ARIZONA COUNTY

BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: October 17, 2017

Title: Nova Home Loans Arizona Bowl

Introduction/Background:

The Nova Home Loans Arizona Bowl is now it it's third year and will be held in Tucson on Friday, December 29th, 2017 at 3:30pm. The Bowl features teams from the Mountain West and Sun Belt conferences. CBS Sports will air the game live across the country, an upgrade from last year's internet telecast. The game is owned by a local non-profit organization that has pledged to support local charities. A significant amount of room nights are generated in local hotels for teams, support staff, coaches, alumni and football enthusiasts. The Nova Home Loans Bowl is requesting \$40,000 from Pima County to offset operating costs related to bringing the teams and game to Tucson.

Discussion:

The 2016 game featured Air Force defeating South Alabama and had attendance of more than 33,000 people; a 37% increase over it's inaugural year in 2015. The University of Arizona Eller College of management estimated the economic impact of the bowl game in 2016 at approximately \$21 million. A significant number of room nights in local hotels will be used with Pima County benefiting from bed tax collection. Net proceeds of the Nova Home Loans Bowl will continue to be awarded to local charities. In 2016 over \$200,00 has been donated.

Conclusion:

Pima County support of the Bowl game will generate increased tourism interest, additional hotel rooms and dollars into the local economy and significant awareness of Tucson in nationwide television airing of the game with dollars donated to local charities.

Recommendation:

It is recommended that the Pima County Board of Supervisors approve sponsorship of Forty-Thousand Dollars (\$40,000) for the Nova Home Loans Arizona Bowl which will generate community excitement, incremental tourism and national attention for Tucson.

Fiscal Impact:

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Pima County will benefit from additional tourism, national television time, economic impact and bed taxes as well as support for local charities.

Board of Supervisor District:						
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Department: Attractions & Tourism Telephone: (520) 724-7355						
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MEMORANDUM

TO: C.H. Huckelberry/County Administrator

From: Diane Frisch/Director, Attractions and Tourism

Via: Jan Lesher, Chief Deputy County Administrator

Date: September 6, 2017

RE: NOVA Home Loans Arizona Bowl Sponsorship Evaluation

I have reviewed the sponsorship proposal received from Michelle Thornton and the Nova Home Loans Arizona Bowl staff and I support their sponsorship proposal requesting \$40,000 from Pima County to offset and support their overall event operational expenses in bringing this event to Pima County. Securing sponsorship dollars will ensure there are significant funds to allocate to marketing the event around the United States and thereby generate incremental tourism to Pima County as well as support our local charities through which direct donations from the Arizona Bowl proceeds are given.

- 1) The game is owned by a local non-profit organization that has pledged to support local charities and buy goods and services locally. The NOVA Home Loans Arizona Bowl is now in its' third year and continues to increase tourism and bring additional dollars to our region.
- 2) CBS Sports Network and the NOVA Home Loans Arizona Bowl announced a multi-year television partnership agreement to televise the Bowl Game. CBS Sports will air the game on Friday, December 29th at 3:30pm. CBS Sports Network is available across the country through local cable, video and telco providers and via satellite on DirecTV Channel 221 and Dish Network Channel 158. This is an upgrade over last year's online network schedule. While there are many collegiate bowl games throughout the holiday season this game was scheduled so it did not conflict with the Fiesta Bowl being played in Phoenix. The game features teams from the Mountain West and Sun Belt conferences. The 2016 Bowl game featured Air Force defeating South Alabama 45-21. The game had more than 33,000 people in attendance, a 37% increase over its inaugural year in 2015. The University of Arizona Eller College of Management estimated the economic impact of the bowl game in 2016 at approximately \$21 million.
- 3) A significant amount of room nights in local hotels during a normal slow time in the Tucson lodging industry will be generated by the 2 visiting teams, coaches, college bands, alumni, friends and college football enthusiasts. Player Hospitality Rooms are booked at the JW Starr

Pass and Westin La Paloma hotels. Media and VIP Hospitality rooms have also been booked at the AC Marriott with bands members at the Viscount Suites in Tucson. Pima County will directly benefit from the bed tax collections and add bookings during a normally slow week for our hotels.

- 4) Net proceeds of the NOVA Home Loans Bowl will continue to award all proceeds of the game to local charities and game organizers have donated more than \$200,000 to local charities from the 2016 game.
- 5) The Pima County sponsorship package will be directed to support the Teachers Portion of the Heroes Tribute Package. As Title sponsor, Pima County will donate tickets to the Tucson Values Teachers to attend the game. The Pima County logo will appear on the flyer that will go out to the schools.
- 6) The Pima County logo will appear on the videoboard throughout the game as part of the Pre-Game ceremonies and in-game promotion. 1 rotation in both end zones LED rotation during the game with a Pima County Public Service announcement. Pima County will receive stadium quad vision logos, logo placement and link on the Heroes page of the NOVA Home Loans Arizona website, name recognition in the game program, full page ad in the game program, commemorative football, advertorial in the game program promoting Pima County Leased Properties. Pima County will also receive a booth at the DownTown Block party and tailgate Festival to promote Pima County Attractions. Pima County will also receive on-field introductions at the game and 2 public address system acknowledgements promoting Pima County initiatives.
- 7) Pima County Attractions information will be distributed in visitor game information packets and included in hotel and press packages.

In conclusion, the NOVA Home Loans Arizona Bowi generates both community excitement, incremental tourism and awareness of Tucson and Pima County with donations benefiting local charities.

Approved

C. Declebeccy

C.H. Huckelberry

Not Approved

9/6/17

Date



December 29, 2017 Pima County Proposal The **Nova Home Loans Arizona Bowl** will kick-off on Friday, December 29, at 3:30 pm. As a true community collaborative event it is important that this event is designed of, for, and by the Southern Arizona community. This year's bowl game and the corresponding activities and events that will collectively produce an event of world class magnitude.

The economic impact of this bowl game is significant—in 2017 the event generated more than 21 million dollars to the Southern Arizona community, more than 200k dollars in donations to Tucson's own charities and more than 210k dollars to ticket donations for Tucson's Heroes Program which Pima County contributed to. The Tucson Heroes Tribute Program is unique and has been nationally recognized by the Bowl Game community nation wide. Our Tucson Heroes is made up of active military, teachers, veterans, first responders and more.

While the game itself is at the center of our story, there will be a number of associated activities and events that are part of its reach including the Kickoff Luncheon, Downtown Block Party, Downtown Game After Party and Desert Diamond Casino Pre-Game Tailgate Festival featuring Neon Trees.

The Nova Home Loans Arizona Bowl is requesting the \$40,000 from Pima County as an offset to our operational costs and to assist in the related costs to bring two teams to Tucson at a time that is traditionally slow in the tourism and hospitality industry. In 2017, the game will help fill three hotel properties—JW Marriott Starr Pass, Westin La Paloma and Downtown AC Marriott.

We would like to propose the following sponsorship package for the 2017 Nova Home Loans Arizona Bowl:

- Title Sponsor of the Teachers Portion of the Heroes Tribute Package. In our community, there are heroes living among us and the
 NOVA Home Loans Arizona Bowl wants to send those "heroes" to send these heroes and their families to the game. Those "heroes"
 include teachers, military, veterans, and first responders. Our plan is to deliver your donated tickets to Tucson Values Teachers on
 your behalf to teachers and their guests. The Pima County logo will appear on the flyer that will go out to the schools. The elements
 include:
- Your logo will appear on the videoboard numerous times as a part of the Pre-Game Ceremonies and in-game promoting the Heroes Program
- 1,000 Donated Tickets for our "Heroes Teachers" in the South End Zone in a designated section with accompanying signage
- Sixteen (16) \$125 tickets to attend watch game in the Stadium Club (includes food and beverage)
- Eight (8) VIP Parking Passes
- Sixteen 16 tickets to the Pre-game VIP Tailgate Party
- One (1) Position in both End Zones LED Rotation during the game with a Pima County public service message
- Logo Rotation on Stadium Quad-Vision
- Logo placement and link on the "Heroes" page of the NOVA Home Loans Arizona Bowl website
- Name recognition on the "Heroes" page in the game program
- · Full Page ad in game program
- Advertorial in the Game Program promoting Southern Arizona attractions
- · Eight (8) On-Field Pre-Game Passes
- Eight (8) Invitations to Private Player Event at Old Tucson
- · On-Field Introduction of Tucson area government leadership
- Two (2) Public Address System Acknowledgements promoting Pima County initiatives