



MISCELLANEOUS



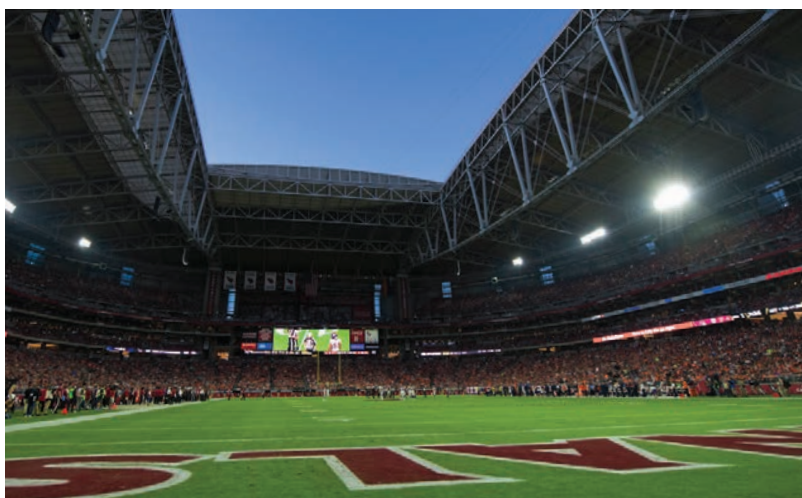
ABOUT STATE FARM STADIUM

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 sellout crowds for the franchise while also serving 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 be played on February 12, 2023 to cap the 2022 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.

Stadium Loft Renovations (\$17 million): In 2021, the Cardinals completed a two-year renovation of all 88 private lofts at State Farm Stadium. The improvements include enhanced cabinetry, flooring, furniture, appliances and finishes that complement the recently renovated Club spaces. The Loft level concourse was also improved with new flooring, restroom renovations, redesigned loft entryways and the addition of Arizona themed artwork sourced by local area artists.



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 roll-out 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 164,000 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 12 minutes to open or close.

INFORMATION TECHNOLOGY: All telecommunications services at State Farm Stadium for Internet, WiFi, voice, data, and video broad-



cast distribution are provided by COX Business Services and are provided via redundant services to the Stadium. In addition, the Stadium WiFi System is 'Powered by COX'. State Farm Stadium has an IP infrastructure that supports telecommunications throughout the Stadium. All voice and data communication network infrastructure is built entirely on Cisco equipment.

In 2021 the Stadium Wi-Fi System Powered by COX began a complete upgrade. The equipment for the system will be upgraded, and 1,500 new Cisco APs and antennas will be installed in existing and new locations throughout the stadium. The stadium will also upgrade the Cisco Unified Communications System, replacing all Core and Edge switches and servers, as well as upgraded cyber-security systems.

In 2021, the Stadium DAS system upgrade

began with Crown Castle as the neutral host system. The first upgrade was to add Verizon 5G service both inside and in the parking lots, with T-Mobile 5G and AT&T 5G expected soon. The entire system is in the process of being upgraded, with completion expected in 2022. Those upgrades include better coverage and capacity for fans in all areas of the stadium using all major carriers, Verizon, AT&T, T-Mobile/Sprint, including coverage for the event floor and events using it.

In addition to these upgrades, 'touchless technology' was installed throughout the stadium. Ticketing, Concessions, and Parking are all now using touchless technology.

The Stadium provides 20Gb of Internet bandwidth, which can be adjusted as needed to support any technology requests that come to

BY THE NUMBERS

1.7 million	Square footage of stadium	740	Approximate number of feet the field must move to get into the 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)	18.9 million	Weight (in pounds) of the retractable field
2	Super Bowls held at State Farm Stadium - XLII in 2008 (Giants over Patriots) and XLIX in 2015 (Patriots over Seahawks)	21	Number of vertical slots on the exterior wall of stadium
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.	30	Height in feet of the giant numbers designating the three main entrances to the stadium
2017	Year the stadium played host to Arizona's first-ever NCAA Men's Basketball Final Four	10	Number of elevators for public use in stadium
4-0	Cardinals record at home in the postseason since beginning play at State Farm Stadium	18	Number of escalators for public use in stadium
7,501	Total number of club seats in stadium	8,000	Tons of cooling used by the stadium's air conditioning
7	Number of club lounges	454,785	Votes in favor of Proposition 302 stadium legislation in 2000
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.	1,218	Days between the stadium groundbreaking (4/12/03) and the inaugural game at the stadium (8/12/06)
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.	16,340	Total number of jobs created by Proposition 302; overall economic impact is \$1.95 billion
10	Approximate number of minutes it takes to open/close the roof	2.6 million	Total number of hours put in by workers during construction project
18.5 million	Approximate weight (in pounds) of the roof	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)
70	Approximate number of minutes to roll the field into the stadium	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, and additional bandwidth can be requested in advance to increase the capacity as needed. The stadium supports a redundant telephone system supported on a SIP backbone.

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, State Farm Stadium has served a number of important function as

the site of numerous blood drives, PPE (Personal Protective Equipment) drives, testing drives and as one of the nation's first, and most successful, vaccination sites. Early in the pandemic, 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. In April of 2020, 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 2021, State Farm Stadium was also host to one of the first, and most successful, vaccination sites in the nation. Between January and April, more than 800,000 COVID-19 vaccines were administered at State Farm Stadium, which accounted for nearly 20% of the total doses administered in Arizona during that period. The site was so successful that President Joe Biden and Vice President Kamala Harris participated in a virtual tour on February 8 and the administration called the operation "an incredible model." Biden told Arizona Department of Health Services Director Dr. Cara Christ during the tour; "I got a call during the Super Bowl from the commissioner of football (Roger Goodell) offering us, the federal government, the 30 major stadiums. They're going to be coming to you to look at how you did it because you're doing such a great job."

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 allow-

ing for an unobstructed view of the field from both the lower and upper concourses. It is also aligned along a slight northwest to southeast 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 4.61 acres total, which 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.

"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."

"State Farm is committed to making a difference and so are the Arizona Cardinals," said State Farm Chairman and Chief Executive Officer Michael Tipson. "Working with them gives us the chance to 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 21-21 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 15 seasons at State Farm Stadium:

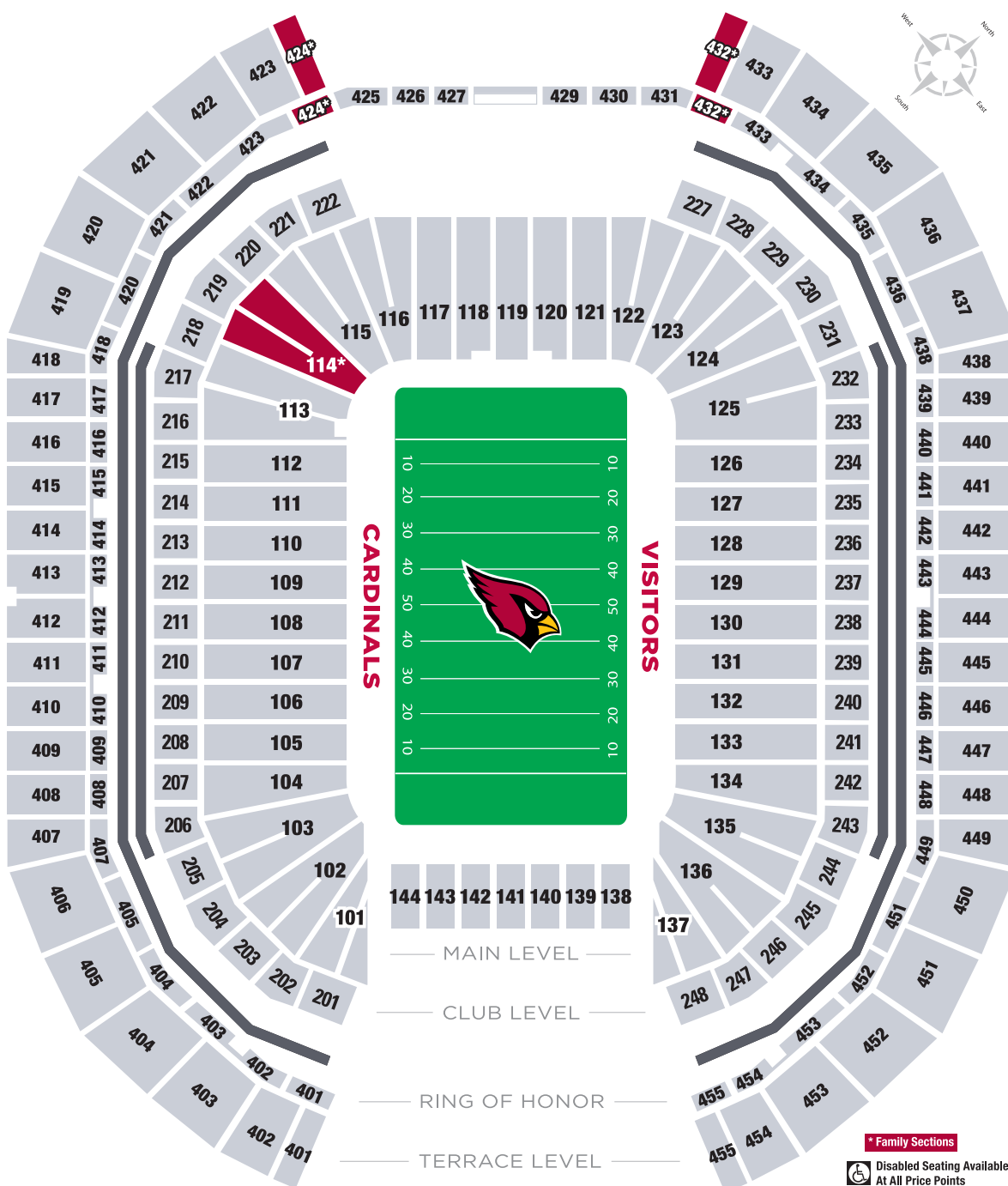
Date	Opponent	Result	Conditions
12/26/20	San Francisco	L, 12-20	Temperature: 69 degrees; Humidity: 14%; Wind: S 4 mph
12/20/20	Philadelphia	W, 33-26	Temperature: 66 degrees; Humidity: 21%; Wind: WSW 2 mph
12/6/20	LA Rams	L, 28-38	Temperature: 71 degrees; Humidity: 12%; Wind: S 2mph
11/15/20	Buffalo	W, 32-30	Temperature: 78 degrees; Humidity: 11%; Wind: NNW 3 mph
11/8/20	Miami	L, 31-34	Temperature: 66 degrees; Humidity: 34%; Wind: SW 11 mph
10/25/20	Seattle***	W, 37-34 (OT)	Temperature: 84 degrees; Humidity: 33%; Wind: WSW 16 mph
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: S 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





STATE FARM STADIUM GAME DAY PARKING



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



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 UMOM 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.

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

GENERAL GUIDELINES FOR BENEFICIARIES

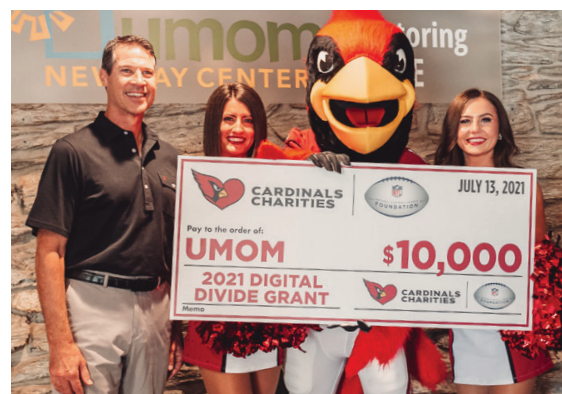
- Organizations must be exempt under 501 (c) (3) of the Internal Revenue Service code.
- At least 75 percent of funding must be spent in Arizona.
- Grant application will be limited to once each year; however, organizations may reapply each year. Proposals for \$5,000 or less are preferred.

APPLICATION PROCESS

Interested organizations must request an application in writing by 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 COMPLETE ANOTHER SUCCESSFUL YEAR IN THE COMMUNITY

The 2020 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 2020 season, 15 different players, alumni and members of the Cardinals Women's club took part in over 50 different community events



and appearances that impacted over 95,000 adults and children. The Cardinals also donated more than 520 pieces of merchandise and memorabilia throughout the past year.

The Cardinals four signature community programs during the 2020 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 2021.

SRP/SAFEWAY MILK AND COOKIES PROGRAM

- Entering its 20th consecutive season.
- Due to COVID restrictions 2020 was a year in which many community appearances occurred virtually, and that includes the Milk and Cookies Program. The Cardinals, SRP and Albertsons-Safeway have teamed up for 20 years on the program. Prior to the pandemic, each Tuesday during the regular season a Cardinals player would travel to an elementary classroom and read to the kids as everyone enjoys milk and cookies. In 2020, the Cardinals brought that program to the classroom virtually.

10 different players visited 15 different schools and read to hundreds of students in 2020.

GATORADE JR. TRAINING CAMPS

- Entering its 24th consecutive season. Current and former Cardinals players and Big Red provide football instruction and guidance for students while hosting kids camps at Valley elementary schools and at State Farm Stadium. The players and Big Red also help promote the NFL's Play 60 message to encourage kids to receive 60 minutes of daily exercise.

NFL FLAG FOOTBALL PROGRAM

- Entering its 19th consecutive season and presented by Albertsons and Safeway. The Cardinals put their NFL Flag Football Program on hold due to restrictions from COVID-19.
- 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 Cardinals NFL Flag Football Program has developed into one of the league's largest.
- 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.

VIRTUAL VISITS NEW IN 2020

- Under unprecedented circumstances in 2020 came change. In response to the CDC's COVID-19 guidelines and restrictions, the Arizona Cardinals stayed engaged in the community by utilizing robots for player and cheerleader appearances at the Phoenix Children's Hospital, Boys and Girls Clubs and SMART Girls program.
- The team purchased two telepresence robots which can be operated through a mobile phone or desktop computer. This gave Cardinals players and cheer-

leaders the ability to operate the robots virtually as they navigated the facilities to speak directly to the audience. Players were able to visit hospital rooms, schools and other facilities to interact with children in real time utilizing these robots.

- 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 2020 season. Both programs are back for the 2021 season.

"HIGH SCHOOL COACH-OF-THE-WEEK"

- Starting its 27th 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 President 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 2020, 10 coaches were selected and a total of \$10,000 was awarded to Arizona high school football programs.
- A "Coach-of-the-Year" was selected following the 2020 high school season and Rick Garretson from Chandler H.S. was awarded an additional \$2,000 for his school.

"HIGH SCHOOL PLAYER-OF-THE-WEEK"

- Starting its 19th 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 2020, 10 players were selected and each was awarded via a Zoom call with team mascot Big Red and an alumni player.
- A "Player-of-the-Year" was selected following the high school season and quarterback Ty Thompson from Mesquite H.S. was given a customized Cardinals jersey and a football trophy engraved with his season stats. Thompson will attending the University of Oregon on a full scholarship.

In a typical year, the Cardinals also remain busy during the holidays giving back to those less fortunate. Along with hosting game day toy drives and canned food drive that benefit 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."



CARDINALS BROADCASTING

CARDINALS ON THE RADIO

The Cardinals are pleased to continue their partnership with Bonneville and 98.7 FM Arizona Sports Station in 2021. Arizona Sports has been the flagship radio station for the Cardinals since 2005.

GAME-DAY RADIO PROGRAMMING

In 2021, 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 20th 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 17th 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 17th consecutive season, 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 insider Darren Urban. 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.

Back for its 21st year is "The Big Red Rage." The hour-long show is co-hosted by Paul Calvisi and Ron Wolfley, who will be joined by two players each week during the season. 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	Name	Call Letters	Station City
KTAR	98.7 FM	Phoenix	KIKO	1340 AM	Miami
KATO	1230 AM	Safford	KGMN	100.1 FM	Kingman
KAZM	780 AM	Sedona	KWRK/KCAZ	96.1 FM	Window Rock
KNTR	980 AM	Lake Havasu	KCAZ	99.5 FM	Window Rock
KDDL	94.3 FM/100.7 FM	Prescott Valley	KEBC	1560 AM	Oklahoma City
KQNA	1130 AM/ 99.9 FM/95.5 FM	Prescott Valley	KYAL	97.1 FM	Tulsa
KTZR	1450 AM	Tucson	KHOV (Spanish)	105.1 FM	Phoenix
KVNA	600 AM/104.7 FM	Flagstaff	KQMR (Spanish)	100.3 FM	Phoenix
KZUA	92.1 FM	Holbrook	Toño (Spanish)	92.5 FM	Tucson
KNKI	106.7 FM	Show Low			



SPANISH RADIO

Over the last 21 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 2021. 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. He will be joined by Luis Hernández who is in his second season as the play-by-play Spanish announcer. Hernández has worked for the Cardinals organization for the last 12 years.

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 13th 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

PRE-SEASON TV

The Cardinals are pleased to continue their partnership with KPNX 12 News, the exclusive home for preseason television and other Cardinals programs. 12 News will carry two preseason telecasts in 2021. Dave Pasch (play-by-play) will be joined by Ron Wolfley (analyst) on the call.

TEAM SHOWS

There will be three Cardinals TV programs available throughout the 2021 season and into next year: "Cardinals In Focus," "Cardinals Game Plan with Head Coach Kliff Kingsbury," and "Cardinals Locker Room." The programs can be found on NBC 12 News (KPNX-TV), and FOX 11 (KMSB-TV) in Tucson.

"Cardinals 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)

"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 Ron 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)

"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 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 PODCASTS

Cardinals podcasts are available for download via Apple Podcasts, Spotify, Google Podcasts, 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.





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.





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