The World is Watching
Make Giant Impressions
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.
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

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Network Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Strategy &amp; Project Management</td>
<td>NBC Sports Bay Area (partial ownership)</td>
</tr>
<tr>
<td>Client Servicing &amp; Customer Relations</td>
<td>Meeting Professionals International</td>
</tr>
<tr>
<td>Commercial Development &amp; Sponsorship</td>
<td>International Live Events Association</td>
</tr>
<tr>
<td>Concession Negotiation &amp; Management</td>
<td>Professional Convention Management Association</td>
</tr>
<tr>
<td>Destination Management</td>
<td>San Francisco Travel Association</td>
</tr>
<tr>
<td>Event Cultivation &amp; Execution</td>
<td>Sports, Hospitality &amp; Travel Media</td>
</tr>
<tr>
<td>Hospitality Development &amp; Delivery</td>
<td>Stadium Managers Association</td>
</tr>
<tr>
<td>Marketing &amp; Advertising</td>
<td>San Francisco Chamber of Commerce</td>
</tr>
<tr>
<td>Media Rights &amp; Broadcast Negotiations</td>
<td>Green Meetings Industry Council</td>
</tr>
<tr>
<td>Merchandise &amp; Licensing</td>
<td>U.S. Travel Association</td>
</tr>
<tr>
<td>Public Relations &amp; Media Management</td>
<td>International Ticketing Association</td>
</tr>
<tr>
<td>Venue Management, Consulting &amp; Staffing</td>
<td>Network of 34 International Consulates</td>
</tr>
<tr>
<td>Venue Rental Sales &amp; Management</td>
<td>3.5M annual Oracle Park Visitors</td>
</tr>
</tbody>
</table>

### 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**

- Over 20 sold-out concerts at Oracle Park
- Over 2K consulting hours for international clients
- Over 10K events for thousands of corporate clients
- Over 56M Oracle Park event guests
- Over 7M social media followers
- Over 275 international and domestic industry events represented
Event Scoreboard.

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

100K+ spectators 3 days 40 teams

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 venues 17 boats 40 teams

$1M Marketing Campaign Sold Out dates

34th America’s Cup
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.

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.
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.

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.

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, laser-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.

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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 $350M.

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.

2004
AMERICA'S CUP
Oracle Park, starting a new chapter for Giants Enterprises.

2014
ORACLE PARK
The Ballpark is renamed as Oracle Park, starting a new chapter for Giants Enterprises.

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.

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.

2020
GOTHAM CLUB OPENS
Welcoming the first private membership, year-round social club in professional sports.

2021
GIANTS ENTERPRISES
A new group is created to complement the Giants Baseball franchise by offering access to the Ballpark's venues.

2022
THE SF DEMONS
Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.

2023
THE TITANIC MARKETING THE TITANIC
An exhibition on one of the world's most infamous tragedies is hosted at the Metreon.

2024
WORLD SERIES PARADE
Another win for the Giants is honored with spectacular celebrations and events.

2025
SF BOWL BEGINS
Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.

2026
THE TITANIC MARKETING THE TITANIC
An exhibition on one of the world's most infamous tragedies is hosted at the Metreon.

2027
MARATHON
Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.

2028
THE TITANIC MARKETING THE TITANIC
An exhibition on one of the world's most infamous tragedies is hosted at the Metreon.

2029
MARATHON
Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.

2030
THE TITANIC MARKETING THE TITANIC
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2031
MARATHON
Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.

2032
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MARATHON
Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.

2034
THE TITANIC MARKETING THE TITANIC
An exhibition on one of the world's most infamous tragedies is hosted at the Metreon.

2035
MARATHON
Marketing & sale of the team with the highest attendance and revenue of any XFL franchise.
Make Giant Impressions

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giantsenterprises.com