





# Events on a Giant-Scale

Giants Enterprises creates largerthan-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

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 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

Over
20
sold-out concerts
at Oracle Park

Over
216
consulting hours
for international
clients

Over

10K

events for thousands of corporate clients

Over

561V1

Oracle Park
event quests

Over
7777

social media
followers

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





100K+

3

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



\$1M Marketing Campaign Sold Out

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 shoreline ticketed products; produced customized hospitality packages; founded a spectator-boat license program; and managed end-to-end sales, customer service and event execution.

4

**17** 

40



tours in





4 25K

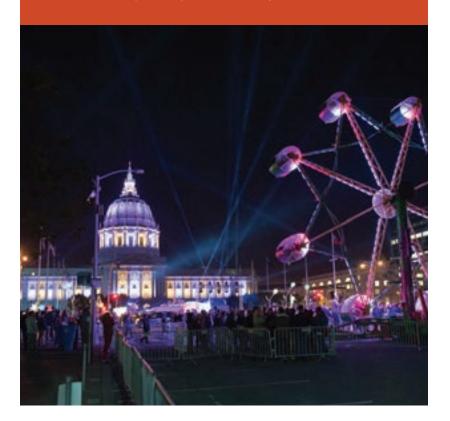
runners

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

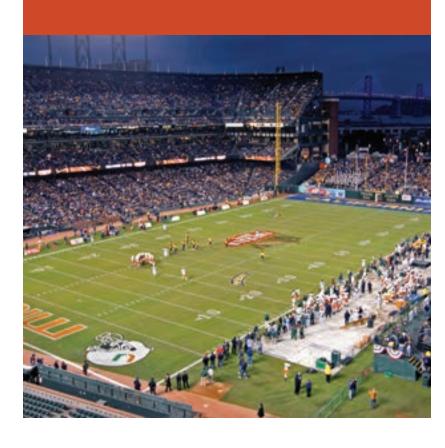
3 events 3 parades 300 vehicles 3M spectators

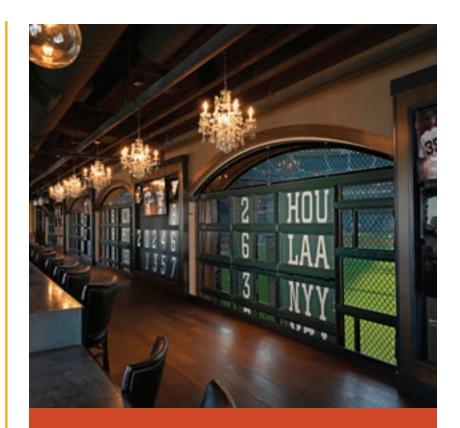
As winners of the 2010, 2012 and 2014 MLB World Series, the San Francisco Giants were celebrated by millions as they returned home. Each year we organized a multitude of parties, events and a city parade comprising over 100 vehicles in front of a million spectators – all within less than a week.

## 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.

#### 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



#### 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.

#### THE SF DEMONS

Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.

#### 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.



#### **OUR LARGEST CONCERT**

Green Day concert breaks the Ballpark record with the attendance of 45,000 fans.



#### **BRINGING SOCCER TO SAN FRANCISCO**

Coordinated with consulates to bring Manchester City, England, and Club America, Mexico, to SF.



#### 2007

#### **MLB FAN FEST**

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



**PARTNERSHIP BEGINS** 

## SAN FRANCISCO

Since its inception, more than 300,000 people have attended this annual simulcast event.



#### **AVP BEACH VOLLEY BALL**

2

avp

18 G 83

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

#### 2009

### TITANIC

#### **MARKETING** THE TITANIC

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

#### 2010

#### THE FIRST **GIANT RACE**

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

RACE

NMMA



**PARADE** 

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



#### **CAL FOOTBALL SEASON**

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



#### **RED BULL FLUGTAG**

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



Celebrations are planned and executed seamlessly for the team's successful series win.

PARADE

**WORLD SERIES** 

### **AMERICA'S CUP**

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

#### 2013

**OPERA** 

## 34th

Delivering the Official

#### 2013

#### **GOTHAM CLUB OPENS**

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

TOPGOLF

#### 2014

#### **WORLD SERIES PARADE**

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

#### 2014

#### **NMMA BOAT SHOW**

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



#### **CITY HALL** CENTENNIAL

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



#### 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.



### **ON THE WATER**

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





#### **GLOBAL MEETINGS INDUSTRY DAY**

Host to 10+ Bay Area Meetings and Events Industry Associations to network and advocate for our industry.



#### **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

RUGBY WORLD CUP™ SEVENS

#### **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.

#### **ORACLE PARK**

The Ballpark is renamed as Oracle Park, starting a new chapter for Giants Enterprises.







### Make Giant Impressions

Oracle Park 24 Willie Mays Plaza San Francisco, CA 94107 415.972.1800

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