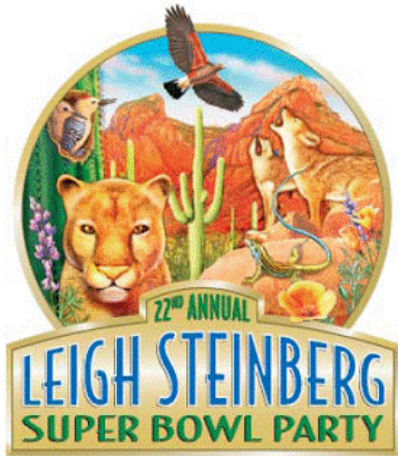


## SHOW ME THE GREEN: Leigh Steinberg's 2008 Super Bowl Party Sets New Standard



### CHALLENGE:

With a shared vision to usher in a new standard for environmentalism in sports and entertainment, Leigh Steinberg Sports & Entertainment hired GreenMark to elevate the profile and experience of the 22<sup>nd</sup> Annual Leigh Steinberg Super Bowl Party through the implementation of green event practices—a first among annual Super Bowl parties.

### INSIGHT:

Live events create immense environmental impacts, but they are accompanied by the potential for large-scale positive social influence. Through his 2008 fête, sports super-agent Leigh Steinberg (the inspiration for Tom Cruise's character in *Jerry Maguire*) sought to educate event attendees—power brokers, celebrities and leaders in sports and entertainment—about the possibility and promise of “green” in sports.

### SOLUTION:

GreenMark provided a comprehensive environmental strategy that would appeal to the interests and values of event hosts, sponsors and attendees. From procuring local vendors and low-carbon supplies to diverting waste through donations, composting and recycling (including electronics recycling), to securing a 100% renewably powered venue and donating proceeds to the Environmental Fund for Arizona, the party set a new standard for Super Bowl events.

While the other parties used flashy themes or extravagant locations to create drama, the Leigh Steinberg Super Bowl Party achieved a different result: guests luxuriated in the natural beauty of the Botanical Gardens, learned how to integrate sustainable practices into their own lives, all while feeling part of something bigger—the increasingly significant environmental movement in sports.

### RESULTS:

The 2008 Leigh Steinberg Super Bowl Party outshone the week-long flurry of activity and made history as one of the premier green Super Bowl events. With a second-place ranking in ESPN.com's Page 2 coverage of Super Bowl parties, the event also garnered favorable reviews in Treehugger.com, The Washington Post, The SportsBusiness Journal and The Arizona Republic.

Attendees left the event with much more than gift bags full of green products; they left inspired to utilize sports as a platform to advance environmental sustainability.