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## **SILICON VALLEY FOOTBALL CLASSIC BRINGS \$4.2 MILLION TO LOCAL ECONOMY**

### **Community Benefits From Events on Field and Off**

**SAN JOSE, CALIF.** – Regardless of the outcome on the field at Spartan Stadium between the Northern Illinois Huskies and the Troy Trojans, the biggest winner of the Silicon Valley Football Classic (SVFC) was easy to predict: the community of San José. Based on preliminary figures derived from a combination of CIC Research’s economic impact methodology and various other factors, the 2004 SVFC not only generated nearly \$4.2 million in economic impact to the city of San Jose, but through its partnerships with local civic groups, the SVFC also brought football to the people.

After-School All-Stars of Greater San José, the bowl’s official charity partner, was one of the biggest beneficiaries. The children affiliated with the program were involved in several bowl festivities, including the December 5 San Jose Holiday Parade in which they were a part of the SVFC-sponsored float, as well as helped decorate the SVFC’s tree at Christmas in the Park. Perhaps the biggest thrill for the children, however, came on December 29 at SVFC’s first-ever Team Community Service Day sponsored by the Castellano Family. The children interacted with members of each team in a day of literacy, music, and other projects aimed at providing positive guidance for the children.

Many other civic groups partnered with the SVFC, leading to a level of teamwork, which greatly benefited everyone involved. Groups such as the Kiwanis Club and 100 Black Men of Silicon Valley provided high levels of community outreach, spreading the word about the bowl and its good works.

### **Fans Travel, Hotels Swarming**

Despite the thousands of miles traveled, each team brought a substantial following, arriving on chartered airliners throughout game week. From fans to the teams themselves, thousands of visitors descended on the heart of Silicon Valley to take in the local sights and sounds before, during, and after the game.

As a result of the bowl, the San José Convention and Visitors Bureau (SJCVB) reported close to 2,000 room nights booked. These room nights contributed to December’s hotel occupancy, which historically is a slower month for convention business.

“We are extremely pleased with the return that the Silicon Valley Football Classic brought to San José this year,” said Chris Hutchins, executive director of the SVFC. “We hope that when our visitors from Alabama and Illinois return home, they will spread the word about the great

experience they encountered here and we will see them, their families and friends again soon. We were proud to host them and would love to have them return to San José and the SVFC."

### **Players, Coaches Laud City**

Regardless of which side of the final score they were on, members of each team said they came away with a very positive experience thanks to the community of San José and the members of the SVFC and SJCVB staffs.

"The staff's attention to detail allowed the participants – players, staff, and fans – to take full advantage of the week's activities," said Troy University Chancellor Dr. Jack Hawkins, Jr.

"This is something each of us who attended will always remember," said NIU Athletic Director James Phillips. "We were treated so wonderfully by everyone, from the bowl and hotel staffs to the City of San José, which only added to the experience."

### **Bowl financially healthy**

The SVFC organization also scored big as a result of this year's effort, securing partnerships with a large number of local, regional and national sponsors, making the bowl the most financially secure it has ever been. While some sponsors, such as 2004 presenting sponsor Movie Gallery, marked their first year with the bowl, the game allowed some partnerships to cultivate and flourish.

SVFC and HP celebrated another year as partners through innovative programs such as the "HP Sideline Photographer Contest," in which lucky fans were able to snap photos of the game action from a vantage point they might never have gotten to see otherwise. The SVFC organization's relationships with the city of San José and some of its most important cultural and educational institutions also continued. From the Children's Discovery Museum to San José State University, these groups' continued support helped the SVFC reach new levels of financial footing.

"Thanks to the continuing commitment of our sponsors, civic-minded individuals and newfound relationships of other key sponsors and partners such as Movie Gallery, our organization ends 2004 in the best financial shape thus far," said Greg Jamison, chairman of the SVFC board. "Results such as these bode well for the bowl as we introduce our year-round Festival of Events leading up to another exciting match-up in SVFC Bowl VI."

### **About The Silicon Valley Football Classic (SVFC)**

The Silicon Valley Football Classic (SVFC) was conceived in 2000, to form an NCAA Division IA Football Bowl in San José, California. The mission of the SVFC is to utilize college football as the ultimate social platform to positively impact the City of San Jose and its surrounding communities on both an economic and philanthropic level. SVFC seeks to invest and give back to our communities by establishing long term partnerships with businesses, civic groups, schools, families and football fans through a series of year round festival of events highlighting our December Bowl. Bowl V of SVFC was played Thursday, December 30, 2004; the Northern Illinois Huskies defeated the Troy Trojans 34-21. The game was held at San Jose State University's Spartan Stadium, and was televised nationally on ESPN2. For more information on the SVFC, visit <http://www.svfootballclassic.com>.

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