

Are you a fan of the National Football League ("NFL")?

Yes

No

Progress 

Which NFL team is your favorite?

Arizona Cardinals

Atlanta Falcons

Baltimore Ravens

Buffalo Bills

Carolina Panthers

Chicago Bears

Cincinnati Bengals

Cleveland Browns

Dallas Cowboys

Denver Broncos

Detroit Lions

Green Bay Packers

Houston Texans

Indianapolis Colts

Jacksonville Jaguars

Kansas City Chiefs

Miami Dolphins

Minnesota Vikings

New England Patriots

New Orleans Saints

New York Giants

New York Jets

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Do you attend NFL games on an annual basis?

Yes

No

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On average, how many NFL games do you attend on an annual basis?

- One
- Two
- Three
- Four
- More than four

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Do you or does your company have season tickets for a NFL Team(s)?

- Yes
- No

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For which NFL team(s) do you (your company) currently own season tickets? (Select all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Arizona Cardinals  | <input type="checkbox"/> Green Bay Packers    |
| <input type="checkbox"/> Atlanta Falcons    | <input type="checkbox"/> Houston Texans       |
| <input type="checkbox"/> Baltimore Ravens   | <input type="checkbox"/> Indianapolis Colts   |
| <input type="checkbox"/> Buffalo Bills      | <input type="checkbox"/> Jacksonville Jaguars |
| <input type="checkbox"/> Carolina Panthers  | <input type="checkbox"/> Kansas City Chiefs   |
| <input type="checkbox"/> Chicago Bears      | <input type="checkbox"/> Miami Dolphins       |
| <input type="checkbox"/> Cincinnati Bengals | <input type="checkbox"/> Minnesota Vikings    |
| <input type="checkbox"/> Cleveland Browns   | <input type="checkbox"/> New England Patriots |
| <input type="checkbox"/> Dallas Cowboys     | <input type="checkbox"/> New Orleans Saints   |
| <input type="checkbox"/> Denver Broncos     | <input type="checkbox"/> New York Giants      |





On a scale of 1 to 7, with “1” being Not Important and “7” being Very Important, please indicate the importance of the following stadium features in the Los Angeles area.

|   | 1 - Not Important   | 2   | 3   | 4   |
|---|---|---|---|---|
| <b>Stadium Location</b>   | Stadium Location 1 - Not Important<br><input type="radio"/>   | Stadium Location 2<br><input type="radio"/>   | Stadium Location 3<br><input type="radio"/>   | Stadium Location 4<br><input type="radio"/>   |
| <b>Stadium Accessibility From Freeways</b>  | Stadium Accessibility From Freeways 1 - Not Important<br><input type="radio"/>  | Stadium Accessibility From Freeways 2<br><input type="radio"/>  | Stadium Accessibility From Freeways 3<br><input type="radio"/>  | Stadium Accessibility From Freeways 4<br><input type="radio"/>  |
| <b>Availability of On-Site Parking</b>  | Availability of On-Site Parking 1 - Not Important<br><input type="radio"/>  | Availability of On-Site Parking 2<br><input type="radio"/>  | Availability of On-Site Parking 3<br><input type="radio"/>  | Availability of On-Site Parking 4<br><input type="radio"/>  |
| <b>Stadium Proximity to Public Transit</b>  | Stadium Proximity to Public Transit 1 - Not Important<br><input type="radio"/>  | Stadium Proximity to Public Transit 2<br><input type="radio"/>  | Stadium Proximity to Public Transit 3<br><input type="radio"/>  | Stadium Proximity to Public Transit 4<br><input type="radio"/>  |
| <b>Stadium Proximity to Entertainment District (i.e. restaurants, bars, hotels, etc.)</b> | Stadium Proximity to Entertainment District (i.e. restaurants, bars, hotels, etc.) 1 - Not Important<br><input type="radio"/> | Stadium Proximity to Entertainment District (i.e. restaurants, bars, hotels, etc.) 2<br><input type="radio"/> | Stadium Proximity to Entertainment District (i.e. restaurants, bars, hotels, etc.) 3<br><input type="radio"/> | Stadium Proximity to Entertainment District (i.e. restaurants, bars, hotels, etc.) 4<br><input type="radio"/> |
| <b>Ability to Tailgate</b>  | Ability to Tailgate 1 - Not Important<br><input type="radio"/>  | Ability to Tailgate 2<br><input type="radio"/>  | Ability to Tailgate 3<br><input type="radio"/>  | Ability to Tailgate 4<br><input type="radio"/>  |



Do you have general season tickets to any professional or collegiate sports team(s) in the Los Angeles area?





On a scale of “1” to “7” with “1” being “Not Important” and “7” being “Very Important”, how would you rate the importance of the following amenities?

|  | <b>1 - Not Important</b>   | <b>2</b>   | <b>3</b>   | <b>4</b>   |
|--|--|--|--|--|
| <b>In-seat food/beverage service</b>   | In-seat food/beverage service 1 - Not Important<br><input type="radio"/>   | In-seat food/beverage service 2<br><input type="radio"/>   | In-seat food/beverage service 3<br><input type="radio"/>   | In-seat food/beverage service 4<br><input type="radio"/>   |
| <b>All-inclusive food &amp; non-alcoholic beverages</b>                      | All-inclusive food & non-alcoholic beverages 1 - Not Important<br><input type="radio"/>                          | All-inclusive food & non-alcoholic beverages 2<br><input type="radio"/>                          | All-inclusive food & non-alcoholic beverages 3<br><input type="radio"/>                          | All-inclusive food & non-alcoholic beverages 4<br><input type="radio"/>                          |
| <b>High quality food/beverage options</b>                                    | High quality food/beverage options 1 - Not Important<br><input type="radio"/>                                    | High quality food/beverage options 2<br><input type="radio"/>                                    | High quality food/beverage options 3<br><input type="radio"/>                                    | High quality food/beverage options 4<br><input type="radio"/>                                    |
| <b>Close proximity parking</b>   | Close proximity parking 1 - Not Important<br><input type="radio"/>   | Close proximity parking 2<br><input type="radio"/>   | Close proximity parking 3<br><input type="radio"/>   | Close proximity parking 4<br><input type="radio"/>   |
| <b>Premium seating options (club seats, loge boxes, luxury suites, etc.)</b> | Premium seating options (club seats, loge boxes, luxury suites, etc.) 1 - Not Important<br><input type="radio"/> | Premium seating options (club seats, loge boxes, luxury suites, etc.) 2<br><input type="radio"/> | Premium seating options (club seats, loge boxes, luxury suites, etc.) 3<br><input type="radio"/> | Premium seating options (club seats, loge boxes, luxury suites, etc.) 4<br><input type="radio"/> |
| <b>Special ticket holder events (team meet &amp; greet, watch practice)</b>  | Special ticket holder events (team meet & greet, watch practice) 1 - Not Important<br><input type="radio"/>      | Special ticket holder events (team meet & greet, watch practice) 2<br><input type="radio"/>      | Special ticket holder events (team meet & greet, watch practice) 3<br><input type="radio"/>      | Special ticket holder events (team meet & greet, watch practice) 4<br><input type="radio"/>      |
| <b>Option to purchase tickets to other events at the stadium</b>             | Option to purchase tickets to other events at the stadium 1 - Not Important<br><input type="radio"/>             | Option to purchase tickets to other events at the stadium 2<br><input type="radio"/>             | Option to purchase tickets to other events at the stadium 3<br><input type="radio"/>             | Option to purchase tickets to other events at the stadium 4<br><input type="radio"/>             |



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**SEAT LOCATION PREFERENCE**

A new NFL stadium in the Los Angeles area could offer a variety of seating options, including:

General seating locations would include standard-sized stadium seats, and access to general public stadium concessions and restrooms.

Club seating would also be available and offer the best views in the stadium and include wider, padded seats with more leg room, access to a private climate-controlled lounge, upscale food and beverage offerings, a private stadium entrance, and the ability to purchase preferred parking, among other such benefits.

It is possible that the following locations of General and Club seating options could be available in a new NFL stadium in the Los Angeles area (as shown in the hybrid seating chart below):



**General Seating Locations:**

- Lower Level Corner (2)
- Lower Level End Zone (3)
- Upper Level Sideline (5)
- Upper Level Corner (6)
- Upper Level End Zone (7)

**Club Seating Locations:**

- Lower Level Sideline (1)
- Mezzanine Level Sideline (4)

The seating chart above provides possible General seat and Club seat locations in a new NFL stadium in the Los Angeles area. The seating bowl design presented is a conceptual design for stadium developments. It should also be noted that the identity of any potential relocated NFL team is unknown at this time. Please rank your top three preferred seating locations from most to least preferred. The most preferred seating location would be more expensive. For instance, Lower Level Club Seats would offer the best location and amenities.

First preference:



**PERSONAL SEAT LICENSES**

Over the past decade, most new NFL stadiums have utilized the sale of Personal Seat Licenses (“PSL”) to help fund construction. Do you know w

Yes

No



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**Lower Level End Zone**

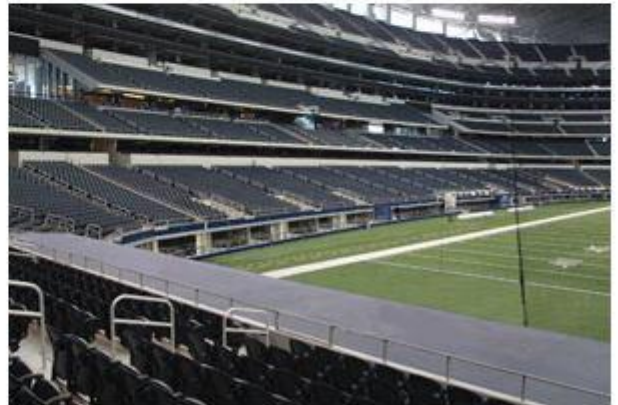
General season tickets could be located in the end zones of the lower level of a new NFL stadium in in the Los Angeles area. The purchase of season tickets in the games (2 preseason and 8 regular season) and the ability to purchase preferred parking.

## Lower Level End Zone Season Tickets

| Total Seat Cost                         |         |
|---|---------|
| <b>Season Ticket:</b>                   |         |
| Annual Cost                             | \$2,000 |
| # Games                                 | 10      |
| Cost Per Game                           | \$200   |
| <b>Seat License:</b>                    |         |
| Total Cost                              | \$7,500 |
| Seat License Payment Options            |         |
| <b>Interest-Free Installments (3):</b>  |         |
| Year 1                                  | \$2,500 |
| Year 2                                  | \$2,500 |
| Year 3                                  | \$2,500 |
| <b>10-Year Financing (8% Interest):</b> |         |
| 20% Down Payment                        | \$1,500 |
| Year 1 (stadium opening)                | \$894   |
| Year 2                                  | \$894   |
| Year 3                                  | \$894   |
| Year 10                                 | \$894   |



### SAMPLE VIEWS FROM SEAT



How would you characterize your (or your company's) interest in purchasing season tickets located in the end zones of the lower level of a new NFL stadium? The tickets cost \$2,000 (\$200 per game) AND required a one-time PSL of \$7,500, payable in three (3) interest free installments or financed over 10 years?





## **CLUB SEATS**

### **Lower Level Club Seats**

Club seats could be located along the sidelines of the lower level of a new NFL stadium in the Los Angeles area. Club seats would include tickets to 10 NFL games and the ability to purchase tickets to other stadium events. Club seat amenities could include wider, padded seats with more leg room, access to a private climate-controlled lounge with food and beverage offerings, a private stadium entrance, and the ability to purchase preferred parking, among other such benefits.

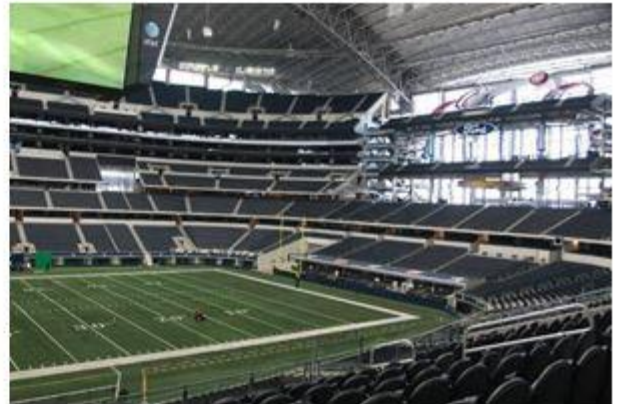
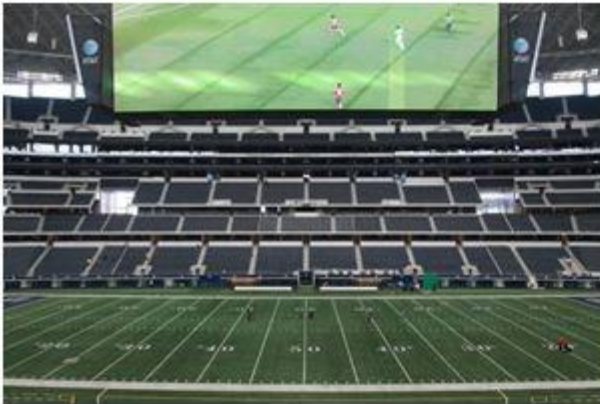
| Lower Level Club Seats                  |          |
|---|----------|
| <b>Total Seat Cost</b>                  |          |
| <b>Season Ticket:</b>                   |          |
| Annual Cost                             | \$4,500  |
| # Games                                 | 10       |
| Cost Per Game                           | \$450    |
| <b>Seat License:</b>                    |          |
| Total Cost                              | \$50,000 |
| <b>Seat License Payment Options</b>     |          |
| <b>Interest-Free Installments (3):</b>  |          |
| Year 1                                  | \$16,667 |
| Year 2                                  | \$16,667 |
| Year 3                                  | \$16,667 |
| <b>10-Year Financing (8% Interest):</b> |          |
| 20% Down Payment                        | \$10,000 |
| Year 1 (stadium opening)                | \$5,961  |
| Year 2                                  | \$5,961  |
| Year 3                                  | \$5,961  |
| Year 10                                 | \$5,961  |



SAMPLE CLUB SEAT IMAGES



SAMPLE VIEWS FROM SEAT



**SAMPLE CLUB LOUNGE IMAGES**



How would you characterize your (or your company's) interest in purchasing club seats located along the sidelines of the lower level of a new NFL stadium in the Los Angeles area, how many seats would you purchase (at a price of \$4,500 (\$450 per game) AND required a one-time PSL of \$50,000, payable in three (3) interest free installments or financed over 10 years)?

- Definitely purchase
- Likely purchase
- Possibly purchase
- Would not purchase

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If you made the decision to purchase club seats located along the sidelines of the lower level of a new NFL stadium in the Los Angeles area, how many seats would you purchase?

- One
- Two
- Three
- Four
- Five
- Six
- Seven
- Eight
- More than Eight

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Multiple payment options could be available for Personal Seat Licenses associated with the purchase of tickets in a new stadium in the Los Angeles area. Which would you (your company) be most likely to choose in a 10-year period prior to the stadium opening or financing the cost for up to 10 years with interest.

- Interest-free installments prior to the stadium opening
- 10-year financing with interest

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