

# The World is Watching



GIANTS ENTERPRISES





**Make Giant Impressions**





# Events on a Giant-Scale

Giants Enterprises creates larger-than-life events the world watches.

Dedicated to the curation and development of new ventures complementary to the San Francisco Giants franchise, Giants Enterprises delivers larger-than-life experiences to millions at Oracle Park and beyond. Partnering with major corporations, sports teams, municipalities, large-scale promoters and other large organizations, we produce unbeatable private and public events — major concerts, sporting extravaganzas, entertainment experiences and more on a global scale.



# Major League Memory Makers

## Skills & Thrills

As a practiced team of sports, entertainment, conferences and meetings, tourism and hospitality consultants, we deliver the exclusive resources, expansive network and all-out creativity you expect when producing an impressive event on a massive scale. From over-the-top private parties to commercialized extravaganzas, we provide you the ingenuity, the grit and the goods to hit your idea out of the park.





# Win-Win: Services + Consulting

Our scope of services, matched with our unmatched vision, foresight and flexibility, drive a solid game plan for success.

## Select Services & Network Reach

Campaign Strategy & Project Management	Client Servicing & Customer Relations	Commercial Development & Sponsorship	NBC Sports Bay Area (partial ownership) Meeting Professionals International International Live Events Association Professional Convention Management Association San Francisco Travel Association Sports, Hospitality & Travel Media Stadium Managers Association San Francisco Chamber of Commerce Green Meetings Industry Council U.S. Travel Association International Ticketing Association Network of 34 International Consulates 3.5M annual Oracle Park Visitors Over 30K Season Ticket Members
Concession Negotiation & Management	Destination Management	Event Cultivation & Execution	
Government Affairs & Permitting	Hospitality Development & Delivery	Marketing & Advertising	
Media Rights & Broadcast Negotiations	Merchandise & Licensing	Public Relations & Media Management	
Ticketing Strategy & Execution	Venue Management, Consulting & Staffing	Venue Rental Sales & Management	

Over  
**20**  
sold-out concerts  
at Oracle Park

Over  
**10K**  
events for  
thousands of  
corporate clients

Over  
**7M**  
social media  
followers

Over  
**2K**  
consulting hours  
for international  
clients

Over  
**56M**  
Oracle Park  
event guests

Over  
**275**  
international  
and domestic  
industry events  
represented

## Advantage: Giants

We’ve made a giant impression on the industry, too.

**15 Northern California Emmy® Awards**

**Major League Baseball Green Glove Awards: 10**

(Awarded by the MLB Sustainable Operations Committee)

**2019 Green Sports Alliance Environmental Innovator of the Year**

**International Live Events Association Awards: 19**

**2008 Sports Business Journal Sports Facility of the Year**





# Event Scoreboard.

These case studies of standout events showcase our capabilities and, most important, our ability to create impressions that last.





**100K+**  
spectators

**3**  
days

**40**  
teams

We hosted the largest rugby event ever held in the states – the first Rugby World Cup Sevens played on U.S. soil – at the ballpark. Over a three-day span, 84 15-minute matches took place as thousands of fans from around the globe joined the largest rugby market in America: San Francisco.

**28**  
countries

**84**  
matches

# Rugby World Cup Sevens



# 34<sup>th</sup> America's Cup



**\$1M**  
Marketing  
Campaign

**Sold Out**  
dates

We delivered the Official Spectator Experience for this 3-month international sailing event, commercializing the America's Cup for the first time in its 160-year history. We created shore-line ticketed products; produced customized hospitality packages; founded a spectator-boat license program; and managed end-to-end sales, customer service and event execution.

**4**  
venues

**17**  
boats

**40**  
teams



**1,000+**  
attendees

**4**  
major  
events

**18**  
tours in  
four days

Oracle Park hosted a four-day festival for Oracle OpenWorld attendees to recharge and relax. To get their pulses going, attendees participated in morning FitFest.19 sweatwork activities including yoga practice and stair climb bootcamp, then wound down at a recovery lounge in the Giants dugout. They also took part in health & wellness activities and enjoyed an on-screen movie. To add to the excitement, they took private tours of the Park for an insider's view of the home of the World Series-winning San Francisco Giants.

# Oracle OpenWorld



# Giant Race Series



**10**  
years

**10**  
races

**4**  
cities

**25K**  
annual  
runners

Our annual exclusive events include 5K, 10K, half marathon and Kids & Family relay races. From event strategy to race execution, from marketing to runner registration, we manage the Giant Race series end-to-end. Since inception in 2010, we've expanded races to Scottsdale, AZ, during Spring Training; Sacramento Giant Race at Raley Field, home of our AAA affiliate Sacramento River Cats; and San Jose to Municipal Stadium, home of our A affiliate the San Jose Giants.



# City Hall Centennial

**100th Anniversary Civic Celebration**  
**25K spectators**  
**4 stages**  
**100+ local musicians**

The City Hall Centennial, held in the heart of San Francisco at Civic Center Plaza, featured a captivating light show, live music on two stages with over 100 musicians, food trucks, a silent disco, beer garden and private VIP area. In partnership with the city of San Francisco, we conceptualized and constructed a diverse and multifaceted marketing and PR campaign to attract attention and rally the city around this significant milestone.



# MLB World Series

**3 events**  
**3 parades**  
**300 vehicles**  
**3M spectators**

As winners of the 2010, 2012 and 2014 MLB World Series, the San Francisco Giants were celebrated by millions as they returned home. Each year we organized a multitude of parties, events and a city parade comprising over 100 vehicles in front of a million spectators – all within less than a week.

# San Francisco Bowl

**300K+ tickets**  
**12 years**  
**1 ground-breaking idea**

We partnered with the San Francisco Travel Association to establish an event that would drive citywide tourism during the winter season. The result? An annual college football game surrounded by week-long events and fan activities.



# The Gotham Club

**1st Private Membership Club**  
**in 130+ year history of franchise**

We established the Gotham Club to celebrate the rich history of the Giants franchise. Created and developed from the ground up, the private, speakeasy-style social club provides members-only experiences year-round. Members receive access to exclusive venues, upgraded food & beverage offerings and invitations to high-end events extending beyond the walls of the ballpark, all of which we plan, manage and execute to a T.





# On the Shoulders of Giants

Our winning legacy has made its mark on us and our partners.

2003

OUR FIRST CONCERT

Bruce Springsteen was the first of many big-name concerts to play at the Ballpark.



SUPERCROSS AT THE PARK

30,000 fans come out to a transformed field to cheer on the spectacle of riders.



2010

THE FIRST GIANT RACE

Now a 20,000 person road-race event over 3 cities, the Race is one of our signature properties.



WORLD SERIES PARADE

With only 1 week to prepare, San Francisco's first Parade and Civic Celebration awaits 1M fans.



2014

NMMA BOAT SHOW

A 4-day event in McCovey Cove successfully permitted and executed through masterful organization and expertise.



2015

CITY HALL CENTENNIAL

Partnered with City of San Francisco to host the Civic Celebration in honor of the 100th Birthday of City Hall.



2016

THE NIGHT BEFORE CONCERT

CBS's famous "The Night Before" Concert featuring hometown legends, Metallica, is performed the night before Super Bowl 50 with two other events in Lot A and PIER 48.



2011

CAL FOOTBALL SEASON

The Ballpark twice transforms for football for 150,000 fans over 5 games.



2012

RED BULL FLUGTAG

A 1-day 75,000-person event in McCovey Cove is expertly permitted and produced.



2013

34th AMERICA'S CUP

Delivering the Official Spectator Experience through the first commercialization of the Cup in its 160-year history.



2013

GOTHAM CLUB OPENS

Welcoming the first private membership, year-round social club in professional sports.



2014

WORLD SERIES PARADE

Another win for the Giants is honored with spectacular celebrations and events.



2017

ON THE WATER

The addition of the *California Spirit* expands our "venues" onto San Francisco Bay.



2018

RUGBY WORLD CUP SEVENS 2018

Host to the biggest Rugby event to ever set foot on U.S. Soil – welcoming 40 teams from 6 different continents for 3 days of non-stop action.



2019

TOP GOLF

A 4-day event giving fans the experience of Toptracer Range technology that tracks the path of the ball and instantly scores each player for a fun filled day of competition and hospitality.



2000

GIANTS ENTERPRISES

A new group is created to complement the Giants Baseball franchise by offering access to the Ballpark's venues.



2001

SF BOWL BEGINS

A partnership with SF Travel creates a new annual Football event creating \$130M in economic impact.



1993

GIANTS STAY IN SF

Larry Baer and Peter Magowan lead a new ownership group to purchase the Giants baseball team for \$100M.

1997

NEW BALLPARK

A campaign initiated by Giants ownership group privately finances the new \$360M ballpark.



2000

OPENING GAME

The San Francisco Giants play the first game in their new home.



2007

MLB FAN FEST

Fan Fest taking place during MLB All Start weekend attracts 125,000 fans, shattering every MLB attendance record.



2007-2009

AVP BEACH VOLLEY BALL

One of the most successful stops on the tour – a 3 year sell-out attendance.



2009

MARKETING THE TITANIC

An exhibition on one of the world's most infamous tragedies is hosted at the Metreon,







**GIANTS**  
ENTERPRISES

## **Make Giant Impressions**

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