

**SB XLV RIGHT AROUND THE CORNER**

North Texas will be the center of the sporting universe when Super Bowl XLV is played at Cowboys Stadium in Arlington on February 6, 2011. Gameday and Click and Park will be in the center of it all managing all transportation and parking aspects around the stadium. Our team will be ready and is excited to see all their hard work pre-planning come to life. Organizers are hoping to host one of the largest crowds in Super Bowl history. Cowboys Stadium can hold at least 100,000 fans; capacity inside the stadium will be more than 93,000. This will make parking essential to easing the fans into the stadium. Click and Park has now integrated with Google Maps to create a one-stop shop solution by using the mapping tool to obtain detailed driving directions.



**BIG TIME TEAMS SHOW UP TO PLAY AT FLORIDA CITRUS BOWL**

Gameday and Click and Park saw another successful Florida Citrus Bowl season managing all stadium parking operations, transportation management and ground transportation for teams, and alumni. The Florida Citrus Bowl scheduled two big time match ups in the highly anticipated Champs Sports Bowl and Capital One Bowl. The Champs Sports Bowl pitted N.C. State vs. West Virginia in an NC State dominated game. NC State defeated West Virginia impressively, 23-7. The Capital One Bowl was ready for a classic game with Alabama vs. Michigan State. Alabama was forecasted at the beginning of the football season to be a back to back national title champion and it showed at the Capital One Bowl. Alabama cruised to victory over Michigan State, 49-7.



**RECORD SETTING NUMBERS AT MAGIC CITY CLASSIC**

Gameday Management implemented the spectator shuttle system at one of the largest games in the state of Alabama, the Magic City Classic. The Gameday team moved over 13,000 fans in 1 ½ hours, a record time for Legion Field! A reported crowd of 61,879 were on hand to watch Alabama State lead an easy victory over their state rival Alabama A&M, 31-10.

**CITY OF GLENDALE – CARDINALS SHUTTLE SYSTEM**

The 2010 Arizona Cardinals averaged over 62,000 fans at the University of Phoenix Stadium. The Cardinals highly dedicated fans boosted the team through a difficult season. Gameday Management Group provided these fans with a hassle-free shuttle system that moved over 46,000 each home game.



## 2011 NATIONAL HOCKEY LEAGUE ALL-STAR GOING STRONG

Gameday Management Team is diligently working on having all their transport plans go live at the 2011 NHL All-Star game weekend event Jan. 28 - Jan.30, 2011. The Gameday Team is now on-site in Raleigh, North Carolina working with over 100 transport volunteers. Gameday will operate an extensive hotel shuttle system to both RBC Arena and Raleigh Convention Center, which at peak times will have 60 buses in the system. The Gameday Team is also operating player transportation and the media shuttle system. We are looking forward to an amazing game!



## DAYTONA 500

Gameday Management Group is entering its eighth season with the Daytona 500 providing the management of shuttle systems for Speedweeks. The Gameday Team is looking forward to another classic Daytona 500. Daytona International Speedway was repaved at the end of 2010 for only the second time in its history. The Goodyear tire test on December 15, 2010 was the first action on the new surface. It'll be a historic moment in the history of Daytona International Speedway when the stars of NASCAR return to the "World Center of Racing" for the Speedweeks 2011 and the 53rd annual Daytona 500 on Sunday, Feb. 20 and race on the new asphalt.

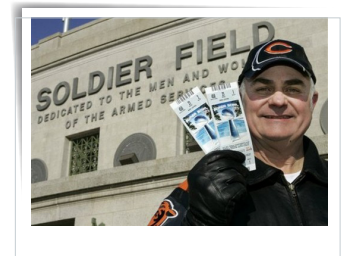
## CLICK AND PARK ROUND UP

### CNP IN AUBURN, AL DURING 2010 AUBURN UNIVERSITY FOOTBALL SEASON

Click and Park contracted with a 950 space parking garage located in the heart of Auburn University during the 2010 Football Season. Click and Park pre-sold parking at the North Park Auburn parking garage for all Auburn University Football Games. Individual game parking permits were purchased by visiting the parking garage's website at [www.auburngamedayparking.com](http://www.auburngamedayparking.com). Click and Park must have been a good luck charm for Auburn University during their 14-0 season and National Championship Title!

### SOLDIER FIELD

Soldier Field is having an amazing year with the Chicago Bears and topped season off hosting the NFC Championship game. Click and Park was excited to be a part of such a big moment at Soldier Field. CNP made sure to get Chicago fans to the stadium quick and conveniently to cheer the Bears on!



### PRUDENTIAL CENTER

December has been the busiest month for Click and Park at the Prudential Center. Click and Park had 40 events scheduled in 40 days! The New Jersey Devils and New Jersey Nets are moving along smoothly and continue to show good numbers for Click and Park

## UPCOMING CONFERENCES AND TRADESHOWS

Gameday Management Group will be attending the 2011 Soccer Operations Seminar in Denver on January 24 – January 27, 2011. Also, Gameday Management Group will be in attendance at the Stadium Manager's Association on February 6 -10, 2011.

## GAMEDAY MANAGEMENT GROUP – EMPLOYMENT OPPORTUNITIES

If you are interested in pursuing open positions with Gameday Management Group or the events we have under contract please visit our website at <http://gamedaymanagement.com/web/join-our-team/Default.aspx> for more information.

*If you do not want to receive the latest and greatest newsletter from Gameday Management Group, please let us know.*