview all of the activations planned for the stadium and the greater Bay Area in the months leading up to Super Bowl 50. The Experience continues into the 49ers Museum presented by Sony, which provides fans with a self-guided, immersive look back in time that puts them shoulder-to-shoulder with bronze life-size statues of 49ers Hall of Famers, the franchise's five Lombardi trophies and their accompanying Super Bowl rings. A brand-new Super Bowl exhibit has also been added to the museum with artifacts that span the first 49 Super Bowls.

Both public and private Levi's® Stadium Super Bowl Experiences are available through early January 2016 from 10:00 a.m. – 6:00 p.m. on Mondays – Saturdays (with the last tour leaving at 3:30 p.m.) and from 10:00 a.m. – 5:00 p.m. on Sundays (with the last tour leaving at 2:30 p.m.), rain or shine, except for certain unavailable dates. Tours depart from Intel Gate A and the guided portion lasts approximately 90 minutes, with a minimum of 60 minutes suggested for the self-guided portion. Fans should call 415-Go-49ers or visit [LevisStadium.com](http://LevisStadium.com) for more information and to confirm unavailable tour dates.

### **LEVI'S® STADIUM SUPER BOWL EXPERIENCE PRICES**

- Adults: \$50
- Children (5-12), Senior, Military, Santa Clara Resident (with valid ID), Partners, Suite and SBL Members: \$45
- Groups of 10 or more: \$40



## 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.

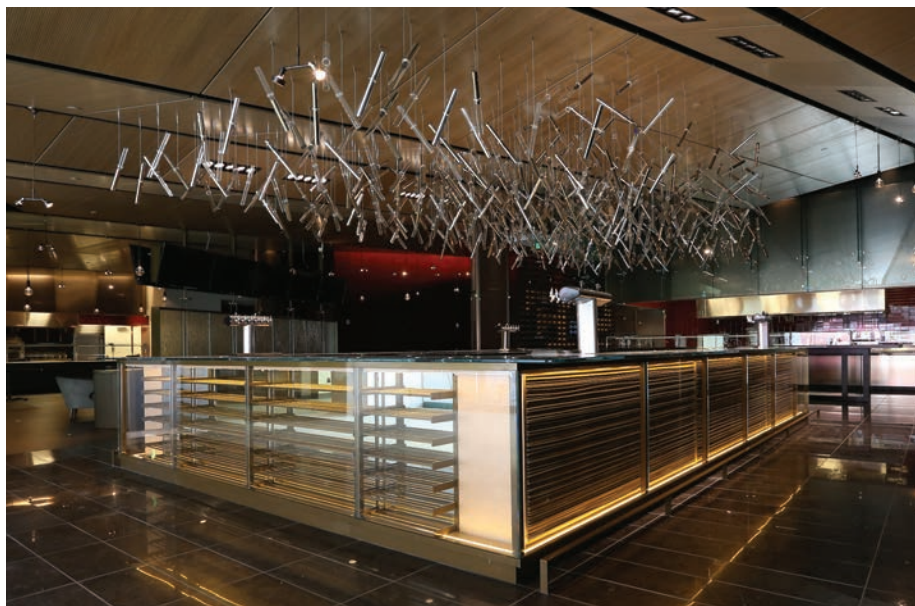
- Traditional Club Spaces (club ticket based) are accessed by the 9,000 club seats in the stadium:
  - BNY Mellon Club East
  - BNY Mellon Club West
  - Brocade Club
  - Levi's® 501® Club
  - United Club
  - Yahoo Fantasy Football Lounge
- Suite-based Club Spaces are accessed by approximately 70 suites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

### SUITES

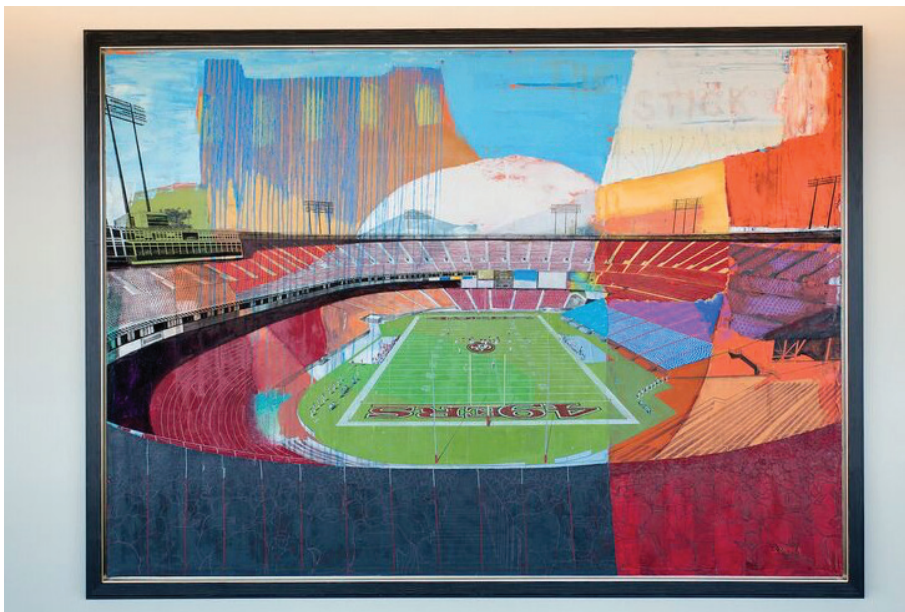
Luxury Suites at Levi's® Stadium provide the finest premium seating opportunities at the world's top sporting venue including fully upholstered theater seating, incredible sightlines, multiple flat screen monitors, Internet access and upscale catering. Fans interested in learning more about the suite rental options at Levi's® Stadium can visit [www.LevisStadium.com/suite-rentals](http://www.LevisStadium.com/suite-rentals).

### 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 guest expectations and requests are met. The venue hosted more than 250 private events in its first year of operations, including corporate meetings, corporate receptions, weddings, birthday parties, banquets, fundraisers and proms. For more information please contact: [specialevents@levisstadium.com](mailto:specialevents@levisstadium.com) or call 415-Go-49ers.







## LEVI'S® STADIUM ART COLLECTION

The Art Collection at Levi's® Stadium is home to over 200 original pieces and more than 500 photographs. The museum-quality artwork featured 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, 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.

The Art Collection at Levi's® Stadium celebrates the 49ers legendary history, the organization's current success and the vibrant culture of the greater San Francisco Bay Area. No other multi-use stadium contains the quantity and scope of original artwork that this collection has procured. The galleries highlight diverse, local artists and include pieces that have personal ties to the 49ers organization.

The 49ers are thrilled to present a collection that enhances the building by creating a fully integrated visual experience. Guests encounter larger than life portraits of 49ers greats, alongside charcoal sketches that celebrate notable regional figures such as Steinbeck and Kerouac. Visitors may marvel over pieces from the Ranchos of the Santa Clara Valley and the timeless psychedelics of the storied Fillmore Music Hall. The collection has been crafted to engage and provoke everyone from the casual fan to the art aficionado.

The Art Collection at Levi's® Stadium was curated in partnership with Sports & the Arts (SATA).





## PUBLIC TRANSIT AND PARKING

### PUBLIC TRANSPORTATION

Guests are encouraged to take public transportation. For additional information regarding public transportation, visit [www.levisstadium.com](http://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](http://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](http://www.acerail.com) or call 209-944-6220.

#### Capitol Corridor

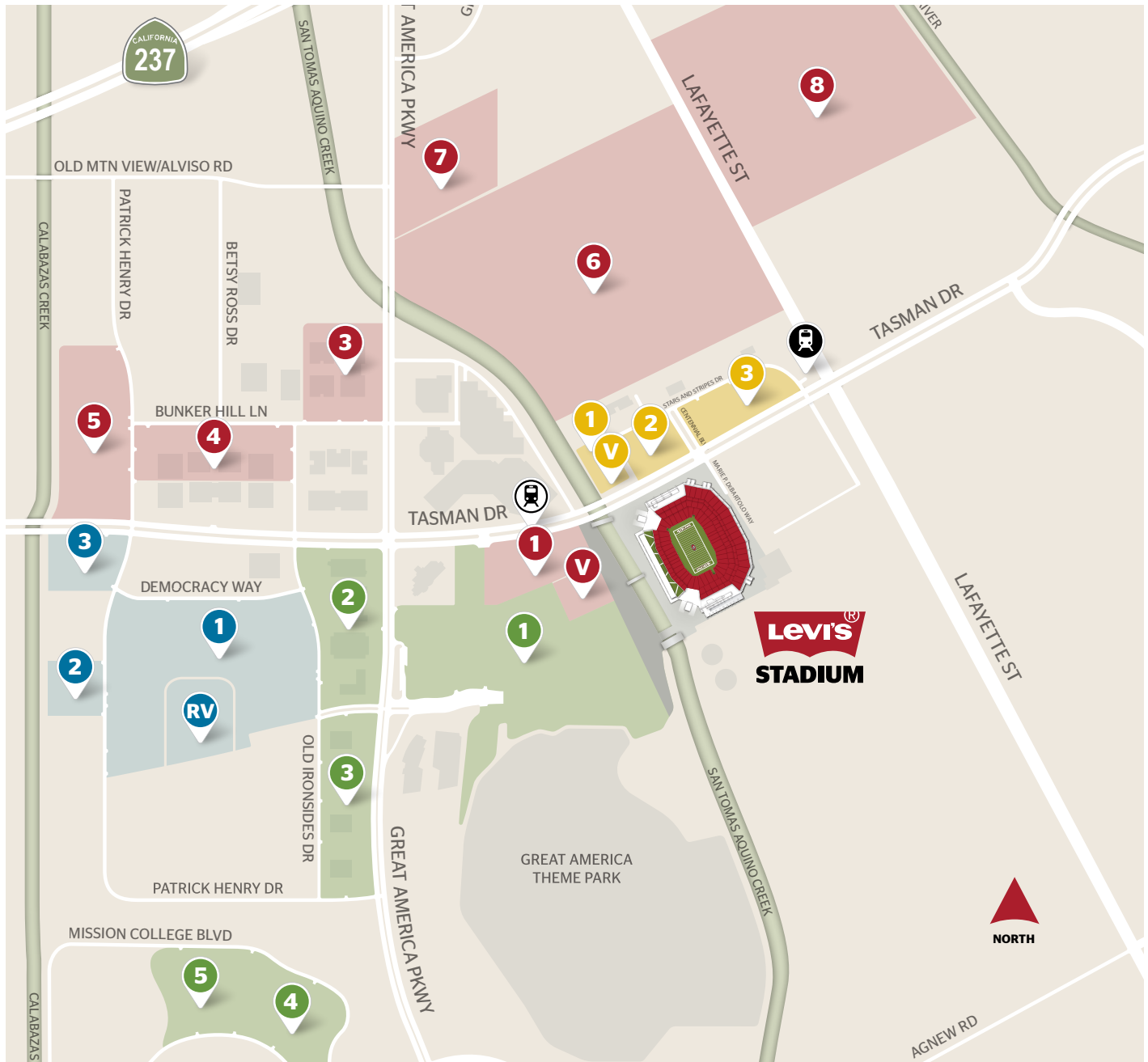
Capitol Trains provides services to Levi's® Stadium from Auburn, Rocklin, Roseville, Sacramento, Davis, Suisun/Fairfield, Martinez, Richmond, Berkeley, Emeryville, Oakland, Hayward, and Fremont/Centerville. For more information please visit [www.capitolcorridor.org](http://www.capitolcorridor.org), or 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](http://www.caltrain.com), or call 1 (800) 660-4287.







**TAILGATING WITH OPEN FLAME PERMITTED**  
NO GLASS CONTAINERS PERMITTED

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



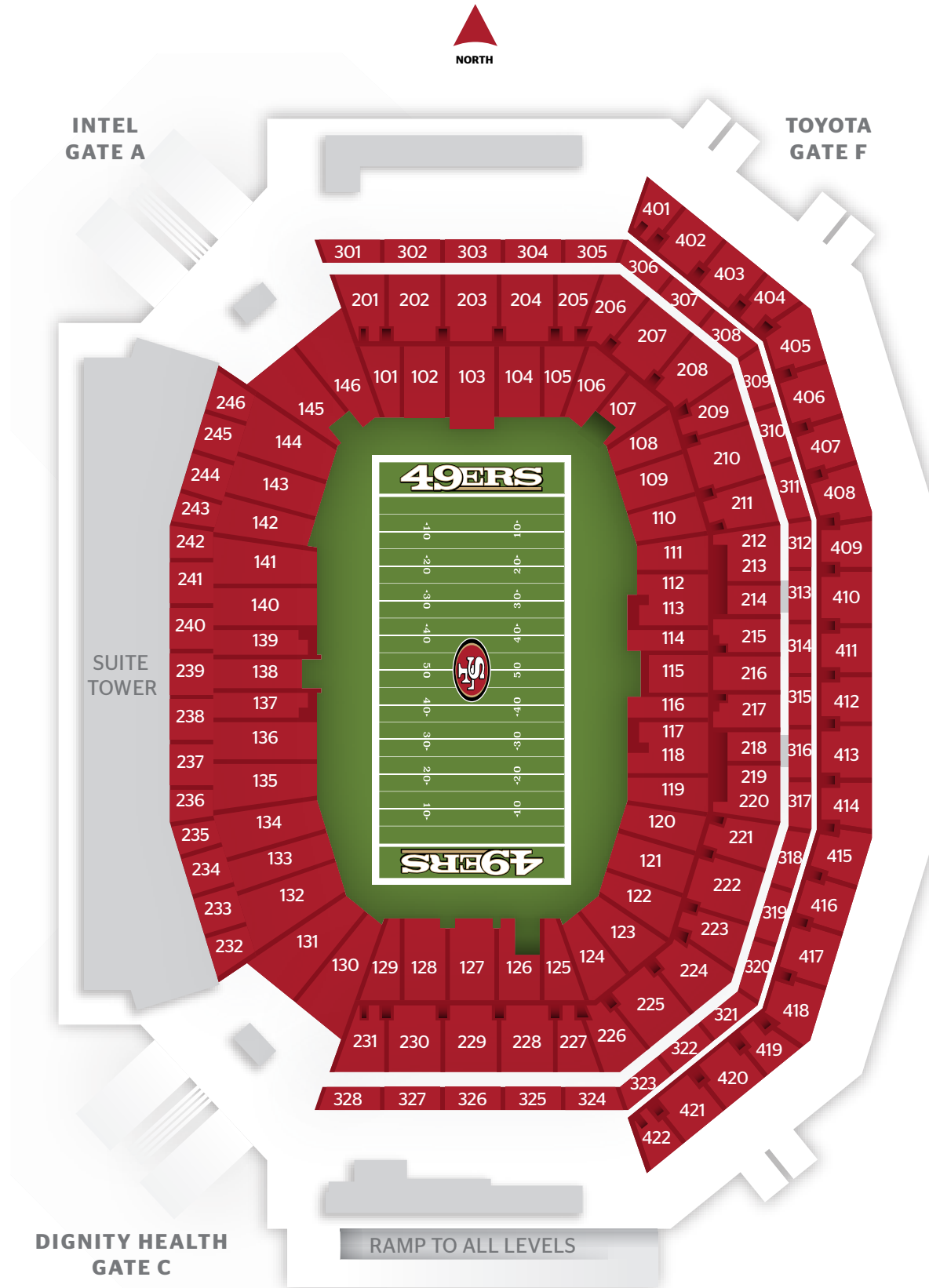
**TAILGATING NOT PERMITTED IN THIS LOT**  
NO GLASS CONTAINERS PERMITTED

- 4** Red Lot 4
- 5** Red Lot 5
- 7** Red Lot 7
- 3** Green Lot 3
- 5** Green Lot 5
- 2** Blue Lot 2
- 3** Blue Lot 3
- V** Premium Yellow Lot VIP
- 1** Premium Yellow Lot 1



**TAILGATING RESTRICTED - NO OPEN FLAME**  
NO GLASS CONTAINERS PERMITTED

- 6** Red Lot 6
- 8** Red Lot 8





## LEVI'S® STADIUM 2015-16 SCHEDULE (AS OF JULY 27, 2015)

AUGUST 14 & 15	Taylor Swift: 1989 Tour	OCTOBER 22	 VS 
AUGUST 23	 VS 	NOVEMBER 8	 VS 
AUGUST 29	Luke Bryan: Kick Up The Dust Tour	NOVEMBER 29	 VS 
SEPTEMBER 3	 VS 	DECEMBER 5	2015 Pac-12 Football Championship Game
SEPTEMBER 14	 VS 	DECEMBER 26	Foster Farms Bowl
SEPTEMBER 18	Friday Night Lights	DECEMBER 20	 VS 
OCTOBER 4	 VS 	JANUARY 3	 VS 
OCTOBER 18	 VS 	FEBRUARY 7	Super Bowl 50

