

SUPER BOWL LX

HOW THE 49ERS FOUNDATION ACTIVATED ON THE BIGGEST STAGE IN SPORTS

WHEN THE WORLD CAME TO THE BAY FOR SUPER BOWL LX, THE 49ERS FOUNDATION LEVERAGED THE MOMENT TO EDUCATE AND EMPOWER LOCAL YOUTH AND COMMUNITIES

70

EVENTS ACROSS THE BAY AREA

4K+

YOUTH IMPACTED THROUGH EVENTS

3M+

VIEWS ACROSS SOCIAL CHANNELS

\$8.2M+

INVESTED IN BAY AREA LEGACY PROJECTS

IN PARTNERSHIP WITH BAY AREA HOST COMMITTEE AND NFL FOUNDATION

➡ **\$190,000**

raised from Playoffs for a Purpose & Super Bowl auction packages

➡ **\$19,500**

raised from Dig for Gold x NFL Auctions memorabilia

IMPACT IN THE BAY



6 COMMUNITY EVENT LOCATIONS
(overall geographic reach of 13 different locations throughout the Bay Area)



Super Bowl LX 50/50 Raffle

In partnership with the NFL Foundation and BUMP, the 49ers Foundation executed the official Super Bowl 50/50 Raffle that raised **\$579,140!**

This will benefit the 49ers Foundation and its legacy beneficiaries.



*Some of the pictures above are clickable to view recap videos

“At our core, the 49ers Foundation exists to invest in the lives of young people by creating safe spaces to play, learn, grow, and dream. We’re proud to partner with the NFL and the Bay Area Host Committee to ensure a lasting legacy beyond the final whistle of Super Bowl LX.

Justin Prettyman
Executive Director, 49ers Foundation

\$3M+ Legacy Field Investment

Through a **\$3.7 million** investment, the 49ers Foundation, in partnership with the NFL Foundation and the Bay Area Host Committee Foundation, is revitalizing Townsend Field at Buchser Middle School – creating a lasting Super Bowl LX legacy that will serve students and the surrounding community for generations.

9+ Partners Engaged

- Cadence Giving Foundation
- Cisco
- Hon Hai Technology Group (Foxconn)
- Ghilotti Construction Company
- Intuit
- Levi’s®
- The Divine Comedy LLC
- Toyota
- Verizon

Together, partners invested over **\$400,000!**

22 Donated SBLX Tickets

The 49ers Foundation proudly distributed 22 tickets on behalf of the NFL Foundation to Super Bowl LX to honor and celebrate local changemakers across the Bay Area. Recipients included youth athletes, high school coaches, educators, legacy beneficiaries, and other community leaders whose impact continues to shape and strengthen our region.

5 Legacy Beneficiaries Engaged

African American Female Excellence (AAFE) brought 60 students to the Verizon Super Bowl LX Career Panel and Pro Bowl.

City Year partnered with the Bay Area Host Committee for a community service day at the newly revitalized Los Robles–Ronald McNair Field.

Fresh Lifelines for Youth (FLY) was selected to bring students to the Athletes in Action Super Bowl Breakfast. Kris Scott from FLY was selected as a NFL Inspire Change Honoree.

49ers STEAM Leadership Institute (SLI) students took part in hands-on workshops at Intuit’s Super Bowl Financial Literacy Forum and the Super Bowl Health & Safety Summit.

Four students from 826 Valencia competed in a special edition of *Are You Smarter Than a Fifth Grader?*, facing Pro Bowlers Bijan Robinson and Cameron Dicker.