



L-281



## We know you Oakland

**We know what it's like to not be appreciated. Your teams have collectively won seven championships and still the spotlight shines over "there." And yet your fans, the hard-working folk they are, come to your Coliseum's hallowed halls to root, cheer and experience all you have to offer.**

**We know because we are a lot like you. Our history is storied, and our roots run deep. Just like "Al" and "Charlie O," we've been innovators when everyone else was afraid to buck the trend and be different. But our maverick spirit is alive and well, thank you.**

**With that, we offer you three things that no else can. We call it Plan C. Because everybody's got a Plan B, and we're different. Not to mention the Power of 3 ...a 3 run homer, or splittin' the uprights with 3 to win the game. Three is a good number. And we feel it's what makes us the perfect partner.**

### Plan C #1: California Connection

Ah.... two C's for the price of one. Some of our biggest victories have been right here in this great Golden State.

From Sacramento to Los Angeles we've been running successful operations in sports arenas, fair grounds, cultural attractions and convention centers since 1988.

Our unique relationship with California Agricultural has led to our Farm to Table program, where we source the majority of our food from local farms and ranches — ensuring that we serve the freshest food possible. Nobody else does this like we do.

The senior executives who would run your show — Charlie Neary and Nick Nicora — are both lifelong Bay Area residents, having spent their youth attending Raiders and A's games. They are experienced concessionaires, cutting their teeth behind the counter in the 1980s. In 1988, they joined forces and started FanFare Enterprises, a food service business that is now part of Ovations. From concessionaires to entrepreneurs, you'll like them both. They are your kind of people.



## Plan C #2: Comcast

It seems we have another connection as well. Our parent company is Comcast-Spectacor, part of the same Comcast network that services both of your professional franchises. Small world, huh?

What this really means is that not only are we backed by a major player in the communications industry, but we have the financial muscle to make things happen. By leveraging this strength with our entrepreneurial approach, we can serve up food & beverage programs that none of the other competitors can touch. Like understanding that short-term, inexpensive renovations are needed now to provide fans with the best possible culinary experience. We get it. We have the financial backing to make those renovations, and the insight to create consistent, recognizable branding across all of our offerings that will tie into a bigger picture.

But enough of the marketing-speak. The bottom line is your fans deserve a better culinary experience NOW and going forward. With Comcast at our back, we can deliver that experience now and a better plan for the future.



## Plan C #3: Competitive Culture

Okay, another double C. But like you, we are fiercely competitive. Playing in this arena, we have to be. It's part of our culture.

A culture that is fueled by passion – a passion to deliver the highest quality food & beverage operations in the industry. It's no secret that our competitors view your business as just another stat to add to their record book. For us, YOU would be our FLAGSHIP business. The ante has just been upped .... and that fuels OUR passion! And while our record book may be short on pro team experience, our roster is not. Collectively, Ovation's executives have over 300 years experience in food services with professional franchises. For you, we have a GM candidate that has extensive leadership experience running food services in both Major League Baseball and NFL operations.

To see our "passion" in action, just take a look through our proposal. Out-of-the-box thinking and innovation abound in all that we are proposing to you. We think you'll agree that our food & beverage concepts, menus and operations are not only exciting and fresh, but just make sense. That's our culture. Our competitive edge.

**So there you have it, Oakland.  
All nicely wrapped up in our power  
of 3 "Plan C".**

**One more thing .... we think we can  
make black&silver and green&gold  
blend perfectly together.**

