

Sprint supports Super Bowl XLI Host Committee

Challenge

The Super Bowl is both the premier sporting event in North America and a worldwide entertainment phenomenon. Each year the game and associated events seem to grow more spectacular, attracting hundreds of thousands of participants and hundreds of millions of viewers—and setting even higher expectations for the following year. Hosting a Super Bowl is a prestigious honor that can bring a community international publicity and economic prosperity, but planning and preparing for such a prominent, large-scale event can be a daunting prospect.

The NFL requires each host city or region to form a committee to manage events associated with the Super Bowl. For Super Bowl XLI, the Host Committee in South Florida consisted of 11 full-time staff members led by a 24-person Board of Directors. In essence, this newly formed small business was tasked with setting up 40 major events throughout four counties, organizing the efforts of more than 8000 volunteers, and preparing to welcome more than 110,000 visitors. Addressing public safety alone, just one of dozens of critical focus areas, required the committee to establish 45 subcommittees with more than 500 members.

As February approached, committee members spent more and more time out of the office, putting in ten- to fifteen-hour days, seven days a week, to coordinate event details with business, government, and nonprofit partners across the region. Managing everything from traffic plans and travel schedules to amenities and activities for one of the world's largest, most important spectator events would present significant challenges under any circumstances. When entrusted to a corps of fewer than a dozen dedicated employees, it proved especially demanding.

Solution

As a trusted partner of the NFL, Sprint was a logical choice to support the Host Committee with an advanced communications solution tailored to its unique needs. To keep up with their tremendous workload, committee members required quick, reliable communication with one another and hundreds of outside contacts, as well as access to critical applications and up-to-date information—all regardless of location. Sprint provided a variety of wireless devices and specialized services to help employees remain accessible and productive whether they were in the office, at a partner's location, or en route to the next meeting. In addition to sophisticated mobile phones for voice communications, Sprint provided BlackBerry smart devices and Sierra Wireless AirCards to deliver secure, high-speed data connectivity via the Sprint Mobile Broadband network.

Sprint Services Used

- > Wireless Voice
- > Mobile Email
- > Nextel Walkie-Talkie
- > Sprint Mobile Broadband

“We became more effective. Sprint allowed us to take care of the needs of the client very quickly, almost like having another staff member by your side.”



Super Bowl XLI Host Committee

The South Florida Super Bowl XLI Host Committee is a private, not-for-profit organization that oversaw efforts across four counties to prepare for Super Bowl XLI, held February 4, 2007. The mission of the Host Committee was clear—do everything necessary to ensure the entire region would be ready for the big event.

NFL owners require that each Super Bowl host location establish a committee to oversee planning and preparations. In South Florida, this committee consisted of a 24-member Board of Directors representing local businesses and associations, as well as 11 full-time employees. This core group worked with nearly 8,000 volunteers to coordinate and execute numerous events related to Super Bowl XLI throughout the region during the weeks and months leading up to game day.

Staff Responsibilities

In addition to planning the Super Bowl opening ceremonies and events promoting local business and charity organizations, the Host Committee is tasked with overseeing other projects such as developing a parking strategy for the game and events, ensuring proper routing of traffic during Super Bowl activities, and arranging lodging and hospitality services for visitors and guests.

For more information on Super Bowl XLI and the Host Committee, visit www.superbowlxli.org

The Sprint solution allowed committee members to reach one another and many partners instantly from anywhere using Nextel DirectConnect two-way and group walkie-talkie features. The BlackBerry devices provided instant mobile access to email, documents, and applications as well, while the Sprint Mobile Broadband cards enabled laptop users to access the Internet and private networks using encrypted high-speed wireless connections.

"I don't know how we did this before without Sprint's help. When you start to use the technology, you don't realize what you did without it. The productivity just doesn't compare. We were able to survive without this somehow, but now I definitely wouldn't want to."

– Ken Elder, Director of Corporate Marketing

Bottom line

The Sprint solution delivered a game-winning drive leading up to Super Bowl XLI. Using advanced wireless devices and specialized services, committee members were able to count on consistent, timely access to the people, information, and applications they needed to do their jobs. Even when the demands of preparing for a historic event of global scope meant being on the road all day, adapting to rapidly changing plans, incorporating up-to-the-minute information, or coordinating dozens of organizations and thousands of individuals, this team had an effective game plan.

In partnership with Sprint, the Host Committee successfully arranged more and bigger events involving a greater number of vendors and partners than ever before, setting a new standard for the ultimate Super Bowl experience. Super Bowl XLI was a resounding success for the local community, visitors, and viewers, and the South Florida region presented itself in the best possible light precisely when the world was watching. In fact, Super Bowl XLI went so well in every way that South Florida was chosen to host the game again in 2010—a record-setting tenth opportunity to do so.

Sprint for small business

Sprint understands the demands and meets the needs of small businesses like no one else:

- > #1 Business Wireless Provider
- > Nation's Largest Voice Calling Area
- > World's Largest Walkie-Talkie Network
- > Nation's Largest Mobile Broadband Network
- > #1 Wireless Provider of GPS Solutions

A record-setting Super Bowl

Powered by Sprint, the South Florida Host Committee set new standards for the ultimate Super Bowl experience:

- > Nearly 93 million U.S. viewers (second most in Super Bowl history)
- > Chosen to host the area's tenth Super Bowl in 2010 (Super Bowl record)
- > \$463 million impact on the local economy
- > Nearly 10,000 parking passes (cars, limos, buses) issued (Super Bowl record)
- > 423 local businesses participated in the Sprint Emerging Business Program (South Florida record)
- > \$17.8 million in contracts awarded to 215 local businesses (Super Bowl records)
- > Nearly \$10 million in corporate marketing donations and services (5x the previous South Florida record)

"Whenever you have an event of that magnitude in your community, one of the greatest things to happen is that nothing goes wrong. Sprint enabled us to ensure that everything went smoothly."