

## **SAN JOSE CVB PARTNERS WITH SILICON VALLEY FOOTBALL CLASSIC**

### **Event generates over \$9 million in economic impact for City of San Jose**

San Jose, Calif. - June 06, 2002 - The 3rd annual Silicon Valley Football Classic Bowl (SVFC) game, scheduled for December 31 at Spartan Stadium in San Jose, will kick off this year with the strong marketing leg of the San Jose Convention & Visitors Bureau. The bureau recently partnered with the Football Classic to help create local awareness of the event and generate room nights for hotels during the holiday period.

"Lodging properties in San Jose are typically empty during holiday periods, which is why it's essential for us to help drive room nights during these times," recently stated Dan Fenton, President and CEO of the San Jose CVB. "The Silicon Valley Football Classic, which brought some 21,000 out-of-towners to San Jose last year is a critical event for our city and its tourism community."

According to CIC Research, out of town visitors attending the bowl game spent an average of \$209 per person, resulting in net direct spending of \$4.46 million within the local economy.

"The Football Classic brings more visitors to San Jose than any other event in December," said Chuck Shelton, President of the SVFC. "Partnering with the bureau seemed like a natural decision. Their marketing efforts will help make this event a success year after year."

CIC Research estimates that the \$4.46 million net direct spending yielded a total economic impact (direct, indirect and induced) of \$8.26 million. With the addition of \$313,000 in local resident spending and \$609,000 in local corporate and government sponsorship, the resulting total economic activity generated by the 2001 Silicon Valley Football Classic was \$9.2 million.

The event's success in San Jose also drove a partnership between the Western Athletic Conference and the SVFC. The conference has agreed to underwrite the 2002 SVFC as a way to ensure the event's perpetuity.

The San Jose CVB plans to coordinate sponsorship opportunities for the SVFC with Integrated Outsource Marketing (IOM) of Oakland, Calif., develop collateral and advertising strategies, promote the event through [sanjose.org](http://sanjose.org) and [bowlbythebay.com](http://bowlbythebay.com), and assist with game-week events.

The mission of the San Jose CVB is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination.

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