

# Digital.Hybrid.Live. EXPERIENCES

Make  
**Giant**  
Impressions



# Giants Enterprises is reimagining digital engagement opportunities

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Through a refined virtual lens, our event experts provide the unique combination of access to exclusive Oracle Park venues, Giants Insider content & Digital Platform solutions

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Together, we will create immersive and engaging Virtual & Hybrid experiences that make Giant Impressions

**ORACLE PARK**  
SAN FRANCISCO

# Advantage: GIANTS

## PEOPLE

Access to Giants Alumni, Broadcasters, Personalities & a Roster of Industry Experts from the Giants Executive Front Office



## PLACES

Utilize iconic & scenic locations as your program backdrop to capture authentic audience connection to maximize engagement



## RESOURCES

Connect with a vast network of internal & external partners providing elevated levels of service & opportunities



## CONTENT

Feature dynamic media elements, such as exclusive Giants insider assets & bespoke sensory collections for guests to actively engage with at home



# Broadcast & Filming



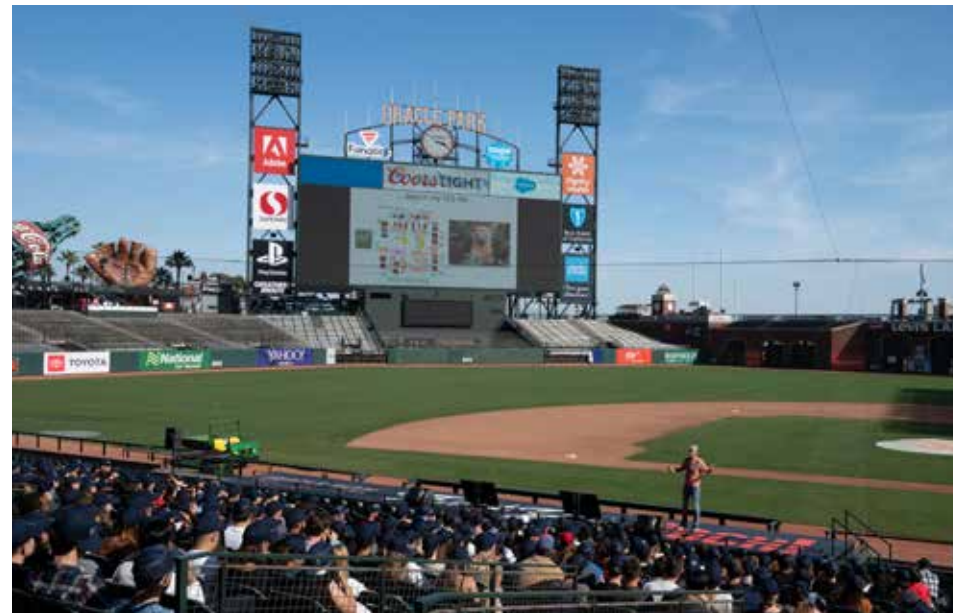
Step into the **Big Leagues** and transform Oracle Park into your personalized media and production platform.

Featuring breathtaking views of San Francisco Bay and a unique array of both **panoramic and vignette locations**, the Ballpark becomes a new and engaging backdrop for broadcast capture, filming and **sensory-inspiring imagery**.



# Hybrid Events

Oracle Park's abundance of **iconic venues** and combination of unique indoor and outdoor spaces creates the ideal environment for an impressive **hybrid event** with ample space for social distancing. Our campus of venues provides the unique opportunity to seamlessly flow through iconic locations and produce dynamic content for both **on-site & virtual participants**.



# Health & Safety

There is nothing that matters more than our collective health and wellbeing. As we look ahead to the future of events and hospitality, we are implementing full-scale enhancements to our already robust Health & Safety procedures.

After a successful 60-game Major League Baseball Season, our COVID-19 Task Force of Oracle Park's Maintenance and Operations Teams, has unique and invaluable recent experience in implementing the most stringent protocols for cleaning, disinfection and infectious disease prevention at Oracle Park to protect the health and safety of all those working and visiting.

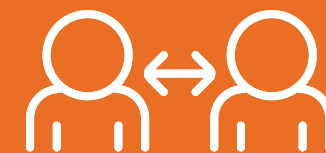
We have created robust Sanitation Operation Procedures and are working closely with the Global Biorisk Advisory Council (GBAC), a division of ISSA, the world's leading trade association for the cleaning industry.



**WIDESPREAD  
SANITIZATION**



**PROTECTIVE MASK  
REQUIREMENTS**



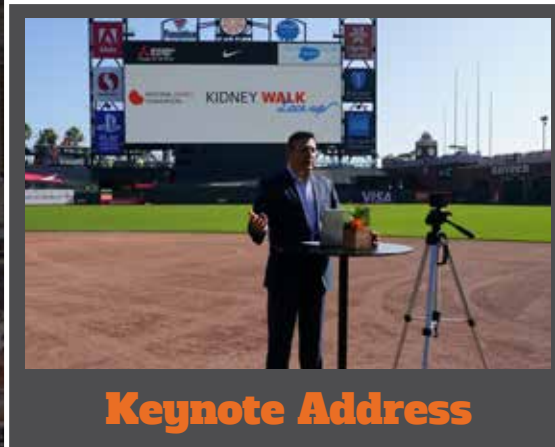
**SOCIAL  
DISTANCING  
POLICIES**



**CONTACTLESS  
BUSINESS & EVENT  
INTERACTIONS**



# Virtual Conference 2.0



**San Francisco Giants**  
**"The Business of Baseball"**  
**VIRTUAL Conference**

**9:30am - 10:45am Keynote Address**  
Team Behind the Team  
Location: The Field, First Base

**11:00am - 11:45am Fireside Chat**  
Data Driven Decisions On & Off the Field  
Location: The Field, Home Plate

**11:45am - 12:30pm Panel Discussion**  
Technology & Fan Experience  
Location: The Dugout

**12:30pm - 1:30pm Live Food Demonstration**  
Field to Table: Major League Sustainability  
Location: Gotham Clubhouse

**1:30pm - 2:00pm Live Trivia**  
Team Engagement Trivia  
Location: Scoreboard

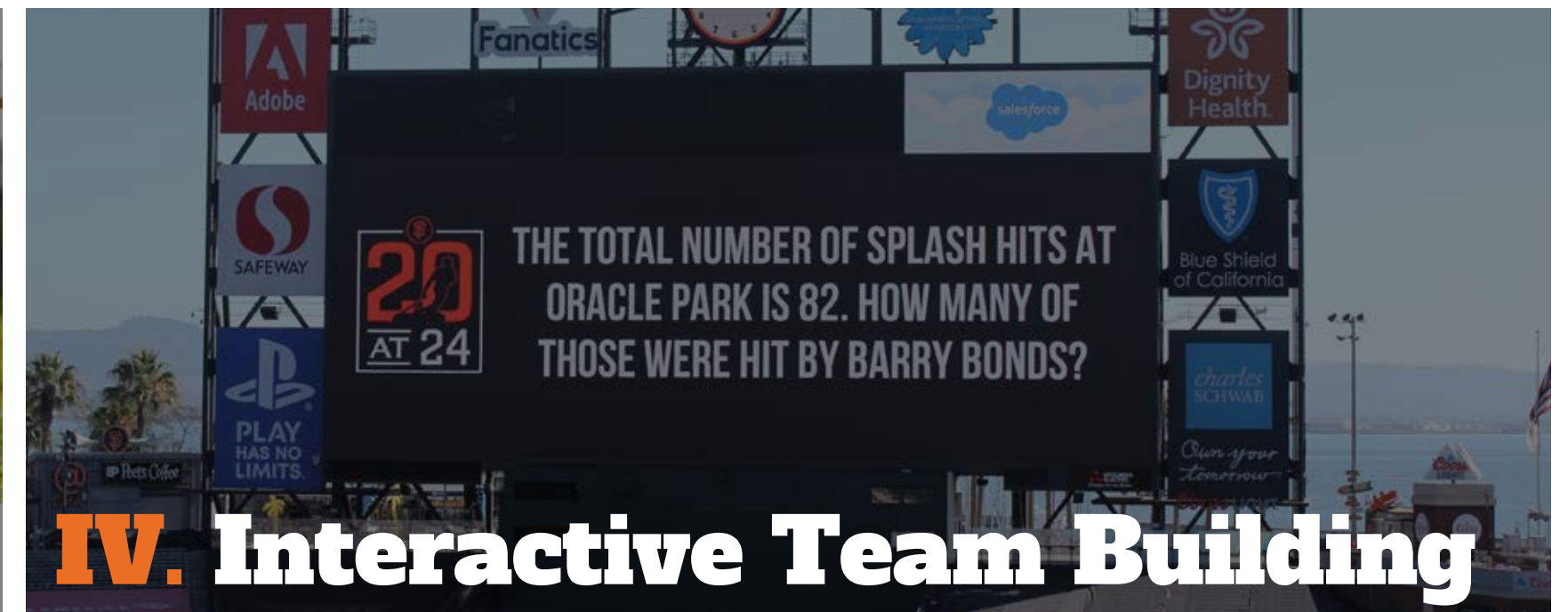
**2:00pm - 3:00pm On-Field Concert**  
Rock Around the Bases  
Location: The Field, 2nd Base

**ORACLE PARK**  
SAN FRANCISCO



# Digital Engagement Opportunities

We have created a wide range of experiences designed to increase viewer engagement. Whether your program is **virtual, hosted** at Oracle Park or a **hybrid** experience. Choose a single activation or a blend of offerings and let us create a custom experience paired with a seamless digital platform designed to impress.





# I. Giants Baseball from the “Digital Dugout”

Feature a full program of **Giants-driven content** or choose from various a la carte Orange & Black options to complement your event. From Emcee’s to customized Panel Discussions to featured Speakers – we’ve got the bases covered for your next program.



**Giants “Chalk Talks”** - Authentic virtual programs featuring a roster of Giants Alumni & Personalities. Create a stand alone program, pair with a Giants game or combine with other virtual content to create a dynamic, behind-the-scenes journey.



**“The Business of Baseball” with Giants Front Office Executives** - A curated panel of Giants Front Office Executives representing key areas of the organization for an exclusive look at the Team behind the Team. Examples include “Data Driven Decisions in Business & Baseball”, “Technology & Fan Engagement” & “Diversity, Equity & Inclusion at the Giants”.



**Giants University** - Our Giants historians will create a unique program featuring elements from our 137-year organizational history with relevant guest speakers, exclusive media features & behind-the-scenes artifacts from the “Giants Vault”.



## Giants Alumni & Personalities:

(More options available by request)

- Will Clark
- Barry Bonds
- Dave Dravecky
- JT Snow
- Rich Aurilia
- Randy Winn
- Cody Ross
- Jeremy Affeldt
- Ryan Vogelsong
- Travis Ishikawa
- Javier Lopez
- George Kontos
- Bruce Bochy
- Renel Brooks-Moon
- Dave Flemming
- Jon Miller
- Duane Kuiper
- Mike Krukow
- Erwin Higueros
- Lou Seal



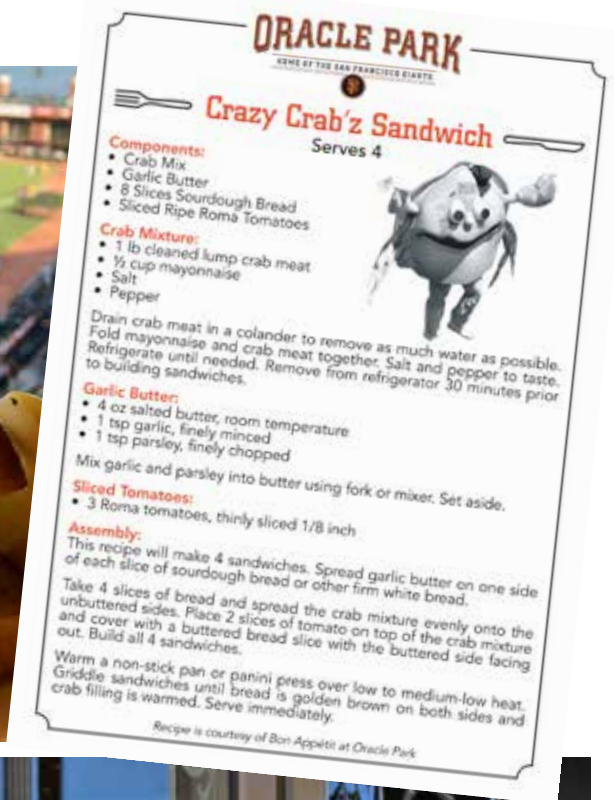
# II. Food & Beverage Experiences

Fun and interactive demonstrations with our Executive Chefs, bartenders and Giants alumni. Pair with a custom experiential at-home kit to stimulate the senses!

**Cocktails & Mocktails** - Let us create a custom cocktail demonstration LIVE from Oracle Park's premium spaces to engage your attendees. Pair with a custom F&B kit to excite the senses and for guests to imbibe at home.

**Culinary Experiences** - Our Executive Chefs will demonstrate Ballpark favorites to create at home including Gilroy Garlic Fries, Crazy Crab Sandwiches, Ghirardelli Sundaes and more. Toss pizzas with Giants partner Tony Gemignani of Tony's Pizza fame, or indulge in the sustainable bounty of The Garden at Oracle Park for a seasonal culinary journey.

**Tastings & Pairings** - Join our world class Winemakers, Brewers and Distillers on an exciting and interactive virtual tasting journey. Many unique offerings available including tasting activities with Giants Alumni, Rich Aurilia, owner and founder of Red Stitch Winery.



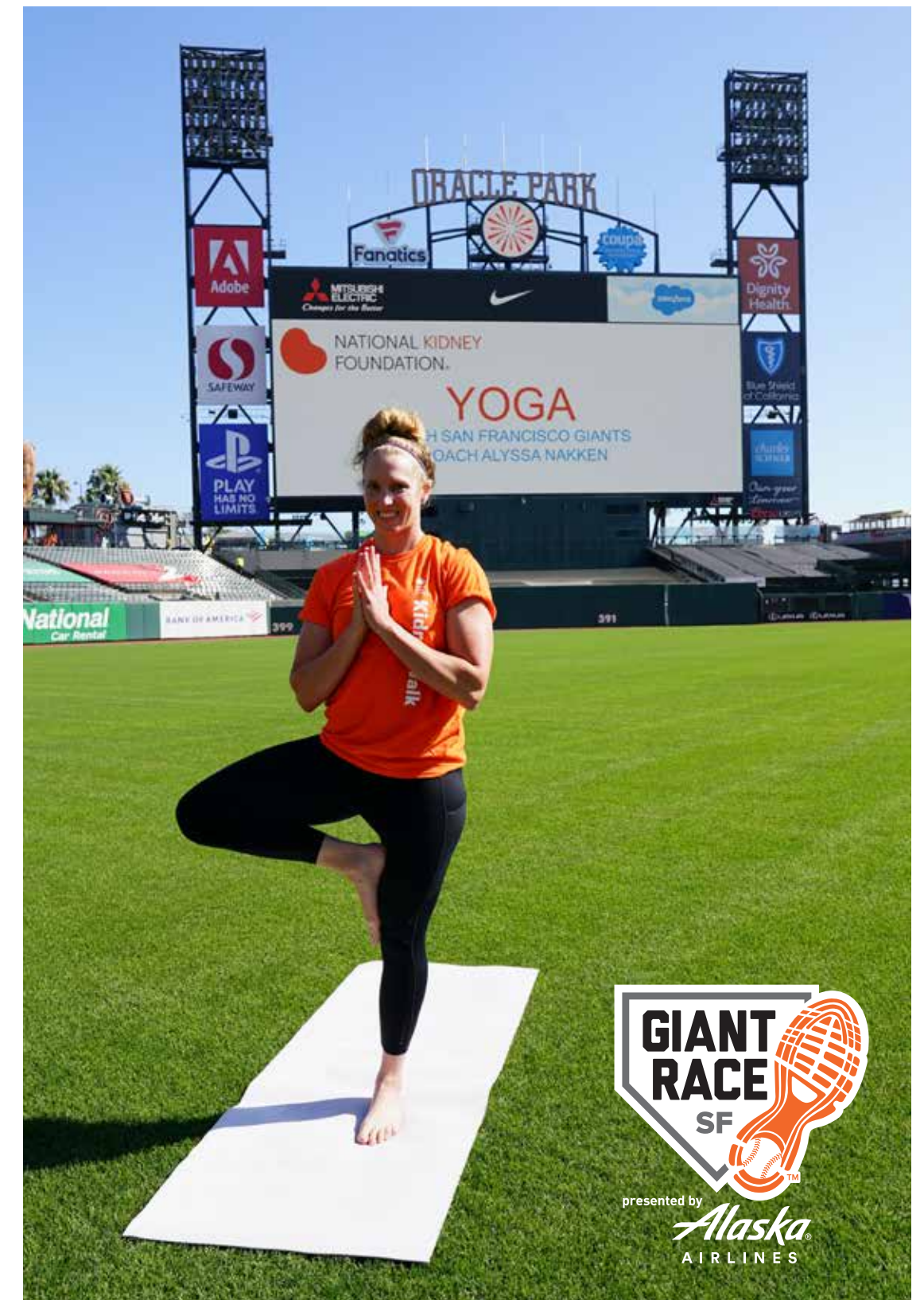
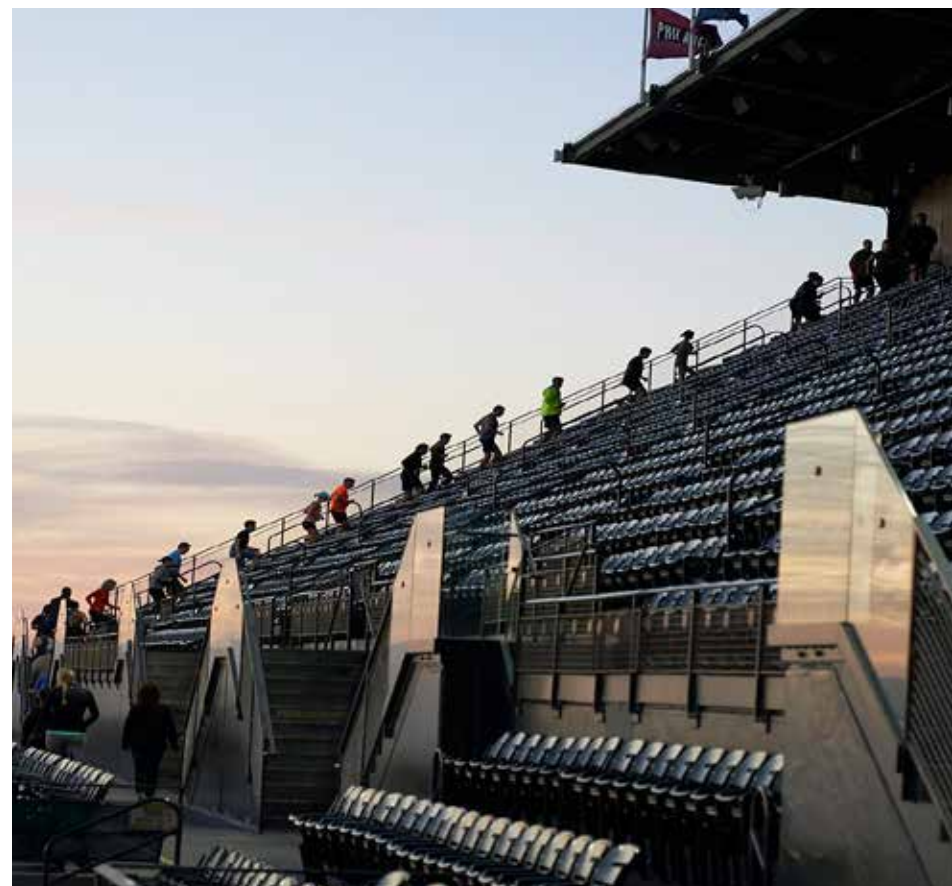
# III. Health & Wellness

Let us create a custom multi-part Health & Wellness program for your team or conference by collaborating with our expert staff and utilizing our iconic venue as your fitness platform and inspiring backdrop – virtual or in-person.

**Yoga & Mindfulness Meditation** – Rise and Shine with Yoga on the Field and Meditation hosted by world class instructors. Host a small group in person or stream live on our 4k scoreboard for everyone to join.

**Healthy MIND & BODY** – Help your team be their best selves. Hear from San Francisco Giants next-era coaching staff about their journeys and insights into embracing challenges, practicing self care and living a more balanced life.

**Ballpark Bootcamp @ 24 Willie Mays Plaza** – Our Health & Wellness experts will create an employee challenge that everyone can participate in (no equipment necessary). Wellness activations such as step & movement challenges will allow your team to find fun and unique ways to engage in healthy activities and a bit of healthy competition too.



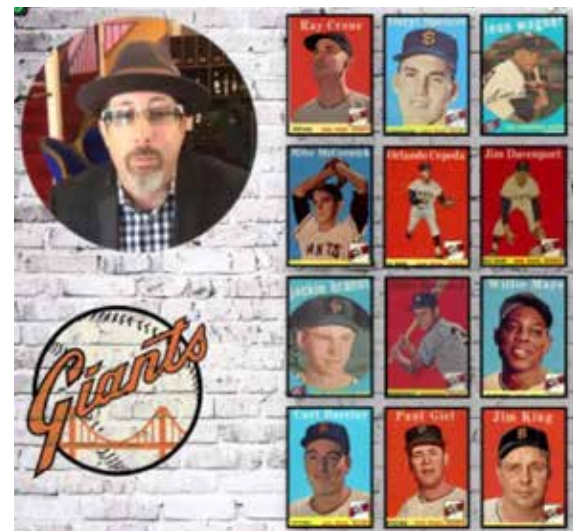
# IV. Interactive Team-Building

Add some **FUN & GAMES** to your virtual event with interactive and hands-on activities. Our custom at-home kits can be tailored to your event to include branding, exclusive Giants swag, prizes and much more!

**TRIVIA** - Break up your program with trivia live streamed on our 4K Scoreboard and test your guests knowledge on baseball, San Francisco, pop culture and the classics.

**BINGO!** - Add some healthy competition to your event with a few games of Bingo! Let us create custom branded cards paired with clever and classic themes while your guests compete for exclusive prizes.

**ENTERTAINMENT** - Live music, Magicians & Illusionists or Digital Photo Booths - amaze, engage and wow your guests from the comfort of their homes.



# Curated At-Home Collections & Gift Boxes

Take home a taste of Oracle Park with our custom At-Home Collections. Complement any of your events by engaging with attendees through immersive, one-of-a-kind kits designed to excite the senses and drive engagement during and after your event. Our team of experts will collaborate with you to curate options and fulfill your customized packages, delivered direct to your guests.

**TASTE:** Food & Beverage Engagement

**COLLECT:** Exclusive Giants Swag, Personalized Fan Cutouts

**INTERACT:** Activities, Gaming and Crafts

**CELEBRATE:** Holiday Collections and seasonal decor



Utilizing our in-house license, we are able to ship Wine & Spirits seamlessly and securely throughout California directly to your attendees' homes.



# 4K Scoreboard. Technology. Production.

## On-site AV Experts & Infrastructure for seamless integration

The Giants new 4K Scoreboard spans a massive 10,800 square feet and is twice the size of most IMAX screens and is one of the largest digital platforms in the country. The Scoreboard is customizable with a robust package of capabilities to create an integrated content display:

- Keynote Presentations & Announcements
- Live Streaming, Videoconferencing & Split Screen Content
- Videos & Animations
- Social Media Tagboard
- HD Video Gaming

## LIVE STREAMING & TURNKEY STUDIO EXPERIENCES

- Digital Design & Strategy
- Platform Solutions & Technical Expertise
- On-Site Resources, Equipment & IT Infrastructure
- Gigabit-speed connectivity available to satisfy all of your streaming requirements throughout the ballpark

### 4K SCOREBOARD SPECS

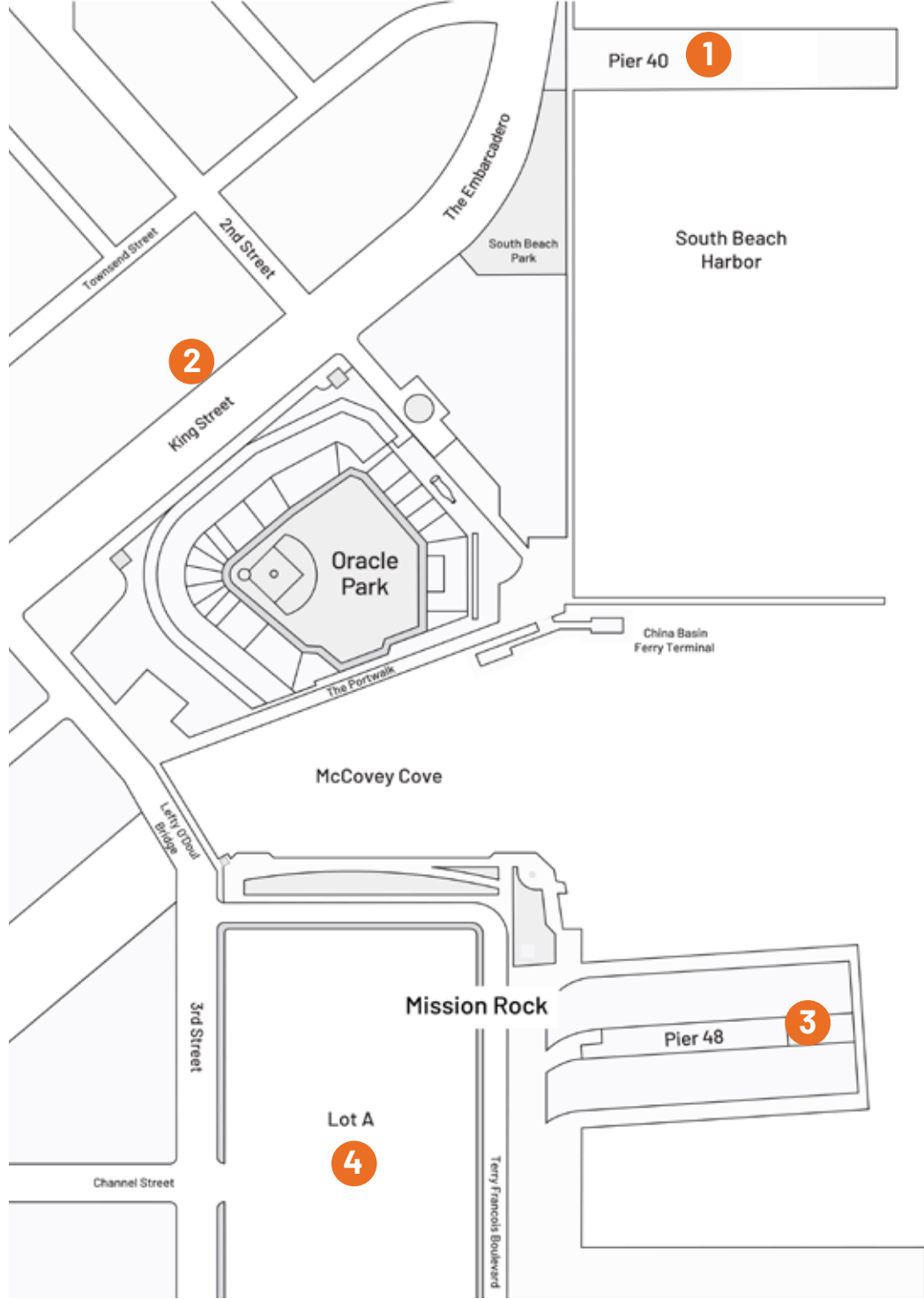
**Resolution:** 4,672 x 2,160 pixels  
**Brightness:** 7,000 nits  
**Dimensions:** 153.28' x 70.87'

**Refresh Rate:** 2,000Hz  
**Total Pixel Count:** 10,091,520  
**Pixel Pitch:** 10mm



# Campus of Experiences

Our unique array of venues offers dynamic storytelling opportunities from a variety of sets and scenery and vantage points on our campus. Let us help you navigate through our campus of venues all in close proximity for a variety of engaging opportunities.





**GIANTS**  
ENTERPRISES

## **Make Giant Impressions**

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