



# San Francisco 49ers Stadium

# Non-NFL Event Revenue



- The pro-forma assumes there will be 17 major events per year. Certain events occur more than once (e.g. there are two international soccer games) and certain events occur over a number of days (e.g. each a car show is a 4 day event). As a result the 17 major events would result in 26 total event days at the stadium.

	College Football	Concerts	Festival / Antique Shows	Int'l Soccer	Super Cross	X-Game (4 day event)	Car Show (4 dy, 3K/dy)	College Bowl Game	Subtotal Major Events	Non-Major Events	Grand Total
Number of events	1	1	8	2	1	1	2	1	17	> 250	
Number of days per event	1	1	1	1	1	4	4	1			
Number of event days	1	1	8	2	1	4	8	1	26		
Estimated Attendance	37,500	37,500	200,000	80,000	42,500	50,000	24,000	25,000	496,500		
Non-NFL Event Revenue Promoter fees, concessions, parking, rent, expense reimbursements	\$ 590	\$ 820	\$ 1,930	\$ 1,490	\$ 910	\$ 910	\$ 330	\$ 680	\$ 7,660	\$ 2,125	\$ 9,785
Non-NFL Event Expenses Utilities, Public Safety, Staffing, etc.	210	210	1,710	430	210	440	230	260	3,700	1,125	4,825
Net Income from Non-NFL Events	\$ 380	\$ 610	\$ 220	\$ 1,060	\$ 700	\$ 470	\$ 100	\$ 420	\$ 3,960	\$ 1,000	\$ 4,960
Net Revenue per event	\$ 380	\$ 610	\$ 28	\$ 530	\$ 700	\$ 470	\$ 50	\$ 420	\$ 233		

Note: All dollar amounts are in 000's.



# Hypothetical Calendar of Events

Date	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1			Sa			S 10-8	T 10-10	F 10-10	M 10-8		Sa 10-5:30	
2		Sa			F 10-6	M 10-8	W 10-10	Sa 10-10			S 10-5:30	
3					Sa 10-8	T 10-8	Th 10-10	S 10-10		F 10-7		
4				F 10-6	S 10-7	W 10-8	F 10-10	M 10-10		Sa 10-5:30		
5	Sa			Sa 10-8		Th 10-8	Sa 10-10	T 10-10		S 10-5:30		
6				S 10-7		F 10-8	S 10-10	W 10-10	Sa 10-8			Sa
7						Sa 10-8	M 10-10	Th 10-10	S 10-7			S
8			Sa			S 10-8	T 10-10	F 10-10			Sa	
9					F 10-6	M 10-8	W 10-10	Sa 10-10		Th	S	
10					Sa 10-8	T 10-8	Th 10-10	S 10-10		F 10-7		
11				F 10-6	S 10-7	W 10-8	F 10-10	M 10-10		Sa 10-5:30		
12				Sa 10-8		Th 10-8	Sa 10-10	T 10-10		S 10-5:30		
13	S			S 10-7		F 10-8	S 10-10	W 10-10	Sa 10-8			
14		Th				Sa 10-8	M 10-10	Th	S 10-7			S
15		F	Sa			S 10-8	T 10-10	F 10-10			Sa	
16		Sa	S 10-7		F 10-6	M 10-8	W 10-10	Sa 10-10				
17		S			Sa 10-8	T 10-8	Th 10-10	S 10-10		F 10-7		
18				F 10-6	S 10-7	W 10-8	F 10-10	M 10-6		Sa 10-5:30		
19				Sa 10-8		Th 10-8	Sa 10-10			S 10-5:30		
20	S			S 10-7		F 10-8	S 10-10	W 10-6	Sa 10-8			
21			F 10-7			Sa 10-8	M 10-10	Th 10-6	S 10-7			
22			Sa 10-8			S 10-8	T 10-10	F 10-6				
23			S 10-7		F	M 10-8	W 10-10	Sa 10-10			S	
24			M 10-6		Sa 10-10	T 10-8	Th 10-10	S 10-10		F 10-7		
25			T 10-6	F 10-6	S 10-10	W 10-8	F 10-10	M 10-6		Sa 10-5:30		
26	Sa		W 10-6	Sa 10-8	M 10-8	Th 10-10	Sa 10-10			S 10-5:30		
27			Th 10-6	S 10-7	T 10-8	F 10-10	S 10-10		Sa 10-8			Sa Bowl
28			F 10-6		W 10-8	Sa 10-10	M 10-10		S 10-7			S
29			Sa 10-8		Th 10-8	S 10-10	T 10-10					
30			S 10-7		F 10-8	M 10-10	W 10-10	Sa 10-10				
31					Sa 10-10		Th 10-10	S 10-10		F 10-7		

Night Event  
6-11:30

**Event**

- Great America only
- NFL Post Season
- NFL Reg Season
- NFL Pre Season
- Concert
- Int'l Soccer
- Supercross
- X Games
- College Football
- Festival / Antique Show
- Car Show

This overlays a hypothetical 2014 stadium event calendar with a typical operating calendar for the theme park. The theme park is generally open every day from Memorial Day through late August. It is generally open weekends only in April and May, and September and October. It is generally closed from November to March, but they often open the park for Spring Break. The numbers in the schedule above indicate the approximate theme park operating hours for each day during 2008 (i.e. 10-7 indicates the park is open from 10am to 7pm).