



# MIAMI-DADE COUNTY CENSUS TASK FORCE MEETING

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SENIOR DIRECTOR, CORPORATE COMMUNICATIONS AND PUBLIC AFFAIRS

SEPTEMBER, 2019

# WHO WE ARE

#SBLIV

Formed in 2015, the Miami Super Bowl Host Committee is an experienced group of individuals that serves as a liaison between the host city and the NFL to carry out the extensive bid submitted for 2019, 2020 and 2021.

South Florida was awarded the 2020 Super Bowl – a unique and historic game only the tri-county can host. Super Bowl LIV will mark the crossroads between hosting a record-breaking 11th game and the NFL's 100th season celebration.



# WHY SOUTH FLORIDA

#SBLIV



Setting records and hosting grand celebrations are two of the things the South Florida region does best, and Super Bowl LIV is a great opportunity to introduce out-of-town attendees to new areas of development since the last game in 2010 such as Wynwood, Brickell, Midtown and Doral, as well as the newly renovated Hard Rock Stadium.

# GLOBAL STAGE, GLOBAL VISIBILITY

#SBLIV

Super Bowl LIV will generate global visibility with an estimated attendance of 1.5M at Super Bowl LIVE, including thousands of media from around the world.

With the Super Bowl's rating as the most-watched single-day sporting event in the world year after year, reaching more than 100M viewers nationally and broadcasted in 170+ countries, all eyes will be on South Florida.

Super Bowl LIV offers a platform to capture the essence of our city – how we live, work and play – and invite the world to LIVE it with us...



SUPER BOWL LIV

LIVE IT

MIAMI

FEBRUARY 2, 2020  
HARD ROCK STADIUM



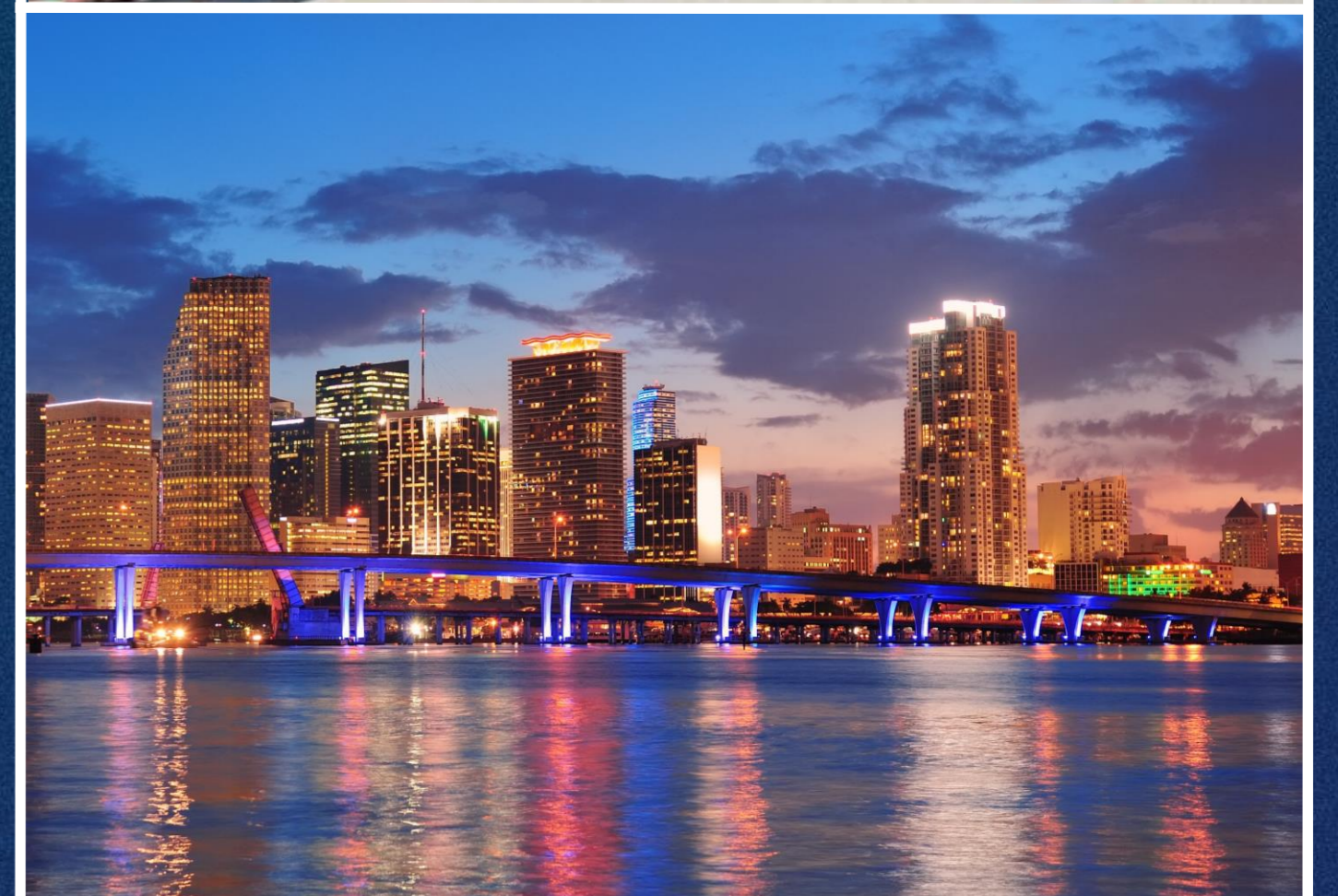
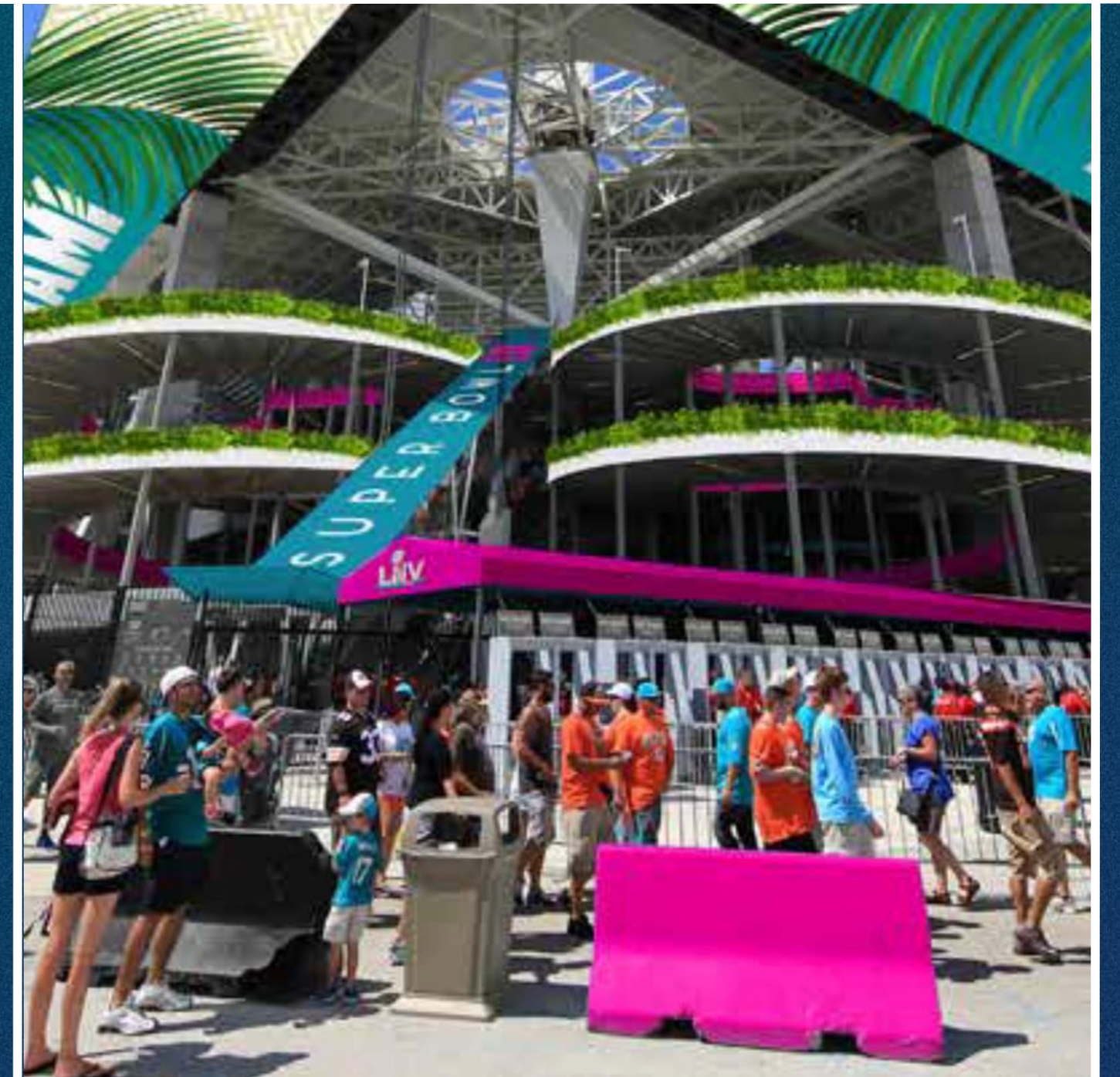
# PARTNERSHIPS

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Being a non-profit organization, the Miami Super Bowl Host Committee must raise \$25 million to support all of its efforts. The Host Committee partners with local and regional businesses to give all of South Florida the best Super Bowl experience.

The Host Committee strives to build strategic partnerships that provide mutual benefit through this elite global platform. We aim to create value through high-level exposure and engagement, while providing a unique opportunity to give back and support the community.

Through the many unique partnerships created, the Miami Super Bowl Host Committee can give South Florida natives and visitors alike the opportunity to be a part of and experience this spectacular event.



# VOLUNTEERS

#SBLIV

- Volunteers are an essential part of the overall Super Bowl efforts. As Miami gets ready to host the big game and invite the world to LIVE IT, the Miami Super Bowl Host Committee will recruit at least 10,000 volunteers to help represent our city and welcome our visitors.
- The goal of the volunteers is to create a lasting impression by serving as ambassadors of our city and helping all tourists and locals, LIVE MIAMI to the fullest and in the most memorable way.
- Volunteers will play a key role in ensuring visitors have a positive experience in Miami and can't wait to come back again—a multiplier effect for every tourism dollar.



CALLING ALL  
**FLORIDIANS**

Miami Super Bowl Host Committee  
is recruiting  
**10,000  
VOLUNTEERS**

If you love **South Florida**  
and **football**,

**WE WANT YOU!**  
(and 9,999 of your closest friends)

**THOUSANDS  
OF VISITORS** will rely on ambassadors  
like you to enhance  
their Super Bowl LIV  
experience.

**FEBRUARY 2, 2020**  
is fast approaching

**SO LET'S GET**





# LOCAL BUSINESSES

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- The Super Bowl LIV Business Connect Program is a partnership between the National Football League (NFL) and the Miami Super Bowl Host Committee.
- The program aims to provide diverse, qualified and certified South Florida area businesses opportunities to compete for special event related contracts connected to Super Bowl LIV.
- The Business Connect Program is focused on creating contract opportunities for certified minority, woman, veteran, lesbian, gay, bisexual and/or transgender-owned businesses.



# COMMUNITY & SUSTAINABLE LEGACY

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South Florida provides an incomparable backdrop to connecting Super Bowl LIV to the environmental issues that connect all sports fans and venues globally. The Ocean to Everglades (O2E) Initiative is the Super Bowl LIV environmental campaign in partnership with NFL Green, Ocean Conservancy and The Everglades Foundation. O2E will focus on solutions to the critical issues facing the health of the ocean and the Everglades.

Also, as with every Super Bowl, in partnership with the NFL, local communities will benefit from the lasting positive impact of various “Legacy Projects” well beyond the game. Super Bowl LIV will leave a mark ranging from new field turfs in schools and an outdoor gym in a local park, to the collaboration in the completion of City of Miami’s Lighting Project along Biscayne Bay.







SUPER BOWL LIV  
**LIVE IT**  
**MIAMI**

THANK YOU