

Behind the scenes of Hosting Super Bowl XLIX

Arizona Super Bowl Host Committee President and CEO, Jay Parry, shows how Arizona's Super Bowl is about much more than a football game.

In this guest blog post, Jay Parry – President & CEO of the Arizona Super Bowl Host Committee –gives us an inside look at activities leading up to Super Bowl XLIX. We're happy to work with Jay and the Arizona Super Bowl Host Committee to help power the Valley's economic engine, provide green energy for the game at University of Phoenix Stadium and make Super Bowl XLIX the best yet.

The final countdown is on as there are only a few days until the kick-off of Super Bowl XLIX. The legacy, however, will live long after the game has been played.

Downtown Phoenix has undergone a complete transformation with Verizon Super Bowl Central, the epicenter of Super Bowl festivities: a 30-foot rock-climbing wall, a 20-foot, 7,000-pound super-sized football and the iconic Roman numerals have never before filled the bustling streets of downtown Phoenix.

All of our corporate partners, such as SRP, have gone above and beyond to make Arizona shine in the national and international spotlight.

A key goal in hosting Super Bowl XLIX is to depict the State of Arizona to a global audience and show the Grand Canyon State as progressive, modern, inclusive and vibrant. Although most people associate Super Bowl with football, being the host city to events like Super Bowl and Pro Bowl, offers unrivaled opportunities for promotion on one of the world's biggest stages.

For an insider's look, here are 5 fun facts about Super Bowl XLIX.

1. Renewable energy credits from SRP will be used to provide clean, wind energy for all major NFL facilities, including University of Phoenix Stadium.
2. More than 100,000 people are expected to touch down in Arizona for Super Bowl XLIX, creating an expected economic impact of more than \$500 million.
3. Since the last Super Bowl in 2008, \$4 billion has been dedicated to revitalizing and energizing the infrastructure, hotels, restaurants, transportation and parking enhancements in Phoenix.
4. 5,500 media credentials were issued by the NFL for Super Bowl XLIX. Members of media from 23 countries attended media day.
5. Arizona nonprofits have received more than \$2 million from the NFL Foundation and Arizona Super Bowl Host Committee.

We are elated to showcase our iconic stretch of real estate and display the welcoming hospitality of Arizona. The Arizona Super Bowl Host Committee wishes you a wonderful Super Bowl XLIX experience.

Jay Parry Executive Bio:

As President and Chief Executive Officer of the Arizona Super Bowl Host Committee, Parry works closely with the NFL and numerous constituents of Arizona to oversee all aspects of the planning and execution of the 2015 Super Bowl. The Super Bowl Host Committee is responsible for the \$30 million fundraising goal

from the private and public sectors as well as executing Arizona's plan to maximize the significant impact of the event. Parry and her staff have four main areas of focus: delivering a successful Super Bowl XLIX by driving extraordinary fan experience and local economic impact; spearheading sponsorships and fundraising; portraying a positive story about Arizona on the global stage; and leaving a lasting legacy in the region.