

Central Indiana Technical and Environmental Society

April 21, 2011

Shawn Hitchcock
Director of Special Projects
2012 Indianapolis
Super Bowl Host Committee



SUPER BOWL XLVI
HOST COMMITTEE



**INDIANAPOLIS
HOME OF THE 2012 SUPER
BOWL!**

The Game... Power & Reach

- **America's unofficial holiday**
- **NFL Estimates \$125-400 million overall economic impact for cities – wide variance due to dozens of competing factors**
- **All 11 of the most watched primetime network telecasts since 2000 (2011 surpassed all others with 111 million viewers)**
- **30-second ad is \$3 million**
- **230 countries/34 languages for an estimated global audience of one billion**
- **150,000 visitors expected, 65% of all Super Bowl attendees are corporate decision makers**



Previous Host Cities

- Miami 10
- New Orleans 9
- Los Angeles 7
- Tampa Bay 4
- San Diego 3
- Phoenix 2
- Atlanta 2
- Detroit 2
- Houston 2
- Jacksonville 1
- Palo Alto 1
- Minneapolis 1
- North Texas 1



Future Host Cities

- **Indianapolis** **2012**
- **New Orleans** **2013**
- **New York/New Jersey** **2014**



2012 Indianapolis Super Bowl Host Committee

- 501(c)(6) created to provide centralized planning and execution of 2012 Super Bowl, dissolves May 2012
- Manage local resources - city services, event venues, accommodations, and thousands(!) of volunteers
- Serve as extension of the NFL in the local community
- Serve as the city's ambassador to incoming Super Bowl fans, guests, and corporations



SUPER BOWL XLVI
HOST COMMITTEE

Host Committee Goals

- Exceed NFL expectations for Host City
- Leave a lasting legacy on the Near Eastside
- Identify and deploy a new generation of diverse civic talent
- Engage & involve broad community



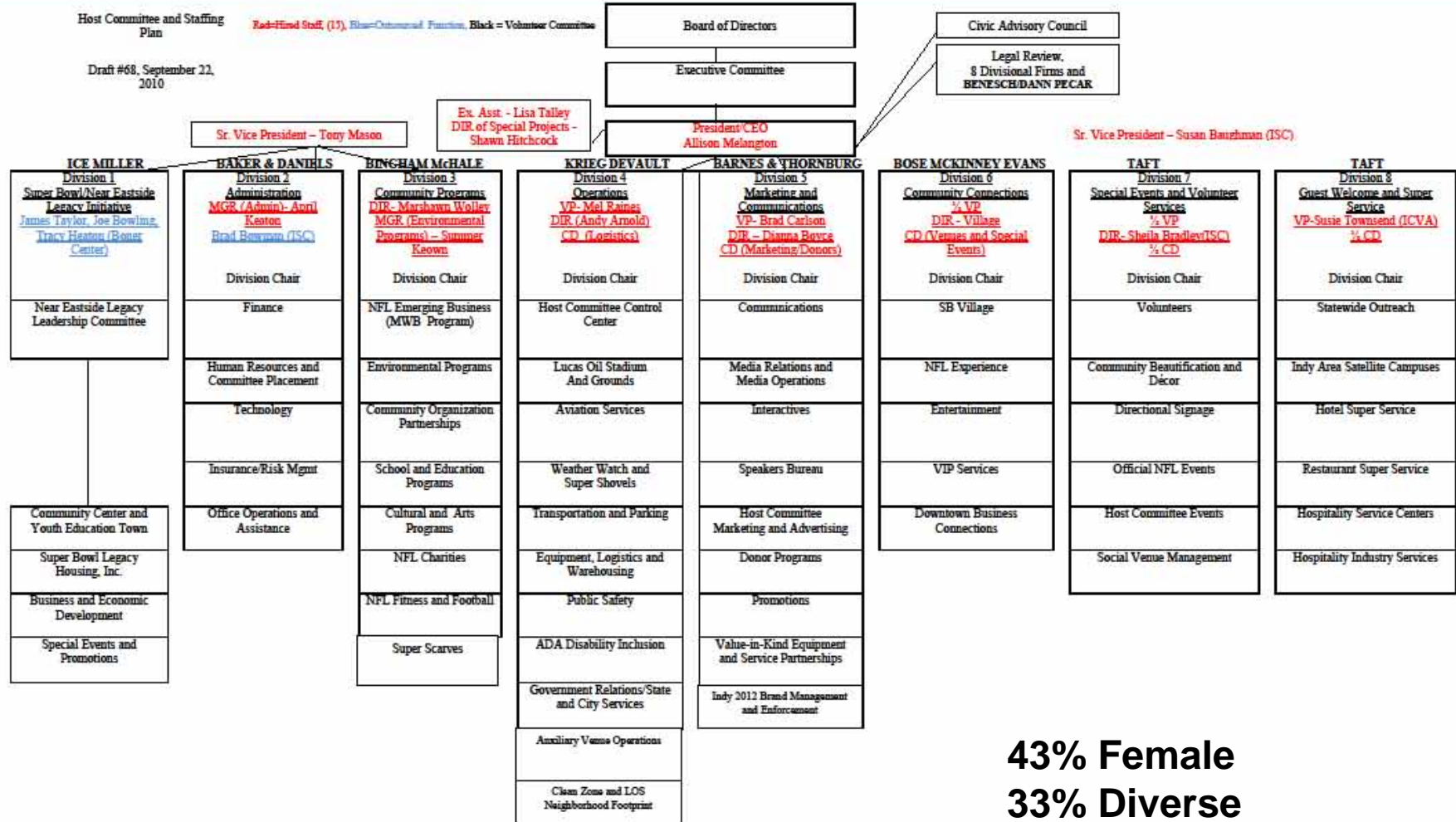
SUPER BOWL XLVI
HOST COMMITTEE

2012 Super Bowl XLVI – Indianapolis Host Committee

Host Committee and Staffing Plan

Red=Hired Staff, (17), Blue=Outsourced Function, Black = Volunteer Committee

Draft #68, September 22, 2010



43% Female
33% Diverse
40% Emerging Leaders

One word: Community



SUPER BOWL XLVI
HOST COMMITTEE

Community Response

**Raised \$25 Million
before the bid in 2008
120 Indiana companies
A first for the NFL**



SUPER BOWL XLVI
H O S T C O M M I T T E E

Community Impact

**Near Eastside Legacy Project
Partnership with
the John H. Boner Community Center
The first Super Bowl Legacy project
to focus on an entire neighborhood**



**SUPER BOWL XLVI
HOST COMMITTEE**

The Legacy Project Vision

To use the energy, excitement and deadline of the 2012 Super Bowl to provide enduring contributions to the residents of the Near Eastside of Indianapolis by advancing their Quality of Life Plan



SUPER BOWL XLVI
HOST COMMITTEE

1. Housing re-development
2. Business corridor development along East 10th Street
3. Neighborhood facilities on Arsenal Technical High School campus Legacy Building funding \$11.2 Million, all privately funded



Near East Side Education and Wellness Center/NFL YET

Partnership with Host Committee, IPS, Near Eastside Neighborhood, Boner Center

- 11 programming partners serving 5,500 youth annually
- 200 hours per week of programming
- \$11.2 million investment
- 27,000 square feet of space, 1,000 square foot green house
- Construction late 2010 to Dec 2011 - Pursuing LEED certification
- IPS Ownership of building
- Boner Center programming partner with IPS for scheduling and neighborhood coordination

Tech High School Benefits

- New Education and Wellness Center
- New field turf for football field
- Re-surfacing of track



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Chase Near East Side Legacy Center/Indianapolis Youth Education Town



Community Engagement

60 Leadership Committees
working for 18 months



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Community Response

10,000 volunteers registered
one year before event

2,000 additional already on
waiting list

Approximately
8,000 needed



SUPER BOWL XLVI
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Community Engagement of Non-Traditional Sports Volunteers

Super Service

Super Scarves

1st & Green

2,012 Trees by 2012



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SUPER SCARVES
CAST ON TO KICK OFF
A community project of the 2012 Indianapolis Super Bowl



The 2012 Indianapolis Super Bowl Host Committee is looking to outfit our 8,000 volunteers with hand-knit scarves, and we want your help!

Instructions are available at www.our2012sb.com and knitting kits are available for a limited time at Indianapolis-Marion County Public Library locations. Due to the limited supply, you may also purchase knitting materials at local retail outlets.



Please visit www.our2012sb.com for additional information, including approved colors, types of yarn and sample scarf patterns.

Printed on recycled paper

8,000 SCARVES!





JOIN
THE CHALLENGE

LOGIN :: ABOUT :: ENVIRONMENTAL TIPS :: GREEN CORPS :: RESOURCES :: CONTACT

The 2012 Super Bowl Environmental Challenge Carbon Tracker

440,756

To date, we have offset 440,756 pounds of carbon.

JOIN THE CHALLENGE

What is 1st & Green?

By joining the 1st & Green Environmental Challenge, you become an active participant that can help make a difference in offsetting carbon and saving water.

[READ MORE](#)

Planning your garden?

Select a non-phosphorus fertilizer. Much of the phosphorus can run into lakes, streams and ponds, causing the excess growth of aquatic plants and algae, and decrease water quality. Most soil in Indiana contains plenty of phosphorus already!

[READ MORE](#)

The 2012 Super Bowl Water Savings Counter:

705,979

To date, we have saved 705,979 gallons of water.

Sign in below. [Forgot Your Password?](#)

EMAIL:

PASSWORD:

Submit

Not a member? [JOIN NOW!](#)



Community Legacy

**Georgia Street Improvement
Project:
An outdoor event and
convention asset for years to
come**



SUPER BOWL XLVI
H O S T C O M M I T T E E



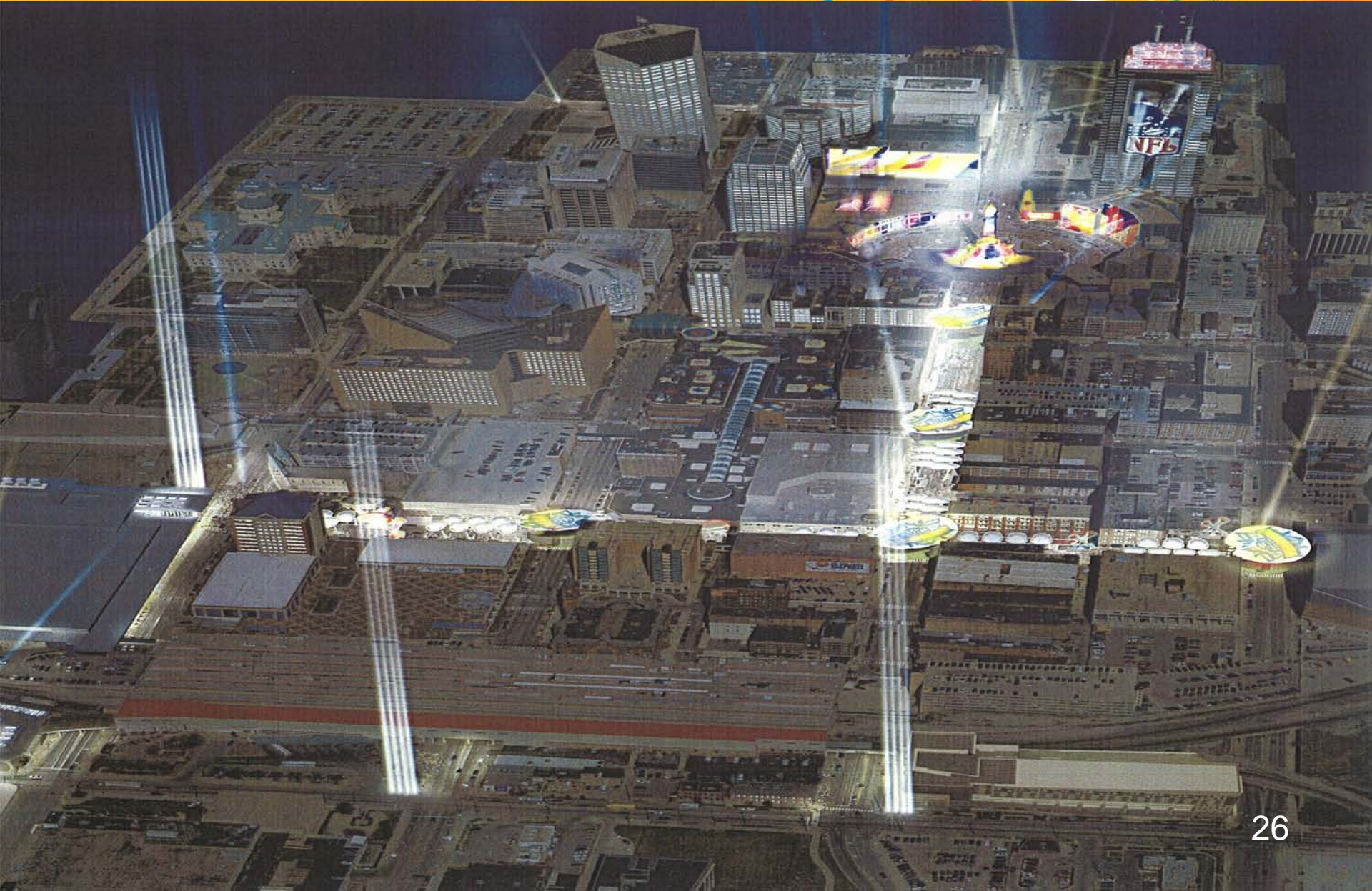
Community Imagination

Super Bowl Village and Ancillary Activities



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HOST COMMITTEE







RATIO





Community Participation

NFL Experience

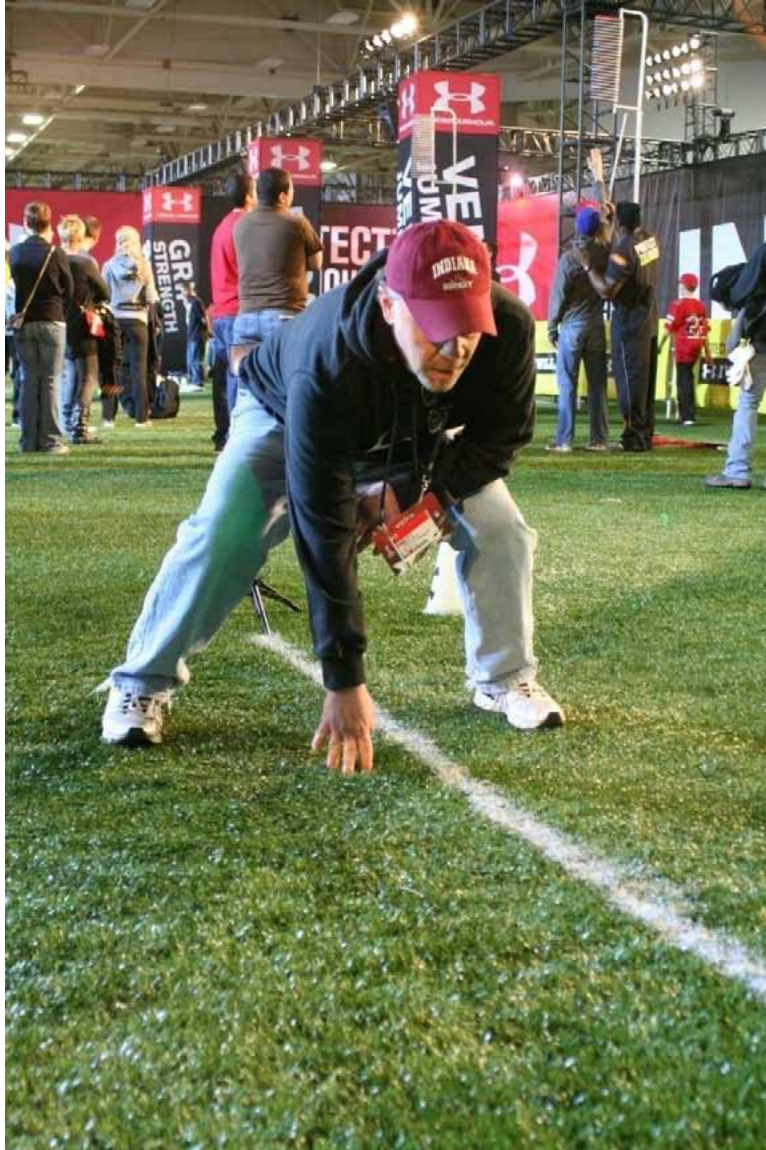
Youth Education Programs

Youth Football Clinics

Public Events



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Community Investment

NFL Emerging Business Program

- Inform minority and woman-owned businesses of available opportunities surrounding the Super Bowl
- Provide business development education, training, and programming that reflects the needs of the local business community
- Work with minority and woman-owned businesses to forge local connections benefitting business development and growth in connection with Super Bowl 2012 and beyond



SUPER BOWL XLVI
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Community Partnership

NFL

State

City

Indianapolis Colts

Corporate Community

Local Organizations



SUPER BOWL XLVI
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Community Commitment to the NFL

“The heart of your people are Indiana’s
best asset”

Hard work, Dedicated, Cooperative,
Can-do attitude



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www.IndianapolisSuperBowl.com

Facebook: IndySuperBowl2012

Twitter: @SuperBowl2012

You Tube: youtube.com/indysb2012



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**INDIANAPOLIS
HOME OF THE 2012 SUPER BOWL!**



Countdown to Super Bowl XLVI

*290 days and counting
down.....*



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