Board of Supervisors Memorandum

December 13, 2016

Funding Request for Sponsorship of the NOVA Home Loans Arizona Bowl

Background

The second NOVA Home Loans Arizona Bowl will be held on December 30, 2016 at The University of Arizona Stadium. Pima County has been asked to provide financial sponsorship of the event, which is expected to generate more than $16 million to the community, building upon more than 8,000 hotel room nights. The sponsorship request is for $40,000 to offset operational costs and to assist in related costs to bring two teams to Tucson.

The NOVA Home Loans Arizona Bowl was sanctioned in March 2015 as the 41st National Collegiate Athletic Association (NCAA) football game. The inaugural football game was held on December 29, 2015. The University of Arizona Eller College of Management estimated the economic impact of the Bowl game was approximately $16.8 million, generated primarily by tourism and recreational activities, team expenditures and the creation of part-time jobs. Game organizers projected the event produced over 2,000 room bookings during game week, traditionally a slow time for Tucson hotels.

The NOVA Home Loans Arizona Bowl is run by TD4Tucson, a local 501(c)(3) corporation to which operation of the game was transferred in early 2016. The initial operator, the Arizona Sports & Entertainment Commission (ASEC), has been retained by TD4Tucson to provide ongoing consultation and direct game day operations.

The request for sponsorship from the NOVA Home Loans Arizona Bowl (Attachment 1) and memorandum from Pima County's Director of Attractions and Tourism (Attachment 2) delineate the benefits that will be received by Pima County, which are summarized below.

1. The game is owned by a local nonprofit organization that has pledged to support local charities and purchased goods and services locally;
2. Visitors will fill a significant number of room nights in local hotels during a normally slow time in the Pima County lodging industry. Pima County will benefit directly from bed tax collections.
3. Television and radio stations throughout the United States will feature the game in 42 states, representing 122 television stations, with an estimated 88 million household viewers across the United States;
4. Pima County will enjoy exposure at the game and all pre-events, including audio mentions and inclusion on all signage and game collateral materials; and

5. Pima County's sponsorship helps support the Hero's Tribute Program that honors teachers in our community and helps underwrite 1,000 tickets that will be sent to local teachers and their families to attend the Bowl game.

Recommendation

I recommend the Board of Supervisors take the following actions:

A. Approve a $40,000 allocation from the Board Contingency to provide financial sponsorship of the NOVA Home Loans Arizona Bowl.

B. Decline the following components of the sponsorship package shown on Page 2 of Attachment 1:

1. 16 Stadium Club Game Tickets
2. 16 Pre-Game Tailgate Party Tickets
3. 8 Parking Passes
4. 8 On-Field Pre-Game Passes
5. 8 Invitations to Private Player Event at Old Tucson
6. Commemorative Football

Respectfully submitted,

C.H. Huckelberry
County Administrator

CHH/mjk – November 30, 2016

Attachments

c: Jan Lesher, Deputy County Administrator, Community and Health Services
Dr. John Moffatt, Director, Economic Development Office
Tom Moulton, Director, Attractions and Tourism

ATTACHMENT 1

November 29, 2016

C.H. Huckelberry
Pima County Administrator
Pima County Government Center
130 West Congress – 10th Floor
Tucson, AZ 85701

Dear Mr. Huckelberry,

Thank you for the opportunity to propose to Pima County their support of the NOVA Home Loans Arizona Bowl for $40,000. We appreciate your consideration.

Pima County Proposal

The NOVA Home Loans Arizona Bowl will kick-off on Friday, December 30, at 3:30 pm. As a true community collaborative, it's important that this event is designed of, for, and by the Southern Arizona community, and we're excited to report that the bowl is now owned and operated by a Tucson-based non-profit organization called TD4Tucson. This year's bowl game, and the corresponding activities and events that will collectively produce an event of world-class magnitude.

We've assembled an all-star cast of community and industry leaders to ensure the greatest possible success for the event, including title sponsor NOVA Home Loans, Mountain West Conference, Sun Belt Conference, Arizona Sports and Entertainment Commission, Campus Insiders, and our Advisory Board.
The economic impact of this bowl game is significant – last year, through an accelerated process with limited time to deliver, the event generated more than $16 million to the community with more than 8,000 bookings posted for hotel room nights. We've set our sights much higher this year!

At the heart of this event is a heart for cause, and it's part of our mission to leverage the strong brand of the bowl to raise awareness of, and funds for, local charities that serve our community. Last year alone, the bowl raised more than $85,000 for local charities.

In honoring some of our community's hardest-working heroes, we're making it possible to send men and women in the military, veterans, teachers, firefighters, police officers, and sheriff's deputies to the game for free. A Hero Tribute Program has been created for local businesses that want to help these heroes.

While the game itself is at the center of the story, there will be a number of associated activities and events that are part of its reach, including the Downtown Block Party on December 29, and the Desert Diamond Casino Pre-Game Tailgate Festival featuring the Gin Blossoms on December 30.

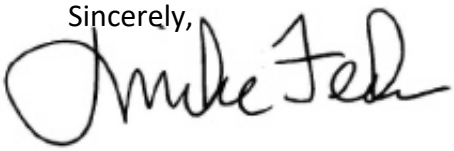
The NOVA Home Loans Arizona Bowl is requesting the $40,000 from Pima County as an offset to our operational costs, and to assist in the related costs to bring two teams to Tucson at a time (between Christmas and New Year's) that is traditionally slow in the tourism and hospitality industry. In 2015, the game helped fill three hotel properties – JW Marriott Starr Pass, Loews Ventana Canyon, and the Hilton El Conquistador.

We would like to propose the following sponsorship package:

- **Title Sponsor of the Teachers Portion of the Heroes Tribute Package.** In our community, there are heroes living among us and the NOVA Home Loans Arizona Bowl wants to send those "heroes" to send these heroes and their families to the game. Those "heroes" include teachers, military, veterans, and first responders. Our plan is to deliver your donated tickets to Tucson Values Teachers on your behalf to teachers and their guests. The Pima County logo will appear on the flyer that will go out to the schools. The elements include:
    - Your logo will appear on the videoboard numerous times as a part of the Pre-Game Ceremonies and in-game promoting the Heroes Program
    - 1,000 Donated Tickets for our "Heroes - Teachers" in the South End Zone in a designated section with accompanying signage
    - Sixteen (16) $125 tickets to attend watch game in the Stadium Club (includes food and beverage)
    - Eight (8) VIP Parking Passes
    - Sixteen (16) tickets to the Pre-game VIP Tailgate Party
    - One (1) Position in both End Zones LED Rotation during the game with a Pima County public service message
    - Logo Rotation on Stadium Quad-Vision
    - Logo placement and link on the "Heroes" page of the NOVA Home Loans Arizona Bowl website
    - Name recognition on the "Heroes" page in the game program
    - Full Page ad in game program
    - Commemorative football
    - Concourse booth for Southern Arizona Attractions Alliance at both the Downtown Block Party and Tailgate Festival
    - Advertorial in the Game Program promoting Southern Arizona attractions
    - Eight (8) On-Field Pre-Game Passes
    - Eight (8) Invitations to Private Player Event at Old Tucson
    - On-Field Introduction of Tucson area government leadership
    - Two (2) Public Address System Acknowledgements promoting Pima County initiatives

Thank you again for your consideration. If you have any questions, please do not hesitate to call me.

Sincerely,



Mike Feder
Executive Director
NOVA Home Loans Arizona Bowl

EXHIBITS

FOR IMMEDIATE RELEASE
May 26, 2016
CONTACT:
Mike Feder, Executive Director
NOVA Home Loans Arizona Bowl
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Cell: (520) 954-8803

NOVA® HOME LOANS ARIZONA BOWL TO KICK-OFF IN TUCSON ON DECEMBER 30

Local Group Purchases the Bowl Game

TUCSON, AZ (May 26, 2016) — The NOVA® Home Loans Arizona Bowl is pleased to announce that this year's game will be played on Friday, December 30, 2016 at University of Arizona Stadium in Tucson, AZ. The game time will be announced in early June. The NOVA® Home Loans Arizona Bowl will feature a team from the Mountain West competing against a team from the Sun Belt Conference. Both the Mountain West and Sun Belt Conference have committed to sending teams to the NOVA® Home Loans Arizona Bowl for the 2016-2019 seasons. Additionally, Campus Insiders, the premier online destination and leading content source for college sports fans, has agreed to a multi-year media partnership for the streaming of the game and enhanced digital game experience on CampusInsiders.com as well as on its many mobile and streaming media partner platforms. Campus Insiders is also finalizing an agreement with a national linear broadcast partner to televise the game.

The 2015 inaugural NOVA® Home Loans Arizona Bowl was owned and operated by the Arizona Sports & Entertainment Commission (ASEC) which successfully organized and executed an incredible bowl experience in a very short time period. To ensure the long-term sustainability of the Bowl in Tucson, in early 2016, ASEC recommended that the bowl ownership be transitioned to a local Tucson organization, owned and managed by local community leaders. As a result, TD4Tucson was established as a 501c3 to retain the licensing of the NOVA® Home Loans Arizona Bowl. Due to their integral involvement in providing first class Bowl experience, ASEC has been retained to provide on-

going consultation and direct game day operations. Ali Farhang, Chairperson of TD4Tucson, stated, "I am so grateful for the leadership and fortitude that ASEC demonstrated by bringing a Bowl game to Tucson. Their experience and guidance was instrumental to executing a 5-star event under extremely challenging circumstances. I am pleased that the NOVA Home Loans Arizona Bowl and our local community will continue to be the benefactor of their knowledge and leadership. The transition of ownership to TD4Tucson and continued partnership with ASEC is a tremendous win for Southern Arizona."

Recap of the 2015 NOVA® Home Loans Arizona Bowl

The NOVA® Home Loans Arizona Bowl was sanctioned in March 2015 as the 41st NCAA college football game and the third bowl game staged in Arizona. The inaugural game kicked off on December 29, 2015. The bowl game featured two teams from the Mountain West – Colorado State and Nevada. The final score was 28-23 in one of the most hotly contested and exciting games in the bowl season. The NOVA® Home Loans Arizona Bowl had the second highest attendance of any inaugural bowl in history. Grammy Award band Los Lobos performed at halftime.

The University of Arizona Eller College of Management estimated the economic impact of the bowl game in 2015 was approximately $16.8 million, generated primarily by tourism and recreational activities, team expenditures and the creation of part-time jobs. Game organizers projected the event produced over 2,000 room bookings during game week, traditionally a slow time for Tucson hotels.

About the NOVA® Home Loans Renewal

NOVA Home Loans has returned for the second year as the Title Sponsor. The NOVA® Home Loans Arizona Bowl is dedicated to promoting community engagement and supporting local charities which aligns with the corporate values of NOVA® Home Loans. Jon Volpe, CEO of NOVA® Home Loans noted, "We are truly delighted to be the title sponsor of the NOVA® Home Loans Arizona Bowl for another year. Last year's Bowl showed us that the Tucson community enthusiastically supports the hosting of an NCAA Bowl Game in Tucson. The economic and charitable impact of the NOVA® Home Loans Arizona Bowl can have a profound effect on Southern Arizona for years to come. It is NOVA's key mission to give back to the communities that have given so much to us. I am thrilled that through our sponsorship of the NOVA® Home Loans Arizona Bowl, we will be able to promote local businesses, boost local charities and share the game of football with kids across Southern Arizona."

About Campus Insiders

Campus Insiders, a Silver Chalice Network, is the premier online destination and leading content source for college sports fans. Campus Insiders features high-quality content, including live studio shows, video-on-demand (VOD), and nearly 3,000 live games. "As the NOVA® Home Loans Arizona Bowl game media partner, we are committed to the vision shared by the Mountain West and the Sun Belt conferences to create a unique way to enjoy college football wherever fans are watching," said Crowley Sullivan, Executive Vice President of Campus Insiders. "After experiencing the excitement surrounding the inaugural game and what it meant to the people of Tucson, we are honored to be a part of the growth of this game over the next few years." Campus Insiders is available: On the go: Facebook, go90TM®, Instagram, Snapchat, Twitter, On your TV: Amazon Fire TV, Apple TV, Roku, Xbox.

About NOVA Home Loans

NOVA® Home Loans has served the needs of homeowners and homebuyers since 1980. NOVA has branches throughout Arizona, Colorado, Nevada and California and was recently named among the Top 50 mortgage lenders in the country. NOVA® is also licensed to originate loans in Alaska, Florida, Illinois, New Mexico, Oregon, Texas, Utah and Washington. For more information, visit www.novahomeloans.com.

About the Mountain West

From its inception in 1999, the Mountain West has been committed to excellence in intercollegiate athletics, while promoting the academic missions of its member institutions. Progressive in its approach, the Mountain West continues to cultivate opportunities for student-athletes to compete at the highest level, while fostering academic achievement and sportsmanship. Now in its 17th year, the MW has been assertive in its involvement with the NCAA governance structure and has taken a leadership role in the overall administration of intercollegiate athletics. The Mountain West membership is comprised of 11 all-sport members: the United States Air Force Academy, Boise State University, Colorado State University, Fresno State, University of Nevada, University of New Mexico, San Diego State University, San José State University, UNLV, Utah State University and University of Wyoming. In addition, the University of Hawai'i and Colorado College participate in the Mountain West as single-sport members in football and women's soccer, respectively. For more information on the Mountain West, visit www.TheMW.com .

About the Sun Belt

The Sun Belt Conference's "Together We Rise" motto isn't just hyperbole. It's proven fact on many different levels, not the least being its place in the hierarchy of collegiate athletics. As the league celebrates four decades since its founding in 1976, the Sun Belt occupies a "seat at the table" as a permanent part of the NCAA's 24-member Board of Directors. That alone insures that the conference has a voice in determining the future as college sports continues to change and evolve. Opportunities for Sun Belt student-athletes to succeed both on and off the field have never been greater, and the Sun Belt is well positioned in the areas of scholarships, student-athlete welfare and academic success. During the 2014-15 academic year alone, Sun Belt member institutions awarded nearly $50 million in scholarship funds to over 3,084 student-athletes while also contributing over $2 million from the Student Assistance Fund (SAF) to over 1,779 student-athletes. The Sun Belt Conference's membership consists of 11 football members – Appalachian State, Arkansas State, Georgia Southern, Georgia State, Idaho, UL Lafayette, UL Monroe, New Mexico State, South Alabama, Texas State and Troy. Little Rock and UT Arlington compete in all-sports as non-football members while Idaho and New Mexico State are football only members. Coastal Carolina will join the Sun Belt Conference in all sports but football in 2016. The CCU football program will begin Sun Belt play in 2018. For more information on the Sun Belt Conference, visit www.sunbeltsports.org.

About the Arizona Sports & Entertainment Commission

The Arizona Sports & Entertainment Commission (ASEC) is a non-profit organization created in 1988. The Commission collaborates with hundreds of partners to help fulfill the mission of bringing national and international sporting events to the state; assisting in the promotion of existing events and Arizona sports teams; providing volunteer recruitment and organization for large-scale sporting

events; and developing youth sports programs. In 1999, it assumed oversight of the Arizona Sports Hall of Fame, and in 2012, the Grand Canyon State Games. ASEC was the founding organization and owner of the 2015 NOVA Home Loans Arizona Bowl. For more information about the Commission call (480) 517-9700 or visit www.azsportsent.com.

For more information about the NOVA® Home Loans Arizona Bowl visit:

www.NOVAArizonaBowl.com.

For Immediate Release

Contact: Matt Russell
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mrussell@russellpublic.com

Arizona Businesses Rally to Send Thousands of Local 'Heroes' to the NOVA Home Loans Arizona Bowl

TUCSON, Ariz., November 17, 2016 – As the season of Thanksgiving draws near, businesses from across the state are expressing their collective gratitude for those on the front lines of service by making it possible for them to attend the NOVA Home Loans Arizona Bowl free of charge. A Heroes Tribute program has been activated with a goal of raising $200,000 among local and regional businesses, which would translate to 8,000 active duty military, veterans, police officers, sheriff's deputies, firefighters, Border Patrol, paramedics, and teachers being able to enjoy the world-class athletics event.

"This is the time of year when we pause to give thanks for the gifts that we've received, and it's such an encouragement to see businesses coming together to intentionally lift up the men and women who are some of the hardest-working heroes in our community," said Mike Feder, executive director of the NOVA Home Loans Arizona Bowl. "We feel an obligation to simply say thanks, and we can only imagine the waves of gratitude that will swell throughout Arizona Stadium on December 30 when thousands of these heroes are recognized."

Corporate sponsors of the Heroes Tribute program will have the opportunity to choose a hero group to underwrite, and can personally deliver the tickets to the group themselves or have the tickets delivered on their behalf by bowl staff.

Program packages are available from $100, which would provide tickets to four heroes, to $10,000, which would enable 400 heroes to attend the game. Some packages include additional benefits for the business sponsors, including gameday recognition, videoboard logo rotation, VIP parking and tailgate passes, and NOVA Home Loans Arizona Bowl merchandise.

The NOVA® Home Loans Arizona Bowl will also honor one special hero during an on-field Welcome Home Hero presented by Raising Cane's. Raising Cane's is a proud supporter of our local heroes and will be offering a free meal at Raising Cane's to all who hold a Heroes Tribute Program game ticket.

For information about the Heroes Tribute program, and to join the growing group of businesses that are making it possible to send these heroes to the bowl game, contact Mike Feder at 520-AZBOWL1 or mike@NOVAArizonaBowl.com. Additional information can be accessed at www.NOVAArizonaBowl.com.

About the NOVA Home Loans Arizona Bowl

Owned and operated by TD4Tucson, a Tucson-based non-profit organization, the NOVA Home Loans Arizona Bowl will kick off on December 30, 2016, at 3:30 pm MST at Arizona Stadium. In its debut last year, the bowl raised more than $85,000 for local charities and contributed $16 million in local economic impact. This year's game will feature teams from the Mountain West and Sun Belt Conferences, with partnership support from the American Sports Network, Arizona Sports and Entertainment Commission, and Campus Insiders. For more information visit www.NOVAArizonaBowl.com.

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ATTACHMENT 2

PIMA COUNTY
ATTRACTIONS AND TOURISM

MEMORANDUM

TO: C.H. Huckelberry
County Administrator

FROM: Tom Moulton TRM
Director, Attractions and Tourism

DATE: November 29, 2016

RE: NOVA Home Loans Arizona Bowl Sponsorship Evaluation

I have reviewed the sponsorship proposal received by Mike Feder, Executive Director of the NOVA Home Loans Arizona Bowl, and support their sponsorship proposal asking Pima County for $40,000 to offset their overall event operational expenses. Securing sponsorship dollars will ensure there are significant funds to allocate to marketing the event around the United States, thereby generating incremental tourism to Pima County as well as supporting our local charities through direct donations from the Arizona Bowl proceeds. I offer the following observations for your consideration.

1) The game is now owned by a local non-profit organization that has pledged to support local charities and buy goods and services locally. The NOVA Home Loans Arizona Bowl is slated to grow every year generating significant economic impact to our community through increased tourism during game week and throughout the year, thanks to all of the media exposure the event will receive both regional and nationally. Because it is a startup organization and they have pledged to donate significant portions of the earnings towards local charities, the sponsorship dollars are much more important to the success of this event during the initial years, as they strive to compete with the established college bowl games in Arizona. Currently they have four year agreements with the title sponsor and television networks.

2) Significant amount of room nights in local hotel rooms, during a normally slow time in the Tucson lodging industry, will be generated by the two visiting teams, coaches, college band members, alumni, friends, families and college football enthusiasts. One out of the three host hotels (Loews Ventana) is located in unincorporated Pima County and one (JW Marriott Starr Pass) is located where the Environmental Enhancement Fund revenue will benefit the local Tucson Mountain Park area from increased business. Pima County will directly benefit from the bed tax collections as most new visitors attending will want to be in the area resorts where the rates are significantly lower during this time period.

3) While there are many collegiate bowl games throughout the holiday season, this particular bowl game is on the Friday, before New Year's Eve, which should generate some additional stays in Tucson for New Years weekend.

4) A significant amount of television and radio will feature the game throughout the United States. Television stations airing the bowl game will take place, not only on the premier on-line digital network of Campus Insiders, but more significantly the American Sports Network (ASN), which airs locally on the KWBA, Channel 8 (CW Network) and television stations located in 42 states, representing 122 television stations with an estimated 88 Million household viewers around the United States. Visit Tucson is working with all television and media organizations to feature the Pima County Attractions throughout the game as well as part of the promotional and public relations hype being generated to promote Tucson and the game.

5) Pima County will enjoy exposure at the game and every major pre-event including the enhanced Downtown Tucson Block Party Event taking place on December 29. During the game Pima County will receive mentions on the PA system, large screen stadium television, signage and all-game collateral materials.

6) Our sponsorship goes to support the Hero's Tribute Program of the NOVA Home Loans Arizona Bowl featuring the teachers of our area. As the Title Sponsor for the teachers segment of the Hero's Tribute Program, our sponsorship will underwrite tickets to send these heroes and their families to the game, showing how much Pima County supports the teachers of Pima County.

7) Various pre-game and stadium tickets being offered as part of the sponsorship package could be donated to local charities to benefit their population to enjoy this community-wide event.

In conclusion, the NOVA Home Loans Arizona Bowl game generates community excitement, incremental tourism during a normally slow tourism period, significant awareness of Tucson and its assets through nationwide television airing of the game, and donations to local charities.

c: Jan Lesher, Deputy County Administrator, Health and Community Services