



MISCELLANEOUS



CARDINALS CHARITIES

Founded in 1990, Cardinals Charities mission is to support programs designed to improve the quality of life and enhance opportunities for children, women, and minorities in Arizona.

Cardinals Charities grants are awarded on an annual basis in response to applications from qualified non-profit organizations whose goals and programs meet the mission statement.

Cardinals Charities also continued its involvement with a wide range of organizations focused on women and children's issues in Arizona. Cardinals Charities supported these programs through grants awarded to the Sojourner Center, Helping Hands



CARDINALS CHARITIES

for Single Moms, the Ronald McDonald House, Communities in Schools, The Wellness Community and U MOM New Day Centers.

One of the biggest programs that financially support Cardinals Charities is the sale of Cardinals specialty license plates sold through the Arizona Department of Transportation (ADOT).

Drivers who purchase a Cardinals specialty plate pay \$25 per year with \$17 going to Cardinals Charities each year.

In 2019, Cardinals Charities distributed grants to worthy charitable organizations including Boys & Girls Clubs across the state, domestic violence shelters, and various educational programs.



GENERAL GUIDELINES FOR BENEFICIARIES

- Organizations must be exempt under 501 (c) (3) of the Internal Revenue Service code.
- At least 75 percent of funding must be spent in Arizona.
- Grant application will be limited to once each year; however, organizations may reapply each year. Proposals for \$5,000 or less are preferred.

APPLICATION PROCESS

Interested organizations must request an application in writing, either by FAX or mail, on their 501 (c) (3) letterhead. Deadline for submission of application is July 1. Grant notification will be made within 180 days following filing deadline.

Address correspondence to:

Cardinals Charities
P.O. Box #888
Phoenix, AZ 85001-0888



Cardinals Charities hosts four signature annual events during the course of each year – the Kickoff Luncheon, Celebrity Golf Classic, Kingpin Challenge and Celebrity Golf Challenge.



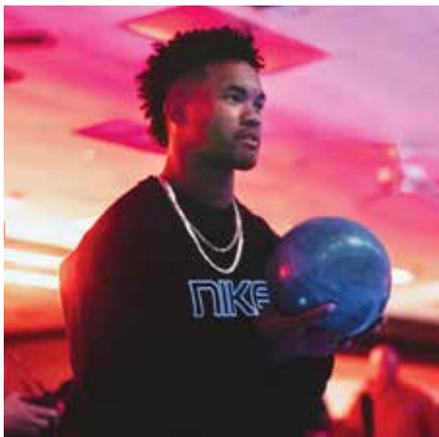
KICKOFF LUNCHEON

- Entering the 22nd year of the event.
- The Kickoff Luncheon is a chance for fans and business partners to enjoy lunch and meet the entire Cardinals team and coaching staff prior to the start of each season.



KINGPIN CHALLENGE

- Entering the 26th consecutive season as a dinner/auction and 13th year as the Kingpin Challenge.
- The 12th annual Kingpin Challenge was held at Chandler’s Kyrene Lanes in 2019, featuring the entire Cardinals team and coaching staff.



CARDINALS CELEBRITY GOLF CHALLENGE

- Entering its 16th consecutive season after previously being called the NFL Alumni Celebrity Golf Challenge.
- A celebrity golf tournament during the season partners Cardinals alumni along with local celebrities, fans and business partners.



CARDINALS CELEBRITY GOLF CLASSIC

- Entering 32nd consecutive season.
- The longest running Cardinals Charities event, the Golf Classic is held each offseason with participants donating money for the opportunity to play with members of the Cardinals organization.
- Each year, participants play a round of golf with various celebrities and have the opportunity to win various luxury items while also bidding on memorabilia and travel packages through an auction.





CARDINALS COMPLETE ANOTHER SUCCESSFUL YEAR IN THE COMMUNITY

The 2019 season marked another successful year for the Arizona Cardinals Football Club and its various community-based activities.

Cardinals players, coaches, cheerleaders, mascot Big Red, alumni and front office staff continued the organization's ongoing efforts of being a champion in the community. Throughout the 2019 season, 65 different players, alumni and members of the Cardinals Women's club took part in over 280 different community events and appearances that impacted over 45,000 adults and children. The Cardinals also donated more than 50,000 pieces of merchandise and memorabilia throughout the past year.

The Cardinals four signature community programs during the 2019 season - the SRP and Safeway Milk and Cookies Program, Gatorade Jr. Training Camps, USA Football's League Excellence program and the NFL Flag Football program - continued last year and will all be back in 2020.

SRP/SAFEGWAY MILK AND COOKIES PROGRAM

- Entering its 19th consecutive season.
- Each Tuesday during the season, a different Cardinals player along with team mascot Big Red read to students at various Valley elementary schools and distributed backpacks and milk and cookies provided by Albertsons and Safeway.
- 20 players visited 23 different schools and read to over 900 students in 2019.



GATORADE JR. TRAINING CAMPS

- Entering its 23rd consecutive season. During the 2019 season, the Cardinals put on clinics using Gatorade Jr. Training football stations and interactive zones.
- Current and former Cardinals players and Big Red provided football instruction and guidance for students while hosting kids camps at Valley elementary schools and at State Farm Stadium. The players and Big Red helped promote the NFL's Play 60 message to encourage kids to receive 60 minutes of daily exercise.
- 20 players participated in 25 Kids Camps impacting over 2,900 students during the 2019 season.

USA FOOTBALL'S LEAGUE EXCELLENCE PROGRAM

- The Cardinals are entering their 8th season of involvement with the program.
- The "Football Development Model" provides a proven template where players and coaches teach and learn in an age-appropriate way making a safer game.
- The partnerships between NFL teams and USA Football were developed to help promote leagues and educate coaches and officials that stress a smarter and safer way to player and teach youth football.
- The Cardinals are affiliated with 11 leagues and over 200 teams across the state with over 2,000 coaches and over 25,000 participants all currently certified or becoming certified in the program.

NFL FLAG FOOTBALL PROGRAM

- Entering its 18th consecutive season and presented by Albertsons and Safeway.
- 5-on-5 non-contact flag football league for boys and girls to provide basic fundamentals of football throughout the southwest with teams in Arizona and New Mexico.
- The program grew from 8,000 participants in 2004 to 12,400 in 2005 to now having over 40,000 players in 2020, one of the NFL's largest.
- For the 15th consecutive season, the Cardinals hosted a NFL Flag regional tournament. In 2019 the tournament hosted over 500 athletes from 10 states participating throughout the weekend. Since its inception, 30 teams from the Cardinals NFL Flag program have been crowned as national champions.



The Cardinals also continued their involvement with Arizona high school football with the weekly "High School Coach-of-the-Week" and "High School Player-of-the-Week" awards during the 2019 season. Both programs are back for the 2020 season.

"HIGH SCHOOL COACH-OF-THE-WEEK"

- Starting its 26th consecutive season.
- Every week during the high school football season, a local panel selects a High School Coach of the Week and awards him a certificate signed by team Owner Michael Bidwill and Head Coach Kliff Kingsbury in addition to a \$2,000 check to the coach's school on behalf of Cardinals Charities.



- In 2019, 10 coaches were selected and a total of \$20,000 was awarded to Arizona high school football programs.
- A “Coach-of-the-Year” was selected following the 2019 high school season and Jason Mohns from Saguaro H.S. was awarded an additional \$4,000 for his school. Mohns was the high school coach of current Cardinals WR Christian Kirk, RB D.J. Foster and CB Byron Murphy.



“HIGH SCHOOL PLAYER-OF-THE-WEEK”

- Starting its 18th consecutive season.
- Every week during the high school football season, a local panel selects a High School Player of the Week who receives a football trophy acknowledging the award at the players’ school during an awards ceremony.
- In 2019, 10 players were selected and each was awarded at their school in front of their peers with team mascot Big Red and an alumni player.
- A “Player-of-the-Year” was selected following the high school season and running back Bijan Robinson from Salpointe Catholic H.S. was given a customized Cardinals jersey and a football trophy engraved with his season stats.

The Cardinals also remained busy during the holidays giving back to those less fortunate. Along with hosting a game day toy drive to benefit Helping Hands of Freedom and the Firefighter Angel Foundation of Prescott and a game day canned food drive that benefits local food banks, two of the marquee programs that the Cardinals participate in each season during that time of year are “Help Feed the Hungry” and “Teddy Bear Express.”



HELP FEED THE HUNGRY

- Last year, Cardinals players and their families along with owner Michael Bidwill, front office personnel, cheerleaders and Big Red helped serve Thanksgiving dinner at the Phoenix Rescue Mission for more than 500 people.
- The 2019 season marked the 18th consecutive year of working with the Phoenix Rescue Mission during Thanksgiving.

PAW EXPRESS

- Each year, a Cardinals caravan with players, wives, front office personnel, Big Red and cheerleaders visits Phoenix Children’s Hospital to deliver stuffed toy dogs to children spending the holidays away from home.
- Last year, 11 players visited over 150 children at PCH, passing out the stuffed toy dogs while signing autographs, taking pictures and spreading holiday joy.
- The 2019 season was the 20th consecutive year of program.



In addition to being active throughout the community with various player appearances and events, the Cardinals also gave back to the people of Arizona with donations of merchandise and memorabilia.

CARDINALS DONATIONS

- The Cardinals donated over 50,000 items of signed merchandise (signed footballs, jerseys, pants, shoes and hats) to non-profit organizations in 2019 raising over \$200,000 for local charities.
- Finally, during a sold out season at State Farm Stadium last year, over 10,000 game tickets were distributed to worthwhile organizations throughout the Valley.



ABOUT STATE FARM STADIUM

State Farm Stadium is a prime example of sophisticated engineering, technology, and design. Regarded as one of the finest venues in sports, it features both a retractable roof and retractable natural grass playing field, setting an industry standard for design excellence and providing the ultimate in fan comfort. The



field allows flexibility to transform State Farm Stadium from a football-ready field to an unrestricted stadium floor in just over an hour at the push of a button.

Opened in 2006, the stadium was designed to host Super Bowls, blockbuster concerts, NCAA tournaments, and numerous other entertainment events and activities. The world-class venue attracts record crowds for the franchise and allowed the team to sell-out every game played at the venue to date. The stadium served as the site of two of the most-watched Super Bowls in history - Super Bowl XLII between the New York Giants and the New England Patriots and Super Bowl XLIX between the Patriots and Seattle Seahawks. In 2019, the stadium experienced its largest crowd to date when 77,653 fans attended the Garth Brooks concert. State Farm Stadium also plays host to the annual Fiesta Bowl and has hosted the BCS National Championship game twice.

In May of 2018, the league announced that the biggest event in American sports is returning to State Farm Stadium for the third time, as Arizona was selected to host Super Bowl LVII that will cap the 2022 NFL season.

In July of 2018, the NCAA announced that the 2024 Men's Final Four will be held at State Farm Stadium.

RENOVATING THE NEST: By the time Arizona hosts Super Bowl LVII, over \$100 million in recent renovations will have occurred in and around State Farm Stadium.

"We want to make sure the building constantly feels fresh," team owner Michael Bidwill said of the fan experience. "This is what the game is about. It's about the fans." Among the upgrades at State Farm Stadium:

Stadium Club Area Renovation (\$28 million): In 2017, the Cardinals revealed the first part of a two-phase expansion and renovation of the Club areas on the east and west sides of the stadium.

In addition to enhancing and expanding the pre-existing areas, the project included the creation of "Flight Lounge" which provides an intimate bar setting and features different brands of wine each week. Another major addition was the high-end "Bubble Lounge," a full-service bar that specializes in champagne and wine and features a ticketed pregame brunch experience through kickoff and an upscale a la carte menu beginning with the second quarter.





That phase also included the renovation of the bar areas on the Club level, going from six beer taps to 16. The primary 50-Yard lounges now include large (12' x 60') videoboards to easily permit viewing of eight games at one time.

Completed in 2018, phase two entailed completely renovating the balance of the Club level. A highlight of phase two was "The Tail Feather," a new speakeasy style lounge and full-service bar that offers fans an electric, Art Deco atmosphere. Located on the northeast side of the stadium, "The Tail Feather rivals the "Bubble Lounge" on the west side.

The phase two renovation also included new bars and food service areas in all four corners, new flooring and lighting, additional TVs, a new sound system and all new furniture.

A specialty lounge area, the "Bird's Nest," also has a new bar and food buffet, extensive millwork finishes and new furniture. Finally, all restrooms were completely renovated with new flooring, ceilings, lighting, wall tile, and a stone vanity.

New Parking Lot, Pedestrian Tunnel & Bridge, Security Structures (\$28 million): The "Black Lot" which features 4,015 additional parking spaces, opened prior to the 2018 season. Located between 95th and 91st avenues along Cardinals Way, the lot has access to the stadium grounds via a pedestrian underpass and a pedestrian bridge.

The tailgating areas were also upgraded and permanent shaded structures were built for security checkpoints.

Technology Upgrades (\$25 million): Prior to the 2014 NFL season, State Farm Stadium underwent a \$20 million upgrade to help improve the game-day experience. As part of a collaboration between the Cardinals and the Arizona Sports & Tourism Authority (AZSTA), the videoboards at the north and south ends were upgraded and now feature high contrast technology for the clearest image quality. The Cardinals also undertook a significant project to upgrade the tele-

communications systems for improved wireless coverage at the stadium. The team installed a state-of-the-art Cisco HD Wi-Fi system to allow fans access to high-speed internet in their seats and in all public areas of the stadium, which now features seven times as many total access points distributed throughout the venue and 10 times as much bandwidth.

In 2016, the stadium received yet another upgrade when a new state-of-the-art sound system was installed.

ARCHITECTURE: World-renowned architect Peter Eisenman, in partnership with HOK Sport and Hunt Construction Group, created a state-

of-the-art design that has already become a distinctive Arizona landmark. The stadium's exterior skin takes its design cue from the barrel cactus and features alternating sections of shimmering metal panels intended to reflect the shifting desert light alongside 21 magnificent vertical glass slots allowing fans a spectacular view of the horizon from any level of the interior.

RETRACTABLE FIELD: State Farm Stadium also features a unique rollout natural grass playing field, contained in a single tray weighing 18.9 million-pounds (234 feet wide, 403 feet long). The first completely retractable field in the United States, it is positioned inside the stadium on game days to offer the preferred natural-grass playing surface for football and outside the stadium for the remaining 350+ days of the year to receive sunlight and watering. The field tray is powered by electric motors mounted on steel wheels riding on tracks embedded in the concrete floor and takes approximately 70 minutes to move completely. The flexibility of this unique design allows State Farm Stadium to serve as a true multipurpose venue featuring a 160,000 square-foot event floor for other events.





RETRACTABLE ROOF: Atop the stadium roof are two large retractable panels that open and close on an arc. The panels and much of the roof are made of a translucent fabric called Birdair that enables light to penetrate and gives the venue an open, airy feel. When closed it also allows for an air-conditioned environment during the hot months, but the roof can be opened during cooler times of the year to take advantage of Arizona's patented sunshine. The roof takes about 10 minutes to open or close.

SCOREBOARDS: As part of a collaboration between the Cardinals & the Arizona Sports & Tourism Authority (AZSTA), videoboards at the north & south ends were upgraded prior to the 2014 season. Both are more than triple the size of the previous ones. At the south end is a high-definition LED video display that measures 54 feet high by 164 feet wide and provides an additional 8,856 square feet of live video and replays.

Featuring a 13HD pixel layout for crisp, clear imagery and 75% higher resolution, the display is capable of showing one large image to highlight live video and instant replays. It can also be divided into separate sections to show additional stats and information that fans want. The videoboard at the north end is also triple the size of the previous one, measuring 27 feet high by 97 feet wide. Both displays feature high contrast technology for the best in image quality.

INFORMATION TECHNOLOGY: State Farm Stadium has an IP infrastructure that supports telecommunications throughout the Stadium. The voice and data communication network infrastructure is built entirely on Cisco equipment. All telecommunications services for voice, data, and video broadcast distribution are provided by COX Business Services and are provided via redundant services to the Stadium.

BY THE NUMBERS

1.7 million	Square footage of stadium
144	Number of sellouts (including preseason and postseason) in the first 14 seasons at State Farm Stadium (compared to just 12 in 18 seasons at Sun Devil Stadium)
2	Super Bowls held at State Farm Stadium - XLII in 2008 (Giants over Patriots) and XLIX in 2015 (Patriots over Seahawks)
179	False starts for Cardinals opponents at State Farm Stadium since it opened in 2006. That is the most in the NFL during that span.
2017	Year the stadium played host to Arizona's first-ever NCAA Men's Basketball Final Four
4-0	Cardinals record at home in the postseason since beginning play at State Farm Stadium
7,501	Total number of club seats in stadium
7	Number of club lounges
1.3 billion	Economic impact of the stadium hosting a Pro Bowl, Super Bowl, College Football National Championship Game and the NCAA Men's Final Four during a 26-month stretch in 2015-17.
100 million	Dollars being spent on improvements in and around State Farm Stadium between when the venue hosted Super Bowl Super Bowl XLIX and when it will host Super Bowl LVII following the 2022 season.
10	Approximate number of minutes it takes to open/close the roof
18.5 million	Approximate weight (in pounds) of the roof
70	Approximate number of minutes to roll the field into the stadium

740	Approximate number of feet the field must move to get into the stadium
18.9 million	Weight (in pounds) of the retractable field
21	Number of vertical slots on the exterior wall of stadium
30	Height in feet of the giant numbers designating the three main entrances to the stadium
10	Number of elevators for public use in stadium
18	Number of escalators for public use in stadium
8,000	Tons of cooling used by the stadium's air conditioning
454,785	Votes in favor of Proposition 302 stadium legislation in 2000
1,218	Days between the stadium groundbreaking (4/12/03) and the inaugural game at the stadium (8/12/06)
16,340	Total number of jobs created by Proposition 302; overall economic impact is \$1.95 billion
2.6 million	Total number of hours put in by workers during construction project
900	Length in miles of a sidewalk that could be made from the amount of concrete used on the stadium (roughly the distance from Phoenix to San Francisco)
10,000	Approximate number of individual Crown Coor panels that make up the metallic skin of the stadium's exterior
77,653	Attendance for the Garth Brooks concert held at State Farm Stadium in March of 2019. It was the largest crowd for any event held at the venue since it opened in 2006.



The stadium supports 2500 unique telephone DID numbers on a DS-1/PRI backbone. The Stadium provides 20Gb of Internet bandwidth, which can be adjusted as needed to support any technology requests that come to the stadium, and additional bandwidth can be requested in advance to increase the capacity as needed.

In 2013 the Stadium DAS system upgrade began using Crown Castle and a neutral host system. In 2014, the system was completely finished and hosts all major carriers, Verizon, AT&T, T-Mobile, and Sprint, and has multiple 4G-LTE sectors for each carrier, according to the needs of each.

In 2014 the Stadium Computing Network and Wi-Fi Systems were completely upgraded. An HD Wi-Fi System was installed throughout the stadium, which includes approximately 950 Cisco AP's and antennas, and is supported by a Cisco Prime Network infrastructure running over a 10Gb fiber optic backbone. The stadium also upgraded the Cisco Unified Communications System, replaced all Core and Edge switches and servers, as well as upgraded all security systems.

In 2015 outdoor Wi-Fi coverage was installed, starting at the Great Lawn and South Lawn, where the majority of outdoor events

at the stadium take place. In addition, a network of Bluetooth Beacons were installed, which can be used for a variety of purposes, including information sharing, marketing and promotions.

MULTI-PURPOSE: Because of the truly unique multi-purpose nature of the facility, State Farm Stadium is able to host far more than just Cardinals home games. Since opening in August of 2006, the building has hosted a pair of Super Bowls, the 2015 Pro Bowl, the first-ever BCS National Championship game (Florida-Ohio State), Fiesta Bowls, international soccer matches, high school football championships, high school proms, monster truck and motocross events, trade shows and conventions, the West Regionals of the NCAA men's basketball tournament, and numerous other events.

In December of 2016, State Farm Stadium hosted its 11th Fiesta Bowl and for the first time ever the game served as one of two College Football Playoff Semi-Final contests. Ohio State and Clemson met on New Year's Eve for a chance to play in the BCS National Championship Game. In December of 2019, State Farm Stadium again served as the site of a BCS semi-final as the Buckeyes and Tigers held a Fiesta Bowl rematch.

State Farm Stadium hosted Arizona's largest international soccer match in history as Haiti and Mexico took the pitch for the 2019 Concacaf Gold Cup Semifinal.

During the COVID-19 outbreak in 2020, State Farm Stadium served an important function as the site of numerous blood drives, PPE (Personal Protective Equipment) drives and testing drives. One area hit particularly hard by the COVID-19 crisis was the local blood donation community, where the supply reached critically low levels. The stadium's size and the event's operational set-up ensured adherence to the necessary physical and social distancing guidelines while still accommodating the greatest possible number of donors. The first drive - in which the Cardinals partnered with Dignity Health, Cigna and Vitalant - took place on March 31. The following week, the Cardinals partnered with Anheuser-Busch and the American Red Cross for a pair of additional blood drives on consecutive days.

On April 15, the Cardinals and Project C.U.R.E hosted a PPE drive at State Farm Stadium to help meet the pressing need within the local healthcare community. On two separate occasions in May, the



Cardinals and Dignity Health participated in the state's drive-through COVID-19 testing blitz in Orange Lot at State Farm Stadium.

In a given year, ASM Global (the building's operator)

successfully books 225+ event days for gatherings large, small and in between. Among those events have been concerts featuring some of the world's most popular artists, including The Rolling Stones, U2, Garth Brooks, Guns N' Roses and Metallica.

OTHER FEATURES: In addition to its high-design architecture and innovative design, the stadium also sets new standards for stadium comfort. Its layout provides for excellent site lines, comfortable seats, abundant restrooms and concession stands, spacious end-zone viewing decks, and wide concourses with an open design allowing for an unobstructed view of the field from both the lower and upper concourses. It is also aligned along a slight northwest to south-east axis to offer the maximum sun exposure for the grass field and maximum shade for stadium patrons. State Farm Stadium includes 88 luxury lofts - know elsewhere as "suites" - that are unlike any others in the sports industry. Featuring a bold, modern interior design, loft amenities include preferred parking, an exclusive entrance, private restrooms, multiple televisions, and in-loft catering. In addition to the lofts, a luxurious Club Level features wider seats, preferred parking, private entrances, and a climate-controlled Club Lounge with multiple two-story spaces, comfortable lounge seating, plentiful TV monitors, upgraded food and beverage offerings and dedicated restrooms. State Farm Stadium is owned by the Arizona Sports and Tourism Authority.



SPORTSMAN'S PARK

The area that surrounds and encompasses State Farm Stadium is known as Sportsman's Park. The 160-acre footprint includes car-parks, grass areas and an abundance of trees and other landscape native to the area.

On-site parking accommodates 14,000 cars as part of an innovative site plan designed to create a truly unique tailgating experience for fans.

A tree-lined expanse of grass covering eight



acres, the Great Lawn extends west from 95th Avenue to the Loop 101. The lawn stretches over 1,000 feet and is designed for use by fans while tailgating at games or to use during other activities outside the stadium. Surrounding the Great Lawn is a 50-foot wide promenade. In addition to the uninterrupted expanse of grass, the Great Lawn includes areas for vendors and musicians.

PAT TILLMAN MEMORIAL

The plaza surrounding State Farm Stadium is known as the Pat Tillman Freedom Plaza, in honor of the former Cardinals safety who was killed in action on April 22, 2004 while serving his country as a member of the elite Army Ranger unit.

Fans attending home games can visit the Pat Tillman Memorial located at the northwest side of the plaza. The memorial includes a large bronze sculpture of Tillman on the eastern side and a circular reflection pond on its western side.

The sculpture is approximately eight-feet tall, weighs over 500 pounds, and took nearly nine months to complete. After an extensive search, the Cardinals selected artists Omri Amrany and Gary Tillery to create the sculpture. The sculptors con-



sulted with the team and Pat's wife, Marie, who worked to select the image of Tillman that would best convey his character and spirit. Serving as a backdrop to the sculpture is a nine-foot tall curved wall made of concrete that measures 42 feet across, symbolic of Tillman's jersey number at Arizona State.

The brimming pool of water on the western side consists of a large 60-foot circular pond made of black concrete and stainless steel. Intended to create a pool of tranquility, it has a surface area of 2,300 square feet.

To the west of the memorial is a grove of 40 Oak trees that symbolizes the jersey number Tillman wore as an Arizona Cardinal and the entire area is surrounded by a grove of Ash and Oak trees.

CARDINALS PRESERVE PAT TILLMAN'S LOCKER AT TEMPE FACILITY

On September 11, 2015, the 14th anniversary of the 9/11 terrorist attacks, the Cardinals unveiled the locker of former safety Pat Tillman at the team's Tempe Training Facility.

A new locker room was built as part of a two-year, \$15 million renovation of the facility, but Tillman's locker was preserved to display in a glass enclosure between the weight room and cafeteria. Included in the locker are Tillman's jersey, helmet, shoulder pads and draft card, along with a description of his life and career.

"We've decided to preserve Pat Tillman's locker, and tell his story," team owner Michael Bidwill said at the unveiling ceremony. "Many of our future players, and even current players, may not know the stories of the Cardinals. But we wanted to tell the stories and talk about the history, the history of our organization and the history of Pat Tillman."

After a decorated career at Arizona State University, Tillman was selected in the seventh round (226th overall) of the 1998 NFL Draft by the Cardinals and he played for Arizona from 1998-2001 before enlisting in the U.S. Army in 2002. He was killed in action in Afghanistan on April 22, 2004.

Tillman's No. 40 is retired by the Cardinals and he is a member of the team's Ring of Honor.





STATE FARM SECURES STADIUM NAMING RIGHTS

In September of 2018, the Cardinals and State Farm announced an 18-year naming rights commitment that resulted in the team's home venue becoming State Farm Stadium.



"State Farm is committed to making a difference and so are the Arizona Cardinals," said State Farm Chairman and Chief Executive Officer Michael Tipsord. "Working with them gives us the chance to

"We were intent on finding a relationship that was an ideal fit with our organization and this community in terms of values, priorities and culture," said Cardinals Owner Michael Bidwill. With State Farm, we absolutely did that. While this is a comprehensive marketing agreement, there will be a major focus on community programs that will have a positive impact across our state. State Farm is one of the most-respected and recognizable brands in the world and Phoenix is fortunate to be one of its three hub markets."

build even stronger communities in Arizona and helps us build our brand nationally."

Arizona is home to one of three of State Farm regional hubs. State Farm is an active member of the local community employing approximately 7,000 individuals. State Farm prides itself on activating its workforce in the communities they reside. Over the past four years, State Farm staff has volunteered over 2 million hours in their respective communities.

CARDINALS HOME GAMES WITH ROOF OPEN

The Cardinals are 18-18 all-time in games played with the roof open at State Farm Stadium.

Below are the results of the games played with the roof retracted during the first 14 seasons at State Farm Stadium:

Date	Opponent	Result	Conditions
12/15/19	Cleveland	W, 38-24	Temperature: 66 degrees; Humidity: 24%, Wind: WSW 11 mph
12/1/19	LA Rams	L, 7-34	Temperature: 64 degrees; Humidity: 26%, Wind: ENE 3 mph
10/31/19	San Francisco**	L, 25-28	Temperature: 75 degrees; Humidity: 5%, Wind: N 5 mph
12/23/18	LA Rams	L, 9-31	Temperature: 72 degrees; Humidity: 22%; Wind: 0 mph
12/9/18	Detroit	L, 3-17	Temperature: 70 degrees; Humidity: 41%; Wind: W 2 mph
11/18/18	Oakland	L, 21-23	Temperature: 72 degrees; Humidity: 20%; Wind: SE 3 mph
10/18/18	Denver**	L, 10-45	Temperature: 82 degrees; Humidity: 27%; Wind: N 6 mph
11/9/17	Seattle**	L, 16-22	Temperature: 79 degrees; Humidity: 32%; Wind: 0 mph
12/10/17	Tennessee	W, 12-7	Temperature: 79 degrees; Humidity: 7%; Wind: NE 10 mph
12/24/17	NY Giants	W, 23-0	Temperature: 71 degrees; Humidity: 14%; Wind: SE 3 mph
12/18/16	New Orleans	L, 41-48	Temperature: 62 degrees; Humidity: 20%; Wind: W 2 mph
12/4/16	Washington	W, 31-23	Temperature: 68 degrees; Humidity: 13%; Wind: Calm
12/10/15	Minnesota**	W, 23-20	Temperature: 68 degrees; Humidity: 26%; Wind: W 1 mph
11/22/15	Cincinnati***	W, 34-31	Temperature: 72 degrees; Humidity: 22%; Wind: NE 7 mph
12/29/13	San Francisco	L, 23-20	Temperature: 64 degrees; Humidity: 28%; Wind: N 5 mph
12/8/13	St. Louis	W, 30-10	Temperature: 56 degrees; Humidity: 29%; Wind: SSW 12 mph
10/17/13	Seattle**	L, 34-22	Temperature: 82 degrees; Humidity: 13%; Wind: N 7 mph
12/23/12	Chicago	L, 28-13	Temperature: 62 degrees; Humidity: 34%; Wind: Calm
12/16/12	Detroit	W, 38-10	Temperature: 57 degrees; Humidity: 52%; Wind: NW 3.5 mph
10/29/12	San Francisco*	L, 24-3	Temperature: 90 degrees; Humidity: 11%; Wind: W 5 mph
12/11/11	San Francisco	W, 21-19	Temperature: 66 degrees; Humidity: 27%; Wind: ESE 8 mph
12/4/11	Dallas	W, 19-13 (OT)	Temperature: 53 degrees; Humidity: 43%; Wind: SW 5 mph
11/6/11	St. Louis	W, 19-13 (OT)	Temperature: 64 degrees; Humidity: 34%; Wind: SE 5 mph
12/25/10	Dallas	W, 27-26	Temperature: 64 degrees; Humidity: 30%; Wind: ENE 7 mph
12/5/10	St. Louis	L, 19-6	Temperature: 67 degrees; Humidity: 20%; Wind: Calm
12/27/09	St. Louis	W, 31-10	Temperature: 58 degrees; Humidity: 19%; Wind: WNW 2 mph
12/14/08	Minnesota	L, 35-14	Temperature: 54 degrees; Humidity: 22%; Wind: W 10 mph
12/7/08	St. Louis	W, 34-10	Temperature: 63 degrees; Humidity: 31%; Wind: NE 5 mph
11/10/08	San Francisco*	W, 29-24	Temperature: 62 degrees; Humidity: 35%; Wind: SSW 4 mph
12/30/07	St. Louis	W, 48-19	Temperature: 60 degrees; Humidity: 20%; Wind: Variable 3 mph
12/23/07	Atlanta	W, 30-27 (OT)	Temperature: 58 degrees; Humidity: 17%; Wind: NW 3 mph
12/2/07	Cleveland	W, 27-21	Temperature: 62 degrees; Humidity: 34%; Wind: SSW 3 mph
11/25/07	San Francisco	L, 37-31 (OT)	Temperature: 65 degrees; Humidity: 21%; Wind: Variable 3 mph
12/17/06	Denver	L, 37-20	Temperature: 60 degrees; Humidity: 26%; Wind: W 12 mph
11/12/06	Dallas	L, 27-10	Temperature: 75 degrees; Humidity: 17%; Wind: W 4 mph
10/16/06	Chicago*	L, 24-23	Temperature: 81 degrees; Humidity: 22%; Wind: SW 5 mph

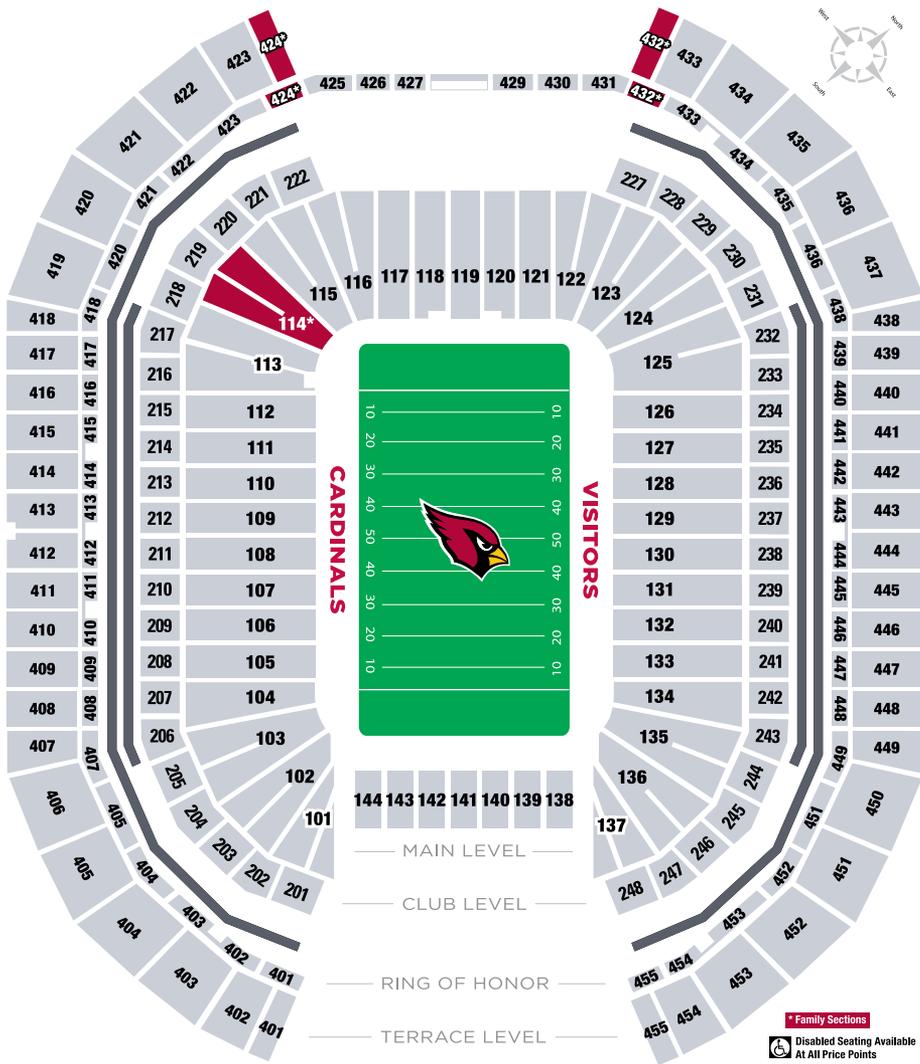
*Monday Night Football

**Thursday Night Football

***Sunday Night Football



STATE FARM STADIUM SEATING



CARDINALS PRIMARY HOME STADIUMS

Since the NFL was founded in 1920, the following venues have served as the primary site for Cardinals home games:

- | | |
|---|---|
| 1920-1921 . . . Normal Park, Chicago * | 1959 Soldier Field, Chicago |
| 1922-1925 . . . Comiskey Park, Chicago | 1960-1965 . . . Busch Stadium, St. Louis *** |
| 1926-1928 . . . Normal Park, Chicago * | 1966-1987 . . . Busch Memorial Stadium, St. Louis |
| 1929-1930 . . . Comiskey Park, Chicago | 1988-2005 . . . Sun Devil Stadium, Tempe |
| 1931-1938 . . . Wrigley Field, Chicago | 2006-. State Farm Stadium |
| 1939-1958 . . . Comiskey Park, Chicago ** | |

*** Normal Park was also known as Normal Field

*** In 1944, the Cardinals and Steelers merged during WWII and home games were split between Comiskey Park and Pittsburgh's Forbes Field

*** Busch Stadium was known as Sportsman's Park from 1909-1952; the Cardinals moved to the newly-opened Busch Memorial Stadium in 1966



STATE FARM STADIUM GAME DAY PARKING



WP West Preferred Use RED Entry	F Field Use GREEN Entry	BLU Lot Use BLUE Entry
NP North Preferred Use RED Entry	F Oversized Use OVERSIZED Entry	GARAGE Lot Use GARAGE Entry
EP East Preferred Use GREY Entry	W West Use ORANGE Entry	PNK Lot Use PINK Entry
E East Use GREEN Entry	YLW Lot Use YELLOW Entry (Southbound Only Access)	BLK Lot Use BLACK Entry
		\$P Cash Parking



STATE FARM STADIUM GENERATED \$1.3 BILLION FOR VALLEY ECONOMY

According to a study completed by the Seidman Research Institute, W.P. Carey School of Business at Arizona State University, a three-year run of major sporting events hosted at State Farm Stadium poured \$1.3 billion into the Valley's economy.

This unprecedented stretch began with 2015 Pro Bowl and Super Bowl XLIX (\$720 million), continued with the 2016 CFP National Championship Game (\$274 million) and concluded with the 2017 NCAA Men's Basketball Final Four (\$325 million).

"From day one, the vision for this stadium was to build a world-class, multi-purpose facility capable of hosting the most prestigious events in sports so that our community could reap the immense benefits," said Cardinals President Michael Bidwill. "[This] news is a testament not only to all those who believed in that vision but the countless individuals who tirelessly worked to both attract and successfully stage these events."

A separate Nielsen Sports survey shows that the benefits of mega sporting events go beyond the massive financial windfall. According to the study, 90 percent of Valley residents say the three-year run had a positive impact on the community, and 78 percent say hosting these events is important.

"Mega sporting events are a huge benefit to Arizona's economy, generating millions in revenue and tax dollars and providing incredible national and international media exposure for our state," Gov. Doug Ducey said. "And they foster community pride as residents come together to celebrate the spirit of elite athletic competition."

Below is a glance at some of the major moments that have taken place at the Cardinals home stadium.

2007 BCS National Championship Game – Florida 41, Ohio State 14

No. 2 Gators upset previously unbeaten Ohio State in first BCS National Championship Game.

Super Bowl XLII – New York Giants 17, New England Patriots 14

Eli Manning leads Giants to TD with under a minute left to end Patriots' hopes of a perfect season

2011 BCS National Championship Game – Auburn 22, Oregon 19

Led by Heisman winner Cam Newton, Auburn completes undefeated season with FG as time expires

Super Bowl XLIX – New England Patriots 28, Seattle Seahawks 24

Malcolm Butler's goal-line INT gives Patriots fourth Super Bowl victory and ends Seahawks bid for repeat

2016 CFP National Championship Game – Alabama 45, Clemson 40

Alabama captures fourth national title in eight years after second-half offensive shootout

2017 NCAA Men's Basketball Final Four

North Carolina won its first national title since 2009 in a showdown between No. 1 seeds

Other major events held at State Farm Stadium include the 2015 Pro Bowl, Wrestlemania XXVI in 2010, three games of the Copa America Centenario in 2016, and the Fiesta Bowl annually since 2007. The Fiesta Bowl hosted a CFP semifinal game for the 2016 and 2019 seasons. It is slated to host semi-finals again for the 2022/23 and 2025/26 college football seasons.

State Farm Stadium will host its third Super Bowl when the venue plays host to Super Bowl LVII to cap the 2022 season.





CARDINALS CHEERLEADERS

Whether it's performing at all Arizona Cardinals home games, community service involvement, appearances at other sporting and civic events, or just signing autographs, the Arizona Cardinals Cheerleaders are recognized throughout the country for their talent, exciting dance routings and professionalism.

The cheerleaders have performed throughout the United States, Mexico, and Canada.



CARDINALS CHEERLEADERS

At the invitation of the Pentagon, the cheerleaders also have entertained U.S. military troops in Saudi Arabia, Kuwait, Bosnia, Egypt, Greenland, Kosovo, Bahrain and China.

Through their talent, showmanship, enthusiasm and dedication to their community and country, the cheerleaders have established themselves as an integral part of the Cardinals organization.



BIG RED

Biography

Hatched: October 4, 1998

Home: State Farm Stadium

Height: 6'-4"

Wingspan: Seven feet

Position: Center (of attention!)

Favorite Foods: Bird seed and gummy worms (no chicken wings)

Favorite Song: "Bird Is The Word"

Off The Field: Big Red can be found throughout Arizona at schools, charity events, and birthday parties.





CARDINALS BROADCASTING

CARDINALS ON THE RADIO

The Cardinals are pleased to continue their partnership with Bonneville and 98.7 FM Arizona Sports Station in 2020. Arizona Sports has been the flagship radio station for the Cardinals since 2005.

GAME-DAY RADIO PROGRAMMING

In 2020, Cardinals games will air on 98.7 FM Arizona's Sports station. 98.7 FM Arizona's Sports station will also air pre-game and post-game programming for every contest.

Calling the play-by-play for his 19th straight season with the Cardinals is Dave Pasch. He joined the team in 2002 after three seasons as the football and basketball voice of Syracuse University. In addition to Cardinals broadcasts, Pasch can be seen on ESPN calling NBA action as well as college football and basketball.

Joining Pasch for his 16th year as radio analyst is Ron Wolfley, former player and four-time Pro Bowl selection and special-teams standout with the Cardinals, who selected him in the fourth round of the 1985 draft. One-half of the "Doug and Wolf Show" on 98.7 FM Arizona's Sports station, the Buffalo, NY native played collegiately at West Virginia before enjoying a 10-year NFL career with the Cardinals (1985-91), Browns (1992-93) and Rams (1995).

For the 16th consecutive season, 98.7 FM Arizona's Sports station talk-show host and Cardinals reporter Paul Calvisi will provide sideline commentary during the game broadcasts.

Game-day programming begins four-and-a-half hours prior to kickoff on 98.7 FM Arizona Sports station with "Cardinals Early Bird," a half-hour look at the week of preparation including exclusive features, game previews and interviews with head coach Kliff Kingsbury and his players.

Three hours prior to kickoff is "The Arizona Cardinals NFL Kickoff Show" hosted by Cardinals digital correspondent Craig Grialou. Grialou is joined by azcardinals.com insiders Darren Urban and Kyle Odegard. The show spotlights the upcoming Cardinals matchup and the latest game day news from around the NFL.



Dave Pasch



Ron Wolfley



Paul Calvisi

Two hours prior to kickoff, Calvisi will be joined by former Cardinals linebacker Rob Fredrickson and former defensive ends Bertrand Berry and Kyle Vanden Bosch for the "Arizona Cardinals Pre-Game Huddle." Fredrickson played with the Cardinals from 1999-2002 and Berry spent 12 years in the NFL, including playing for the Cardinals from 2004-2009 while Vanden Bosch was with Arizona from 2001-04.

"Cardinal Talk," a post-game fan-interactive program, can be heard immediately following each contest on 98.7 FM Arizona's Sports station. Hosted by Grialou and fellow digital correspondent Mike Jurecki, "Cardinal Talk" allows fans to give their opinion on each game and hear expert analysis from Fredrickson, Berry and Vanden Bosch.

WEEKDAY RADIO PROGRAMMING

Grialou hosts "The Cardinals Red Sea Report," a one-hour show airing each Tuesday at 11:00 AM on ESPN 620 AM. The program reviews the previous Cardinals game, provides NFL updates and features analysis from Berry and Jurecki.

Returning to the airwaves for its 20th year is "The Big Red Rage." Live from Majerle's in Chandler for the 13th consecutive season, "The Big Red Rage" is co-hosted by Paul Calvisi and Ron Wolfley, who will be joined by two players for each program. The show airs from 6:00-7:00 PM on Thursday evenings throughout the season on 98.7 FM Arizona's Sports station. If there is a scheduling conflict with a Diamondbacks or Suns game, the show will air on ESPN 620 AM. Check www.azcardinals.com or @AZCardinals on Twitter for date and time updates.



CARDINALS RADIO AFFILIATES

Name	Call Letters	Station City
KTAR	98.7 FM	Phoenix
KATO	1230 AM	Safford
KAZM	780 AM	Sedona
KNTR	980 AM	Lake Havasu
KDDL/KQNA	94.3 FM	Prescott Valley
KVNA	600 AM	Flagstaff
KTZR	1450 AM	Tucson
KZUA	92.1 FM	Holbrook
KBLU	560 AM	Yuma

Name	Call Letters	Station City
KNKI	106.7 FM	Show Low
KIKO	1340 AM	Miami
KGMN	100.1 FM	Kingman
KTZR	1450 AM	Tucson
KWRK/KCAZ	96.1 FM	Window Rock
KEBC	1560 AM	Oklahoma City
KHOV (Spanish)	105.1 FM	Phoenix
KQMR (Spanish)	100.3 FM	Phoenix



SPANISH RADIO

Over the last 20 seasons, the Cardinals have connected with its Spanish language speaking fans by becoming the first professional team in Arizona to offer all games on Spanish radio (2000). The team has Spanish-language social media accounts on Instagram (@azcardenales) and Twitter (@azcardenales).

Former Cardinals offensive lineman Rolando Cantú (analyst) will be back calling the games again in 2020. Cantú played with the Cardinals for two seasons (2005-06), and during the 2005 season, he became the first Mexican born player (non-kicker) to ever take the field in an NFL regular season game. Joining Cantu in the booth will be Luis Hernandez, who is in his first season as play-by-play announcer.

The Cardinals Spanish-language game broadcast airs locally in Phoenix on Latino Mix 100.3 FM and 105.1 FM TUDN (formerly Univision Deportes). Games can also be heard in Tucson and surrounding areas on Toño 92.5 FM.

In addition to the game broadcasts, Latino Mix 100.3 FM and 105.1 FM TUDN Radio also air two pregame shows – Primera Y Diez (First & 10), a Spanish-language pregame show summarizing everything

happening around the NFL as well as Conteo Progresivo (Countdown), a Spanish-language pregame show focusing specifically on the Cardinals and their upcoming opponent.

Following each Cardinals game, Latino Mix 100.3 FM and 105.1 FM TUDN Radio will also broadcast the team's postgame show, Punto Extra (Extra Point), a 15-minute Spanish-language show recapping the action.

For the 12th straight season, the Cardinals will also bring the Spanish language broadcast to fans in Mexico. The team has partnered with Larsa Comunicaciones (Larsa Communications Group), the leading radio network in northern Mexico to bring the broadcast to 41 stations in 20 cities throughout Mexico, including Guadalajara, Puerto Vallarta, Hermosillo and Mexico City.



Rolando Cantu



CARDINALS ON TELEVISION

TEAM SHOWS

There will be four Cardinals TV programs available throughout the 2020 season and into next year: "Cardinals: Season In Focus," "Cardinals Game Plan with Head Coach Kliff Kingsbury," "Cards OT," and "Cardinals Locker Room." The programs can be found on NBC 12 News (KPNX-TV), Fox Sports Arizona, and FOX 11 (KMSB-TV) in Tucson.

"Cardinals Season In Focus" is a weekly half-hour program dedicated to providing a close-up view of the team, on and off the field. Each week, segments such as the popular "Wired," as well as the Emmy Award winning "Zoom" tell the story of the season and shed light on the personalities within the team. The show is hosted by Paul Calvisi. (NBC 12 News, Saturday 6:30 PM/FS Arizona, Sunday mornings*/FOX 11-Tucson, 6:00 AM Sunday)

"Cardinals Game Plan with Head Coach Kliff Kingsbury" allows viewers to see and hear the inside story straight from the man in charge. Co-hosted by Calvisi and Wolfley, the show will feature an in-depth look at key plays from the previous week's game with an eye on the upcoming opponent and the Cardinals plan for victory. (NBC 12 News, Friday 6:30 PM/FS Arizona, Sunday mornings*/FOX 11-Tucson, Saturday 10:00 PM)

"Cards OT" is a live post-game show airing on Fox Sports Arizona after regular season home games, providing fans with an immediate breakdown of the game. Jody Jackson hosts with former NFL players

Bertrand Berry and Glenn Parker serving as analysts. The program begins approximately 15 minutes after the final whistle and typically re-airs Sunday evenings.

"Cardinals Locker Room" will air immediately following Sunday Night Football on NBC and will provide all of the highlights and analysis from the Cardinals game as well as around the NFL. The program will include appearances from Cardinals players and coaches inside the locker room following the game. (NBC 12 News, Sunday evenings following SNF*)

*Check weekly local listings for specific times or log on to www.azcardinals.com for up-to-date showtimes.

CARDINALS DIGITAL PROGRAMMING

Returning in 2020 is "Cardinals Cover 2," a live-streamed program that airs on the team's Facebook page (www.facebook.com/arizonacardinals) and at www.azcardinals.com. Hosted by Craig Grialou and Mike Jurecki, "Cover 2" features news, analysis, storytelling and entertainment. The program runs year-round, each Monday, Wednesday and Friday at 3:00 PM (MST).

CARDINALS PODCASTS

Cardinals podcasts are available for download via Apple Podcasts, Google Play Music, TuneIn, Spotify, Stitcher and Soundcloud. Episodes of Cardinals Underground, Cardinals Cover 2, The Big Red Rage, The Cardinals Red Sea Report and more can be found by searching "Arizona Cardinals Podcasts" on your preferred platform or by visiting www.azcardinals.com/podcasts.





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**ARIZONA
CARDINALS**

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