



Super Bowl LX 2026

SAN FRANCISCO BAY FERRY
SUPERBOWL 2026 COVERAGE

FERRY TERMINAL BUILDING

SUPER BOWL 50 CELEBRATION 2016





The San Francisco Bay Ferry,
moving millions of fans across
the Bay Area for SBLX



The Big Game Returns to the Bay

- 90,000 predicted visitors
- \$630M estimated local economic impact
- The Super Bowl is the **#1 most watched single day sporting event in the world**

Why reach 75K when you can own 1.5M?

Under 5% of fans see the game in person; the other 95% experience it across the city.

Stadium

Levi's Stadium, Santa Clara

VS

Downtown

Downtown San Francisco

4 hours of game time

4 days of celebration, events & activations

75k attendees

90k out of town visitors; a total of 1.5M+ with locals included

12 hotels within 2 miles radius

120 hotels within 2 miles radius; 6k+ in greater Downtown

1 hotel, Four Seasons, Palace Hotel, The Ritz-Carlton

Super Bowl LX (2026)

25+ official & unofficial events
(fan fests, concerts, parties, activations)

30 bars/restaurants within 1 mile

IHOP, Subway, Chipotle, Wingstop

120 bars/restaurants within 1 mile plus the Ferry Building's 50+ merchants.

Boulevard: Michelin-starred, Quince: 3 Michelin stars



NFL HQ



Restaurants & Bars



Resorts & Hotels



THE EMBARCADERO

NFL HQ

FERRY BUILDING

EMBARCADERO PLAZA

900 feet

UNION SQUARE

Official Fan Experience

MOSCONE CENTER

1.0 mile

CIVIC CENTER PLAZA

Before they step into the Stadium, **Downtown is where the fans will be**

The Ferry Building: The official NFL HQ

60 day countdown headquarters for Super Bowl LX

Embarcadero Plaza & Waterfront Activations

Brand pop-ups, themed lounges, fan takeovers

Moscone Center – Pro Bowl Games + Official Fan Experience

Pro Bowl Games 2026 & Interactive activations, live panels, celebrity appearances & more

Pro Bowl Games 2026

Coming to Moscone Center

The 2nd biggest event of the week in downtown SF

- Moscone Center will transform into a flag football arena
- Featuring the the league's best players in an AFC vs. NFC flag football showdown
 - A marquee highlight of Super Bowl week festivities
 - Challenges, celebrity appearances, and activations
- Draws tens of thousands of fans, press, and sponsors into the city core
- Extends Super Bowl visibility beyond game day, positioning our network at the center of the week-long celebration

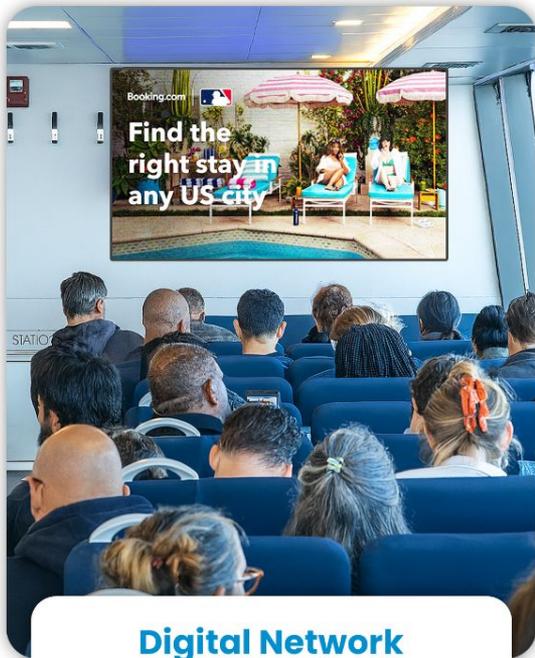


- Main Ferry Building
- Daily Routes
- Ferry Stops
- Special Event Locations



Over 760K North & East Bay residents and 8.5K+ hotel rooms rely on the ferry to reach Downtown SF; and we bring them right to the action.

Three ways to dominate the fan journey



Digital Network

8 Routes, 97 Screens, complete coverage



Cabin Posters

80 eye-level posters, unmissable visibility



Vessel Dominations

Transform ferries into branded experiences



San Francisco Bay Ferry

Onboard Ferry Media

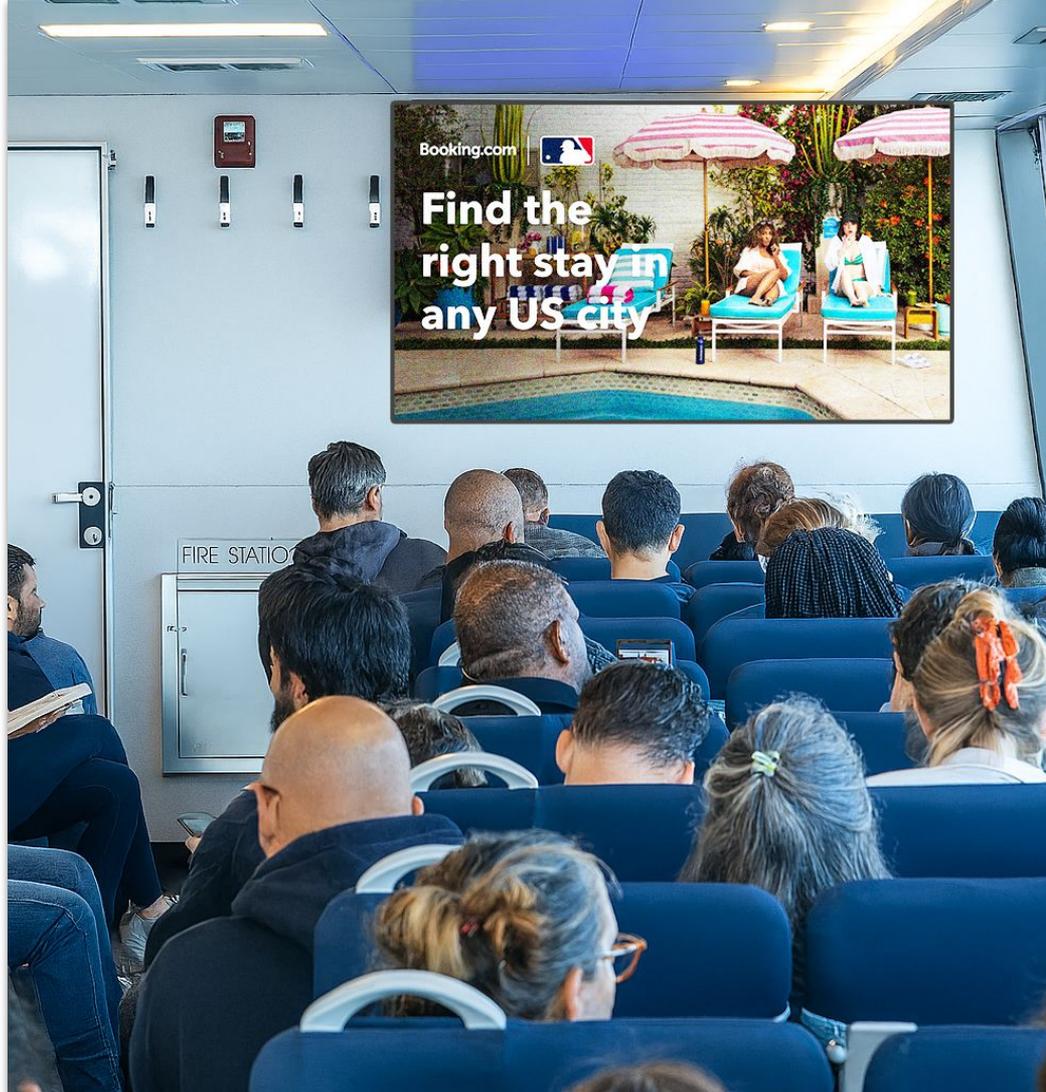
San Francisco Bay Ferry

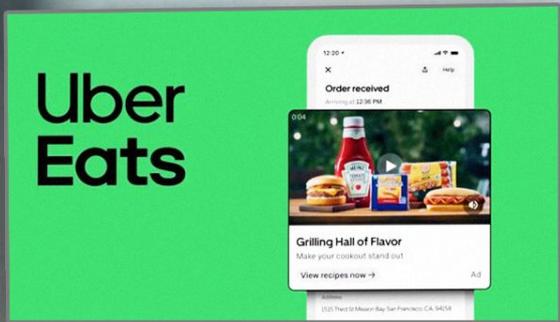
Overview

The ferry will move thousands of fans between hotels, dining, fan fests, and residences. With 18 jumbo vessels connecting SF to Oakland, Vallejo, Alameda, and more, our platform will be part of the fan journey, intercepting both Super Bowl tourists and local crowds throughout the week.

Traditionally serving a higher-end demographic, our onboard first-class experience will be the go-to for fans looking to avoid gridlock and start the experience the moment they step onboard (and yes, there's a bar on the ferry).

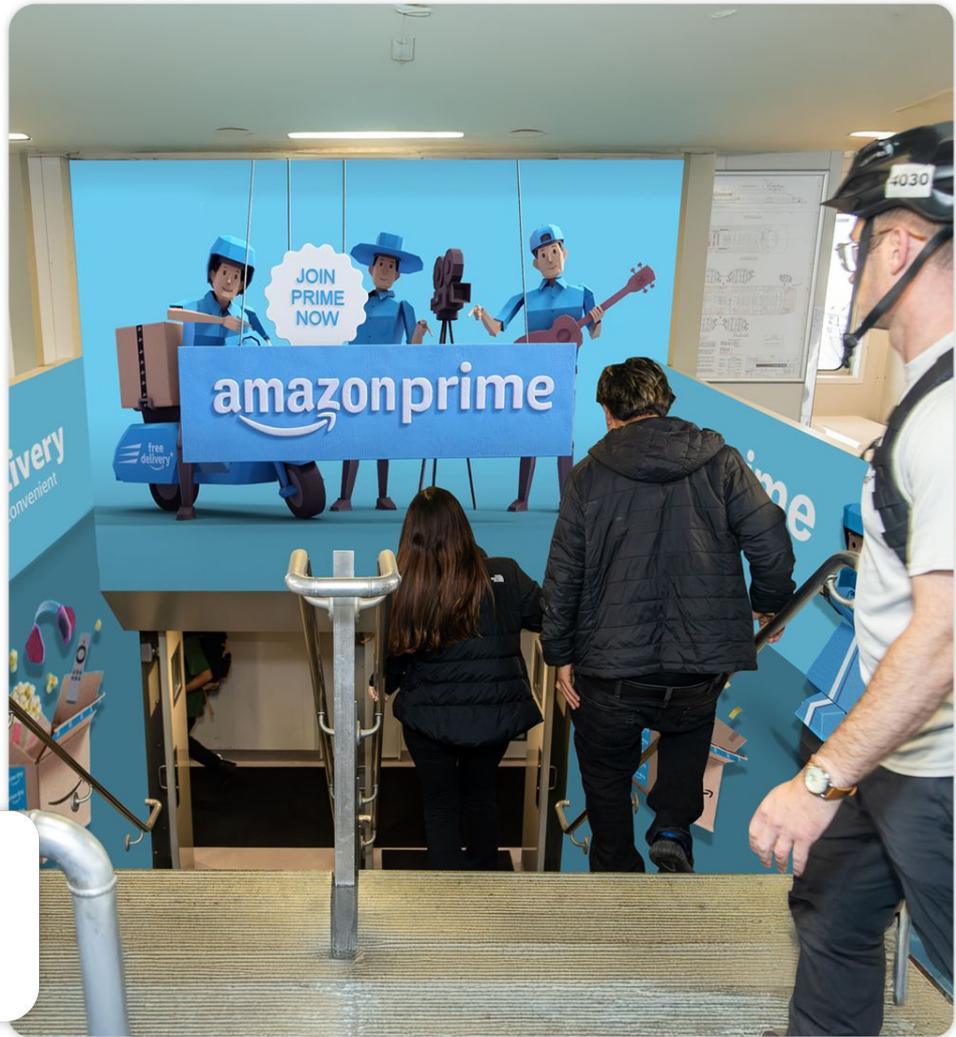
With up to 60 minutes of uninterrupted dwell time, it's a premium canvas for brand engagement and storytelling during one of the most high-impact cultural moments San Francisco will see this decade.





Digital Network

97 total screens, up to 6 per ferry, with full-motion capabilities and highly-visible at every moment of the journey.



Vessel Dominations

We turn select ferries into fully branded experiences; wrapping staircase walls, headliners, and cabin posters, with 100% SOV across all digital screens.



Cabin Posters

80 total posters, up to 6 per ferry, placed at eye level in key areas onboard, delivering repeat exposure.

2 SPOTS DIGITAL + 2 FERRY DOMINATIONS

Super Bowl Package - 2 Spots

PACKAGE	MEDIA FORMAT	# AVAILABLE	PERIOD	6-WEEK MEDIA RATE	DISCOUNTED MEDIA RATE	PRODUCTION & INSTALL
2 spots digital + 2 ferry dominations	<p>Digital Network - 97 screens - 2 spots</p> <p>Vessel dominations - 2 vessels - Downtown or Fan Experience Routes</p>	1	6 weeks	\$62,000	\$50,000	\$10,000

4 SPOTS DIGITAL + 4 FERRY DOMINATIONS

Super Bowl Package – 4 Spots

PACKAGE	MEDIA FORMAT	# AVAILABLE	PERIOD	6-WEEK MEDIA RATE	DISCOUNTED MEDIA RATE	PRODUCTION & INSTALL
4 spots digital + 4 ferry dominations	Digital Network - 97 screens - 4 spots Vessel dominations - 4 vessels - Downtown or Fan Experience Routes	1	6 weeks	\$125,000	\$90,000	\$20,000

8 SPOTS DIGITAL + 8 FERRY DOMINATIONS

Super Bowl Package – 8 Spots

PACKAGE	MEDIA FORMAT	# AVAILABLE	PERIOD	6-WEEK MEDIA RATE	DISCOUNTED MEDIA RATE	PRODUCTION & INSTALL
8 spots digital + ferry dominations	Digital Network - 97 screens - 8 spots Vessel dominations - 8 vessels - Downtown or Fan Experience Routes	1	6 weeks	\$250,000	\$165,000	\$40,000