



FAN FEST SCOTTSDALE

A TRUE PARTNERSHIP

Macerich, the City of Scottsdale and Scottsdale Convention & Visitors Bureau created a partnership to invite the residents and tourist alike to experience the very best of Scottsdale and Scottsdale Fashion Square.

FAN FEST SCOTTSDALE – Where football meets food, fun & fashion.



FAN FEST SCOTTSDALE

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Built around ESPN's full week of live coverage leading up to Super Bowl XLIX, Fan Fest Scottsdale was a free, family-friendly, multi-dimensional event, full of coach, player and celebrity appearances and interactive engagement from top brands in sports, food, and fashion.



FAN FEST SCOTTSDALE

FOOD, FASHION, FUN

Fan Fest Scottsdale built upon the energy from the 140 ESPN live broadcasts with a Culinary Pavilion, family-focused Coaches Challenge and a Fashion Pavilion – each programmed with a full week of exciting events and celebrity appearances.

- More than 70 events took place within Fan Fest including:
- ◆ McDonald's Free Food Monday
 - ◆ Tillman's Race for the Record
 - ◆ 19 Culinary Events including demonstrations by celebrity Chef Ben Ford
 - ◆ 6 professionally produced fashion shows including the Wives of the NFL "Off the Field" celebrity signature event



FAN FEST SCOTTSDALE

BRAND ACTIVATIONS

Title sponsor City of Scottsdale, presenting sponsor COX and top brands in sports, food and fashion activated Fan Fest Scottsdale with product sampling and demonstrations, giveaways, interactive games, and fun for all ages.



FAN FEST SCOTTSDALE

APPEARANCES & SIGHTINGS

CELEBRITY SPORTS ANCHORS:
Chris Berman and analysts: Cris Carter, Mike Ditka, Tom Jackson and Keyshawn Johnson; NFL insiders: Chris Mortensen and Adam Schefter and host Wendie Nix; NBC Sports and Super Bowl XLIX Play-by-Play Commentator Al Michaels; ESPN's Tiers Diller; NFL Live's Trey Wingo and Mark Schlereth; Fox Sports NFL analyst Howie Long; NFL Matchup Producer/Analyst Greg Cosell; Mike & Mike's Mike Greenberg and Mike Golic; The Herd's Colin Cowherd; Scott Van Pelt and Ryan Russell.

CELEBRITY APPEARANCES AND SIGHTINGS:
Musicians: Darius Rucker; Lenny Kravitz; Comedian and Impressionist Frank Caliendo, entertainers Beyonce, Jay Z, Jamie Foxx, Kevin Hart; and USAF Chief of Staff General Welsh.

ATHLETE APPEARANCES AND SIGHTINGS:
Hall of Fame Dolphins QB Dan Marino; ESPN'siders: Hall of Fame QB Steve Young; Raiders: DB Charles Woodson; Texans DE JJ Watt; Hall of Fame RB Eric Dickerson; Former Phoenix Sun Charles Barkley; Cardinals QB Carson Palmer; Broncos LB Von Miller; Ravens LB Terrell Suggs; Cowboys RB DeMarco Murray; Giants WR Odell Beckham; Saints QB Drew Brees; Jacksonville Jaguars QB Blake Bortles; Redskins QB Robert Griffin III; Ravens LB Terrell Suggs and PGA player Bubba Watson.



FAN FEST SCOTTSDALE

MEDIA & PROMOTIONAL SUPPORT



A comprehensive, multi-media paid ad and PR campaign promoted Fan Fest Scottsdale on:

- Over 128 tv spots airing on 4 stations, including Cox & week long live broadcast by ABC15 & 10
- Over 875 radio spots & on-air VIP ticket giveaways
- 10 static & digital outdoor boards
- City street light pole banner domination
- Over 90,000 in print publication circulation
- Over 2 million impressions in digital & mobile campaign banner ads

FAN FEST SCOTTSDALE

TOURISM & COMMUNITY OUTREACH



4,500 Fan Fest brochures, Scottsdale Fashion Square Directories & Shopping & Dining Visitor Rewards Booklets distributed to 54 Valley resorts & hotels prior to the event



2,000 lanyards with retailer offers were given to riders of the Resort Trolley the week of Fan Fest Scottsdale



Exclusive Where Magazine cover wrap and 50,000 in additional distribution

66,000 inserts were included in City of Scottsdale water bills

Neighbors of Scottsdale Fashion Square received special invitations to attend Fan Fest Scottsdale, including VIP fashion show ticketing.

Scottsdale Fashion Square team members presented Fan Fest Scottsdale at various community speaking engagements including the Valley Hotel & Resort Association, Scottsdale Chamber of Commerce, Valley Realtors Association, Scottsdale CVB Quarterly meeting, Tourism Development Commission meeting and the SCVB Board of Directors meeting.

FAN FEST SCOTTSDALE

FAN FEST DIGITAL



A dedicated website (built with responsive design for use across all devices) Facebook page, Twitter page and Instagram page promoted Fan Fest Scottsdale.

Posts and image sharing began with pre-promotion in early January through the final event day, Super Bowl Sunday.

FanFestScottsdale.com Stats:
Sessions/Visits: 66,709
Total Page Views: 255,804
Average Time on Website: 2:57

FAN FEST SCOTTSDALE

DIGITAL DISPLAY – HOME AND AWAY



Fan Fest Scottsdale spot (static & animated) ran a total of 18,754 exposures from November - January at Scottsdale Fashion Square.

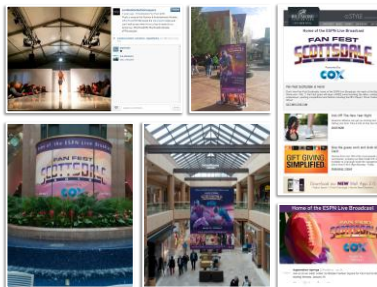
During January, Scottsdale CVB spot ran a total of 60,962 exposures at The Shops at North Bridge, Flatiron Crossing, Freehold Raceway Mall, Kings Plaza, Scottsdale Fashion Square, The Oaks, and Washington Square.

ESPN Mike & Mike spot ran 1,724 exposures the week of Fan Fest Scottsdale at Scottsdale Fashion Square.

Scottsdale Fashion Square interactive spots aired 2,734 Instagram exposures and 2,076 voting exposures during week. Also produced and posted 15 event videos throughout the week.

FAN FEST SCOTTSDALE

MALL AS MEDIA



Fan Fest Scottsdale was promoted at all nine Arizona sister centers via on mall media, email blasts, website homepage banners and social media efforts.

Combined digital efforts garnered over 2,000 visits to FanFestScottsdale.com via 20 email blasts, over 100 social media posts, and center website traffic. An audience of over 800,000 was reached on Facebook across all ten centers.

FAN FEST SCOTTSDALE

OFF THE FIELD PLAYERS' WIVES FASHION SHOW

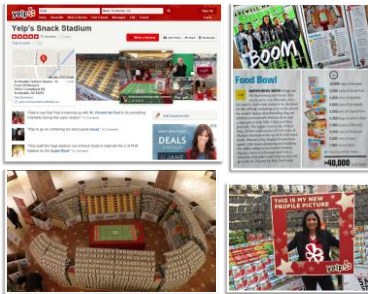


Over 50 wives and families of current & former NFL players walked the runway in looks provided by 11 retailers from Scottsdale Fashion Square, Biltmore Fashion Park and Kierland Commons.

The wives and 350 attendees received gift bags filled with swag and special offers from 47 retailers from all three centers. MAC Cosmetics and Toni & Guy donated services to style the wives. Ticket sales and silent auction packages benefitted local charities.

FAN FEST SCOTTSDALE

YELP SNACK STADIUM & ELITE PARTIES



Yelp displayed the "WORLD'S LARGEST SNACKSTADIUM" in the Barney's wing rotunda. After the ribbon cutting by Scottsdale Mayor Jim Lane, the "Stadium" garnered 22 media hits and nearly 13 million impressions between press and social media. At the end of the event, over 50,000 food products were donated to St. Vincent De Paul.

Yelp also held three Yelper Elite Parties the first three nights of the event. Over 1,500 of Yelp's most local elite enjoyed Fan Fest festivities and more than \$40,000 in media value was provided by Yelp via Fan Fest party promotion.

FAN FEST SCOTTSDALE

FAN FEST SWAG



More than 7,000 pieces of Fan Fest Scottsdale swag were distributed during the event week, as the first 500 attendees each morning received a selfie banner, scarf, beanie, baseball hat, sunglasses or commemorative pin.

The "Swag of the Day" was promoted via social media posts, news media interviews, on FanFestScottsdale.com and in the Media Check-In tent.

FAN FEST SCOTTSDALE

RESULTS - ESPN

- ◆ Aired 346 hours of NFL programming during Super Bowl week, 140 were from Scottsdale Fashion Square
 - ▶ Value as reported by Reputom: **\$6.3 Million**
- ◆ :30 message from Mayor Lane aired on Super Bowl Sunday, February 1 at 8:37am.
- ◆ Full editions of SportsCenter (produced on site in Arizona) was a first ever for ESPN and they've established that the Scottsdale format will be the template they emulate going forward
- ◆ Fans from all over, including California, Colorado, Washington, New Mexico, Massachusetts and Texas, visited to see ESPN hosts and celebrity guests.



FAN FEST SCOTTSDALE

RESULTS

- ◆ More than 100,000 locals & tourists attended Fan Fest Scottsdale.
- ◆ More than 240,000,000 media impressions garnered, including those from USA Today, Newsweek, Republic Newspapers as well as FOX, ABC, CBS, NBC local affiliates and other markets.
- ◆ Survey conducted on Saturday, January 31 highlights:
 - ▶ 40% visitor / 60% residents
 - ▶ \$450 average spend
 - ▶ Average 4.5 nights spent with 37% in Scottsdale
 - ▶ 86% said Fan Fest was reason for visit
 - ▶ 92% heard about Fan Fest via marketing/PR/advertising



ON BEHALF OF MACERICH/SCOTTSDALE FASHION SQUARE,
THANK YOU
 CITY OF SCOTTSDALE & TOURISM DEVELOPMENT COMMISSION!!



**CITY OF
SCOTTSDALE**

MEDIA TRACKING

SUPERBOWL XLIX



APRIL 2015

CONTENTS

03 | PROJECT OVERVIEW

05 | SUPERBOWL XLIX QUICK FACTS

08 | EXECUTIVE SUMMARY

10 | CITY OF SCOTTSDALE
EXPOSURE OVERVIEW

17 | APPENDIX – METHODOLOGY

20 | CONTACT DETAILS

PROJECT BACKGROUND AND OBJECTIVES

Repucom was commissioned by the City of Scottsdale to help understand the media impact of the Scottsdale FanFest event which took place from the week leading up to Superbowl XLIX.

Repucom has provided media evaluation services to determine:

- The level of media coverage and audiences reached through TV broadcast.
- The event's ability to generate destination visibility for Scottsdale, Arizona.

THE METHODOLOGY PROVIDES:

- Media evaluation of 40 hours of broadcast on ESPN from January 10 – February 1, 2015.
- Analysis for all Scottsdale & Scottsdale Fan Fest branding including tv broadcast graphics, verbal mentions & postcard exposure.
- Extrapolation of value for week leading up to Superbowl, based on audit findings.
- Repucom QI Methodology with Nielsen Viewership and SQAD CPMs.

40 HOUR AUDIT SCHEDULE

Dates Analyzed	Hours	Notes
Jan 10 (Saturday)	10am – 12pm	2 hours of broadcast (requested)
Jan 11 (Sunday)	10am – 1pm	3 hours of broadcast (requested)
Jan 18 (Sunday)	12pm – 3pm	3 hours of broadcast (requested)
Jan 26 (Monday)	11am – 12pm 1pm – 2pm 6pm – 7pm	1 broadcast hour saw fan fest on screen (found) 1 broadcast hour including broadcast from the Fan Pub around 1:30 (requested) 1 broadcast hour SportsCenter from Fashion Square (found)
Jan 27 (Tuesday)	10am – 11am 1pm – 2pm 3pm – 5pm	1 broadcast hour SportsCenter Fashion Sq mention (found) 1 broadcast hour including Dick's location at 1:30pm and Coaches Challenge at 1:50pm with Trey Wingo (requested) 2 broadcast hours Macayo's Mexican Kitchen at Fan Fest during NFL Insiders (found)
Jan 28 (Wednesday)	6am – 7am 1pm – 2pm 4pm – 5pm 6pm – 7pm	1 broadcast hour SportsCenter at Fashion Square (found) 1 broadcast hour including the Air Force & Fashion Pavilion at 1:30pm (requested) 1 broadcast hour from Fan Fest for NFL Live (found) 1 broadcast hour from fan fest during SportsCenter (found)
Jan 29 (Thursday)	10am – 1pm 4pm – 5pm 6pm – 7pm	3 broadcast hours from Fashion Sq. Mentions of "Fashion Square in Old Town Scottsdale" (found) 1 broadcast hour NFL Live "Fashion Square" mentions (found) 1 broadcast hour Fan Fest broll & mentions (found)
Jan 30 (Friday)	6am – 9am 11am – 1pm 6pm – 8pm	3 Live broadcast hours (SportsCenter) 2 broadcast hours saw fan fest on screen (found) 2 Live broadcast hours (SportsCenter)
Jan 31 (Saturday)	9am – 11am 1pm – 4pm	2 broadcast hours "Mountain B-Roll" and talk about Scottsdale; "Fashion Square in Scottsdale, AZ" mention (found)
Feb 1 (Sunday)	8 – 11 am 11am – 1pm 11pm – 12am	3 broadcast hours that includes the Mayor's :30 spot (if in content time), "Old Town Scottsdale" mention & B-roll (requested); "Fashion Square in Scottsdale, AZ" (found) 2 hours of Postseason NFL Countdown 1 broadcast hour from "Fashion Square" mention (found)

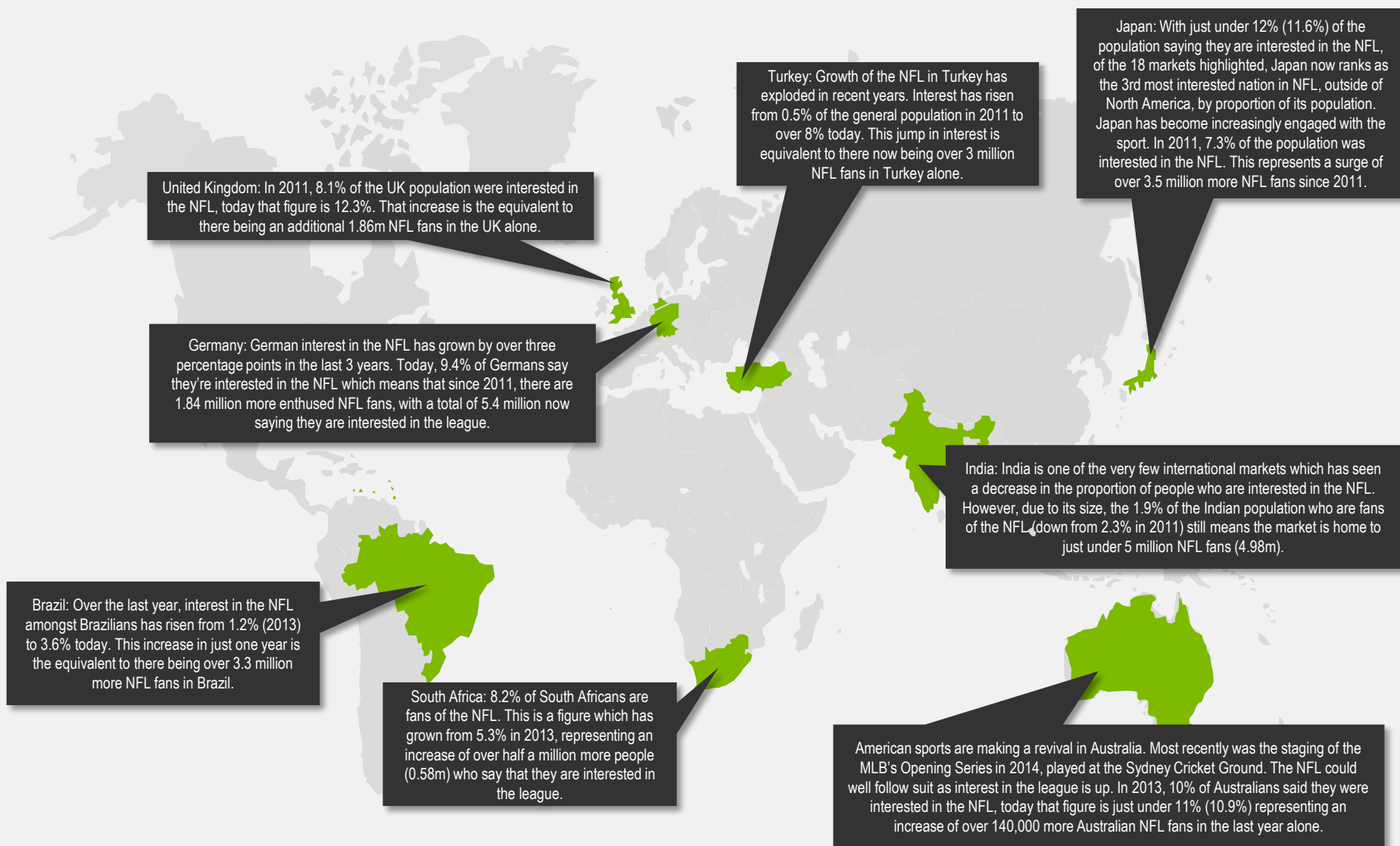
SUPERBOWL XLIX QUICK FACTS



SUPERBOWL XLIX QUICK FACTS

- » Historically the most-watched television event each year in the US, advertisers paid a reported \$4.5 million USD for a 30-second commercial during the NFL broadcast on the 1st of February 2015.
- » According to the NFL, Super Bowl XLIX was available for viewing in 230 countries and territories
- » Interest in America's most popular sport is growing throughout the world; In 2011, 8.1% of the UK population were interested in the NFL, today that figure is 12.3%. That increase is the equivalent to there being an additional 1.86M NFL fans in the UK alone.
- » Growth of the NFL in China in the last year represents the biggest in terms of population size than anywhere in the world. Since 2013, interest in the NFL amongst the Chinese population has jumped from 1.7% to 7.9%, today. This jump of just over six percentage points is the equivalent of an extra 31 million people saying that they are now NFL fans.
- » Of the markets tested, in terms of the proportion of the population which say they are interested in the NFL, Russia tops the list of countries outside of North America. Today, 13.3%, or just over 10 million Russians (10.38m) are said to be fans of the NFL. This is a proportion which has grown by 5.3 percentage points in the last year alone. Since 2013, over 5 million more Russians say they are now fans of the league.

INTERNATIONAL APPEAL – THE RISE OF THE NFL



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

- » Scottsdale saw an overall value of the TV Broadcast elements on ESPN of over \$6.3M in the weeks leading up to Superbowl XLIX
 - » This included postcard exposure, verbal mentions & tv broadcast graphics
 - » Value for Superbowl week was extrapolated to include re-air value
- » Promotion of the Scottsdale Fan Fest found through the 40-hour audit drove nearly \$67K in value with the majority of the value coming from on-site broadcast during the week of Superbowl
- » Postcard Exposure drove 94% of the value for Scottsdale with beauty shots originating from the Fan Fest and around Scottsdale
- » SportsCenter drove 74% of the exposure value for Scottsdale throughout the analysis audit
- » Out of the 40 hours analyzed, only 3 hours contained no exposure for Scottsdale, 2 of those hours were from the weeks leading into Superbowl week

CITY OF SCOTTSDALE EXPOSURE OVERVIEW

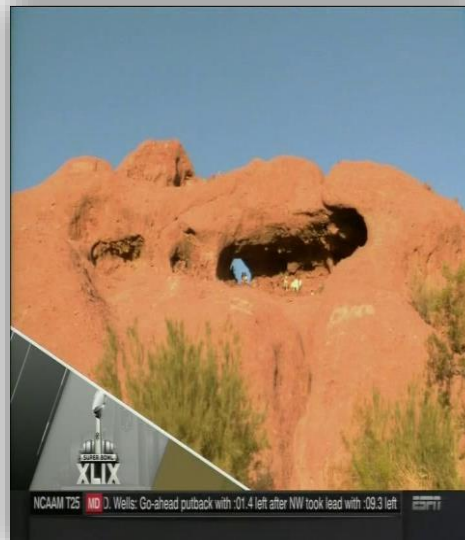


CITY OF SCOTTSDALE / ARIZONA BROADCAST MEDIA VALUE

TV BROADCAST
\$6,352,321

INCLUDES:

- » Postcard exposure for the city of Scottsdale and Arizona, University of Phoenix Stadium, and the Scottsdale Fan Fest.
- » Verbal Mentions of Arizona and the City of Scottsdale.
- » TV broadcast graphics featuring Scottsdale and Arizona branding.



Broadcasts during the week leading up to the Superbowl (1/26 through 2/2) generated over **\$6.2M** in QI Media Value for City of Scottsdale / Arizona. Postcard imagery was the top driver of this value, delivering over **\$5.9M** in exposure value.



WEEK LEADING UP TO SUPERBOWL (1/26 – 2/2)

\$6,285,608
TOTAL QI Media Value

52,535
TOTAL Duration

2-01 NFL Countdown
TOP FIXTURE – \$463,987

POSTCARDS
TOP PROPERTY
\$5,935,084

Repucom analyzed a sample of ESPN programming in the week leading up to the Superbowl for any Scottsdale/Arizona imagery and branding. These results were then extrapolated out to reflect all potential brand exposure that Scottsdale/Arizona received from ESPN broadcasts during this week.

These results are displayed on the bottom left – with a total QI Media Value generated of just under \$6.2M across the week.

Repucom also analyzed a sampling of ESPN broadcasts from Jan 10 through Jan 25. The exposure results from these programs are taken as is and were not extrapolated. Additional value from these broadcasts amounted to \$66,714.



1/10 - 1/25

\$66,714
TOTAL QI Media Value

257
TOTAL Duration

1-10 NFL Countdown
TOP FIXTURE – \$33,892

POSTCARDS
TOP PROPERTY
\$40,072

Over **\$6.3M** in QI Media Value was delivered to the City of Scottsdale across TV broadcasts from Jan 10 – Feb 2. Over **83%** of this was delivered through TV exposure of the Scottsdale Fan Fest.

Brand	Exposures	Duration	100% Media Equivalency	QI Media Value	QI Score
Scottsdale Fan Fest	1,399	41,675	\$5,277,195	\$5,277,195	100.00
Arizona	1,006	7,137	\$930,921	\$566,381	60.84
Scottsdale	289	3,013	\$426,233	\$417,737	98.01
University of Phoenix Stadium	43	585	\$62,145	\$62,145	100.00
Grand Total	2,773	52,792	\$6,767,991	\$6,352,321	

POSTCARD SHOT



TVGI TEXT



TVGI TEXT



Postcard shots were responsible for 94% of total exposure value generated by Scottsdale/Arizona across the length of the broadcast audit.

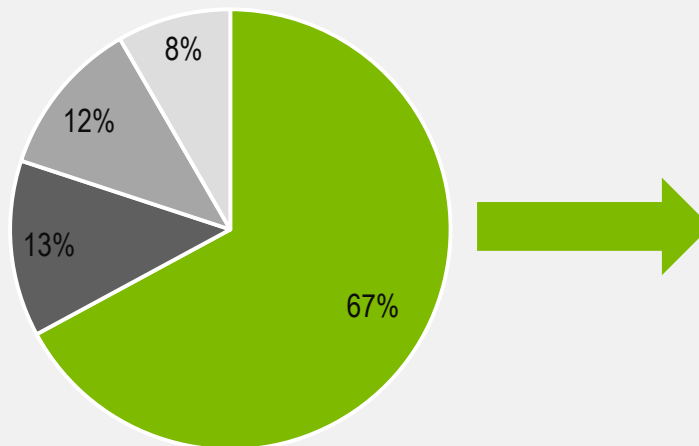
Location	Exposures	Duration	100% Media Equivalency	QI Media Value	QI Score
Postcard Shot	1,886	46,772	\$5,975,156	\$5,975,156	100.00
Verbal Mention	496	2,005	\$251,713	\$251,713	100.00
TVGI Text	390	4,008	\$539,954	\$124,762	23.11
TVGI Billboard	1	6	\$1,169	\$690	59.03
Grand Total	2,773	52,792	\$6,767,991	\$6,352,321	



SportsCenter fixtures generated over **11 hours and 2 minutes** of exposure for Scottsdale/Arizona across the length of the audit. This equated to **75%** of total exposure across ESPN programming.

Programme	Exposures	Duration	100% Media Equivalency	QI Media Value	QI Score
SportsCenter	2,093	39,726	\$4,616,016	\$4,263,118	92.35
NFL Insiders	316	6,423	\$831,313	\$822,108	98.89
NFL Live	251	5,069	\$747,574	\$736,395	98.5
NFL Countdown	113	1,573	\$573,088	\$530,701	92.6
Grand Total	2,773	52,792	\$6,767,991	\$6,352,321	

Share of Voice – Broken out by Fixture

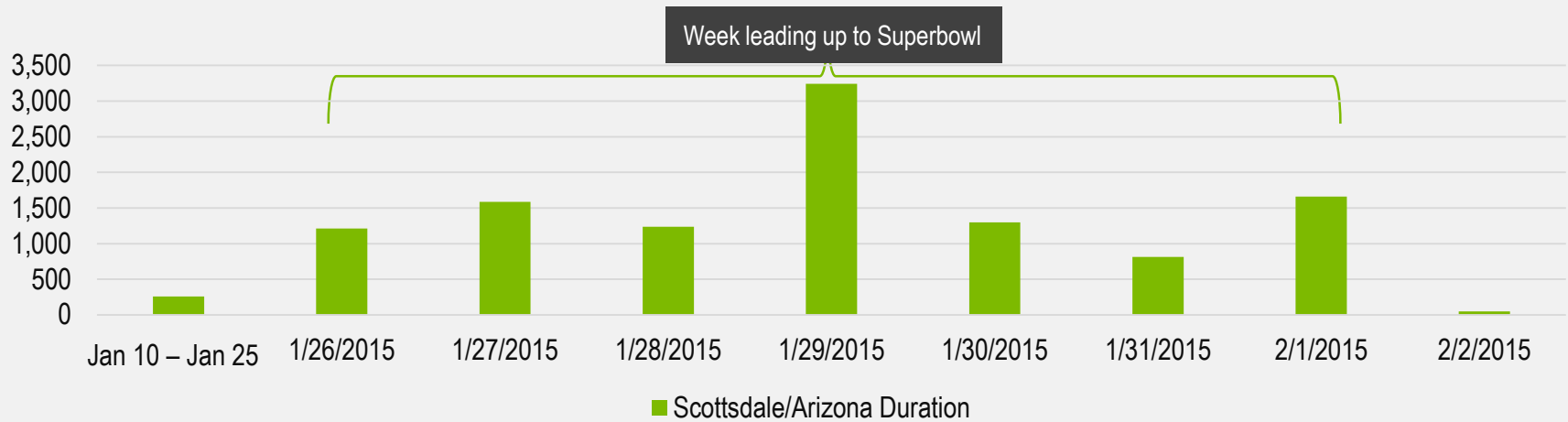


67% of total value for Scottsdale/Arizona came from within SportsCenter programming. From a duration perspective, **75%** of total exposure duration was generated during SportsCenter fixtures.

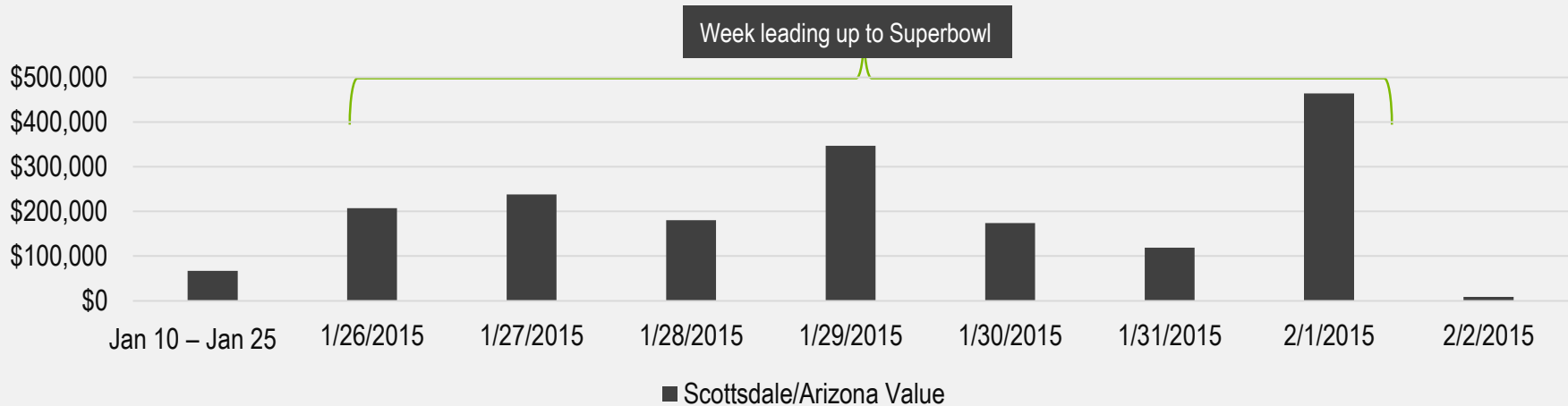
■ SportsCenter ■ NFL Insiders ■ NFL Live ■ NFL Countdown

The 1/29 episode of SportsCenter had high exposure duration from postcard shots from the Scottsdale Fan Fest.

Duration in Seconds (Breakout By Day)



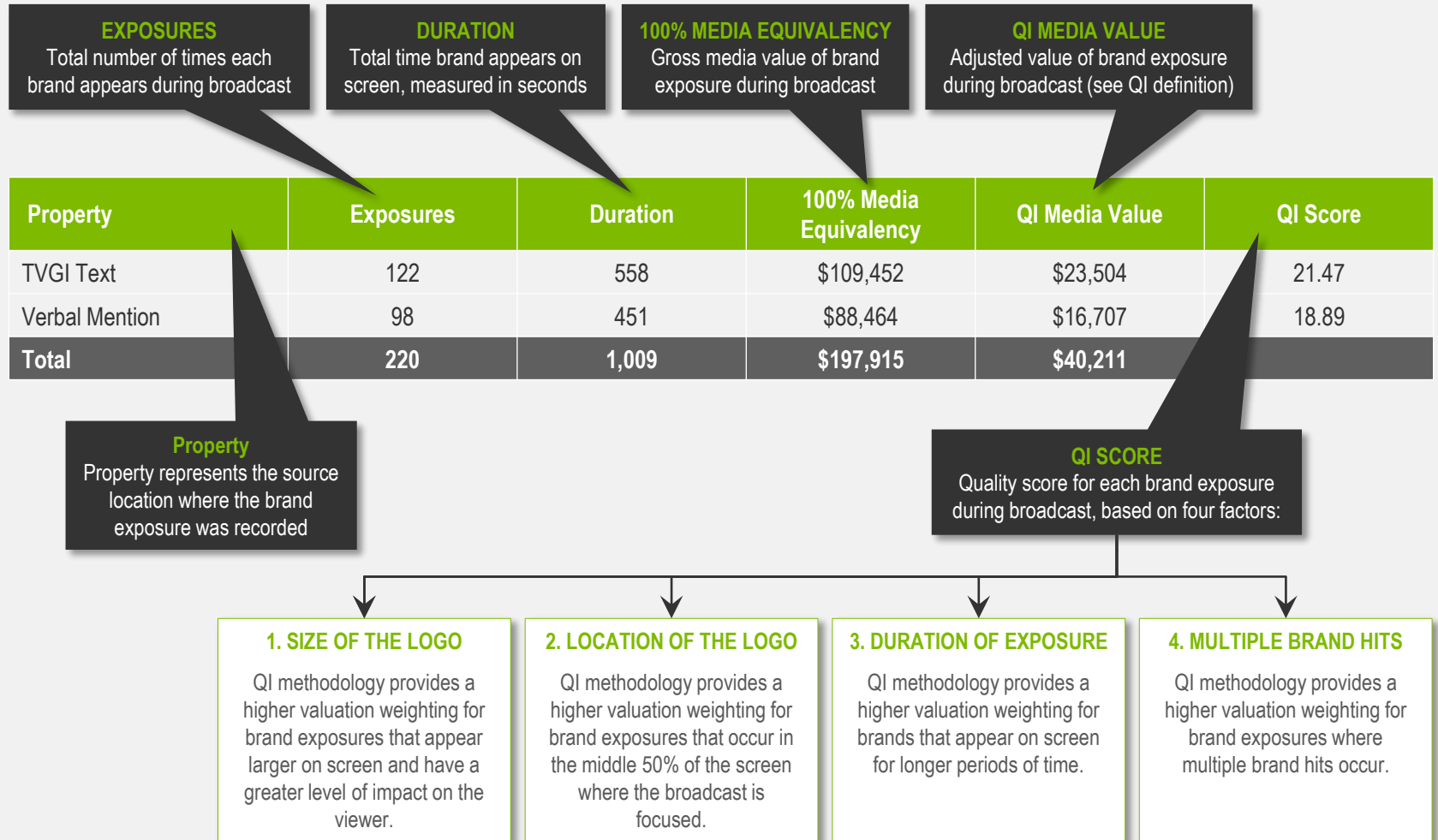
QI Media Value (Breakout By Day)



APPENDIX - METHODOLOGY



HOW TO INTERPRET REPUCOM DATA



PROVIDING GLOBAL INSIGHTS FROM TV

THE GLOBAL CURRENCY FOR SPONSORSHIP MEDIA VALUE

- » A completely transparent, consistent global industry standard.
- » Comparability between sponsorship engagements in different countries, events or even sports.
- » The QI score is designed to deliver comparative valuations for classic forms of advertising.



Brand Exposure Tracking Methodology

Number of exposures (count)

The number of exposures a property generates is the number of independent sequences of exposure a brand-property combination generates. In regards to its usefulness in analysis, it can be used to assess the number of times a signage point is seen uniquely.

Sum of duration on screen (seconds)

Duration on screen is probably the most common comparative used as it is a pure measure. It is suitable in assessing pure exposure capture for share of voice within a shared property or if looking at a specific property year on year where a logo or setup may have changed.

Average exposure duration (seconds)

The average exposure duration gives a snapshot view of the average duration on screen per exposure for a property.

Average exposure size (% of total screen size)

The average exposure size represents the average size on screen for the hits collected for each exposure. It can give a basic view on hit size for a property, though we collect a unique size for every hit.

100% media equivalency

100% media equivalency brings an added layer of viewership and cost per thousand to the overall duration. It is suitable if an analysis is needed where duration and the audience and cost per thousand is factored in, but the quality or impact of the exposure is not.

QI Media Value

This is the most common method of comparison as it comprises all elements of the equation – weight of exposure, audience, cost per thousand, and quality of the exposure (QI Score). This is the best method for overall appraisals of sponsorships & inventory, particularly in comparison to investment.

QI Score

Is the measurement used to make comparisons of the exposure quality and impact between and logos and properties. If the QI Score is devised for an overall sponsorship, it can act as a guide on which a mix of properties is the optimum from a pure quality and impact perspective, not counting weight of exposure, audience, or cost per thousand.

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