

“Hi-Tech Hi-Sustainability stadium”



Weekly Learnings 40 / 2023

Levi's SFO 49 ers stadium

I have visited many stadiums - Cricket, Football, Ice Hockey, Hockey, Olympic etc but Levi's stadium is unique and awe-inspiring.

I was there last week as part of a group and Jayanti, the Procurement Director of the stadium was the host (in red top in picture).

Jayanti, a golfer from Coimbatore migrated to USA nearly three decades ago. The Americans call her Jentie!

1. This stadium was built in 2014 and has a capacity of 71000. This is a multipurpose stadium, that hosts big music events like Beyonce, Taylor Swift, and Ed Sheeran. It took \$1.3 billion to build this stadium.
2. It hosted the Super Bowl in 2016 and will host it again in 2026.
3. It has many antennae and 1900 Wi-Fi routers, some placed below the stadium seats, all to ensure that the speeds at less than 100 seats are very good. So no fan is more than 10 feet away from a Wi-Fi booster. It has 40 gigabits per second of available bandwidth. The stadium has 1700 low-energy Bluetooth beacons to guide fans to their seats.
4. The live play in an American football match is about 15 minutes, so this stadium has everything digital to keep the fans engaged, replays, food, gate entrance, access and exit, everything is digital. The stadium has 2000 television sets and two giant 9600 square feet LED screens. Food and merchandise are delivered to the seat within ten minutes of order.
5. Levi's has a 20-year sponsorship deal for more than \$200 million, other notable sponsors are Toyota, Intel, Cisco, SAP, and Foxconn.
6. They have solar panels, they use recycled water for the pitch and have 800 cameras to track everything during a match. There are about 20,000 sq feet of solar panels on the roof. A roof garden grows herbs that are used in restaurants throughout the stadium.

7. They have a command post where the FBI, police, security, etc huddle in a match to provide a safe, seamless experience for fans. They typically get 600 calls during a game. They have snipers on the rooftop, they ban drones for a game and the stadium is a no-fly zone on match day. They have the best medical services and women have given birth during a few match days.
8. The stadium employs about 4000 people on match day, most of them part-time. Everything is connected via one app. 90 per cent of the fans are season pass holders, a season pass can be upwards of \$10,000 per annum.
9. Intel had installed 35 - 5k video cameras that capture action from close to 360 degrees. Fans and commentators can freeze action and get a 3D view. This will become like VAR in the future.
10. They power wash seats with recycled water two to three days before a match. The stadium is spotless and clean.

Jayanti was an excellent host with her colleagues. Thank you!

This is a Hi-Tech Hi-Sustainability stadium and is the trendsetter for others to follow.

Shiv

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GATE

← SAP Performance Facility

→ Michael Mina's Bourbon Steak & Pub
Visa Box Office
49ers Museum
49ers Team Store

501° CLUB



49
Marie P. De

EAST GRANDSTAND

5 Citrix Owners Club

Black Oak Casino Resort Club

4 Levi's 501 Club

1 Foxconn Industrial Internet Club

BNY Mellon Club East







