



2016

COLLEGE FOOTBALL PLAYOFF
YEAR IN REVIEW



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2016



Welcome to the 2015-16 College Football Playoff Year In Review!

This second annual event was an extraordinary success. From the selection committee members' dedicated and thorough weekly evaluation of the teams, right through Alabama's victory celebration on the field in Arizona, the playoff captivated the imagination of sports fans nationwide.

Thousands of fans enjoyed the pageantry of the playoff games in gleaming stadiums. Millions more enjoyed them on television in their homes and public establishments.

If year two of the playoff demonstrated anything, it was that this vibrant new model for deciding the national champion captures sports fans' attention and is a remarkable complement to the excitement of the best regular season in sports. When the university presidents created the playoff in the summer of 2012, their goal was to enhance the postseason while maintaining the importance of the regular season and keeping the bowl tradition and experience for the student-athletes.

They created a win-win. The new paradigm works like a charm.

The playoff has attracted legions of new fans to the game. The future is even brighter.

It was a wonderful year for college football. We look forward to continued success for many years to come.

A handwritten signature in gold ink that reads "Bill Hancock".

Bill Hancock

Executive Director, College Football Playoff



HIGHLIGHTS

BY THE NUMBERS

DIGITAL

4.16 BILLION

Total social media impressions during championship week

2.6 MILLION

Page views on www.collegefootballplayoff.com between Selection Day and the national championship game



37,102

Downloads of CFP Gameday, the official mobile app of the College Football Playoff

1.9 TB

Data usage at University of Phoenix Stadium; equivalent to more than 5.5 million social media posts



26.1 MILLION

Number of viewers who watched the national championship game on ESPN

75,765

Attendees at the national championship game

75,000

Number of fans enjoying downtown championship campus events during championship week

400,000

Number of students inspired by college banners distributed to elementary schools in Arizona by the College Football Playoff Foundation

124,695

Total square feet of décor material printed for University of Phoenix Stadium

78,000

Pounds of décor material donated to local organizations for reuse and repurposing

128

Number of banners displayed on-field during pregame pageantry at the national championship game, representing all FBS institutions

39,000

Number of photos fans took with the College Football Playoff National Championship Trophy

27,774

Number of hot dogs eaten at University of Phoenix Stadium on game day

12,000

Pounds of prepared food recovered throughout championship week and given to those in need

424

Number of teacher projects flash-funded through DonorsChoose.org during Extra Yard for Teachers Awareness Week

30

Number of stories lit by the Empire State Building to display the colors of the Alabama Crimson Tide and the College Football Playoff National Championship Trophy at the conclusion of the national championship game on January 11, 2016



85

Total number of points in the 2016 College Football Playoff National Championship; the most scored in a college football national championship game since 1996

45+40

6

Number of 2015 rankings issued by the College Football Playoff Selection Committee

2019

2018

2020

3

Cities announced to host national championship games in 2018, 2019 and 2020

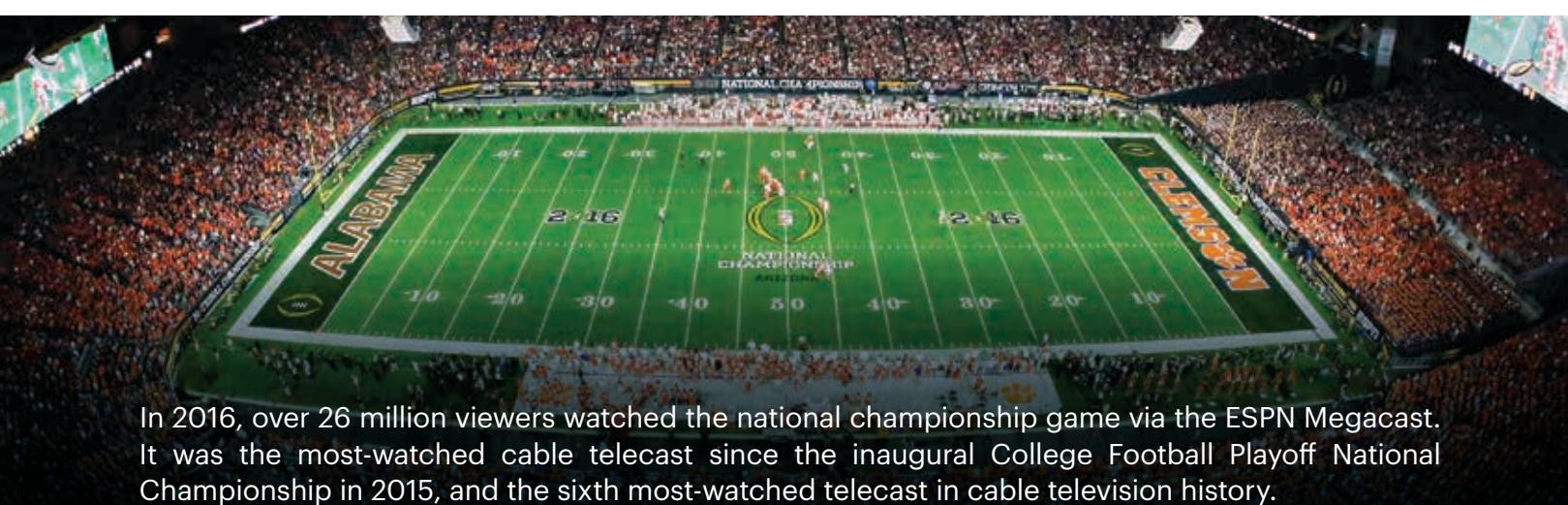
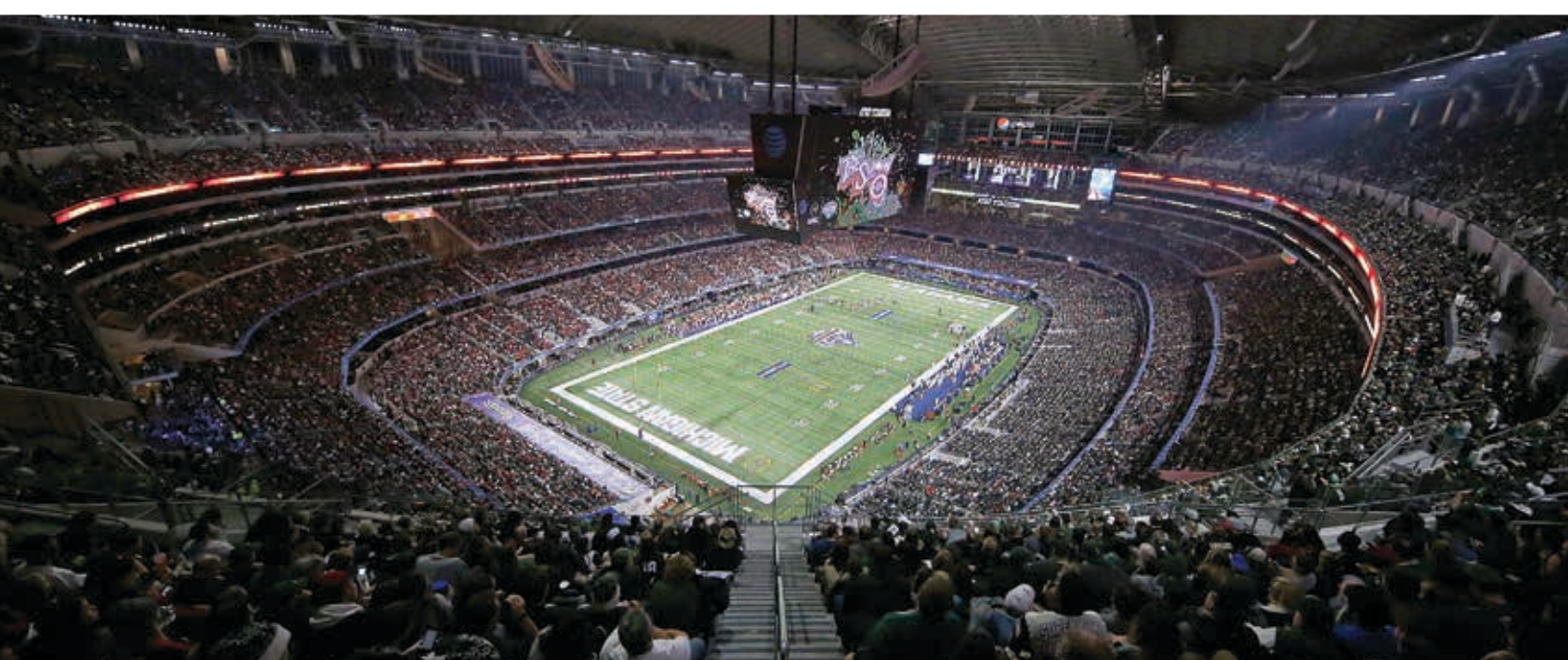
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Number of teams crowned champion of the 2015 college football season



PLAYOFF SEMIFINALS AND NATIONAL CHAMPIONSHIP GAME

Sellout crowds at the three playoff games. 67,615 at the Playoff Semifinal at the Capital One Orange Bowl at Sun Life Stadium; 82,812 at the Playoff Semifinal at the Goodyear Cotton Bowl Classic at AT&T Stadium; 75,765 at the College Football Playoff National Championship at University of Phoenix Stadium.



In 2016, over 26 million viewers watched the national championship game via the ESPN Megacast. It was the most-watched cable telecast since the inaugural College Football Playoff National Championship in 2015, and the sixth most-watched telecast in cable television history.

The national championship game on WatchESPN, part of the ESPN Megacast, ranked as the most-watched game ever across all major metrics.



COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP TROPHY

2015-16 At a Glance

- 87 appearances, including 16 sideline appearances.
- Shown on ESPN's family of networks during 17 different telecasts.

2015-16 Trophy Tour

September 4

Baylor at SMU

September 5

Wisconsin vs. Alabama
(Arlington, Texas)

September 12

Oregon at Michigan State

September 19

Ole Miss at Alabama

September 26

UCLA at Arizona

October 3

Notre Dame at Clemson

October 10

California at Utah

October 17

Florida at LSU

October 24

Iowa State at Baylor

October 31

Notre Dame at Temple

November 7

LSU at Alabama

November 14

Michigan State at Ohio State

November 21

Oklahoma at Baylor

November 27

Baylor at TCU

December 31

Michigan State vs. Alabama –
Playoff Semifinal at the
Goodyear Cotton Bowl Classic
(Arlington, Texas)

January 11, 2016

2016 College Football Playoff
National Championship
(Glendale, Arizona)

A large, stylized image of the College Football Playoff trophy, which is a silver football with a gold outline, mounted on a black cylindrical base. The trophy is positioned on the right side of the frame. The background is a vast, rugged desert landscape with red rock formations and mesas under a warm, orange-hued sky, suggesting a sunset or sunrise. A semi-transparent black rectangular box is overlaid on the middle of the image, containing the title text.

COLLEGE FOOTBALL PLAYOFF OVERVIEW



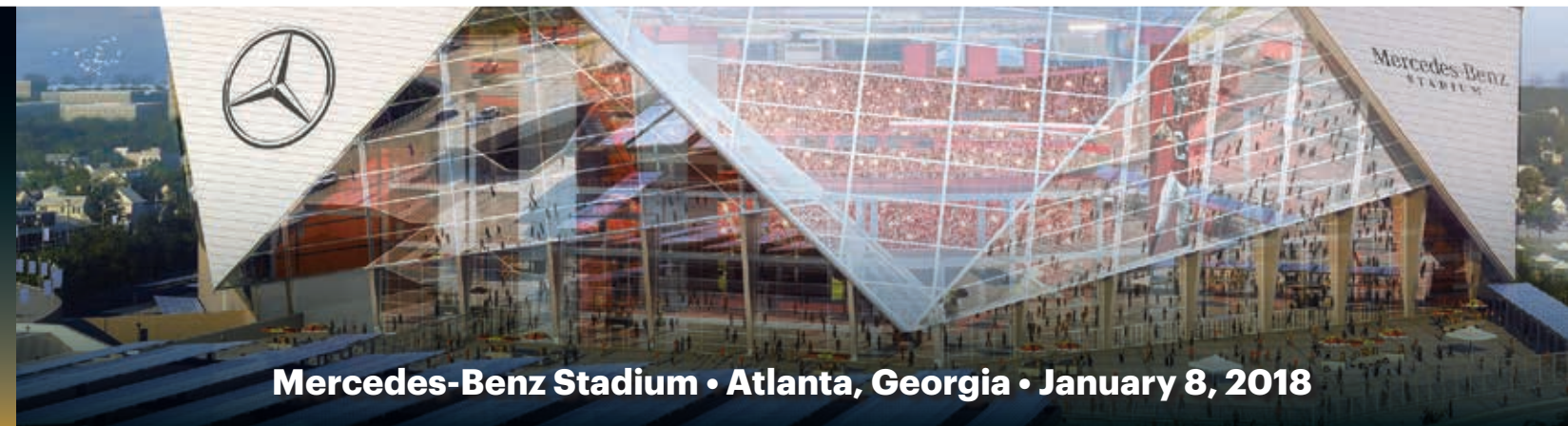
December 31, 2016



Raymond James Stadium • Tampa, Florida • January 9, 2017



January 1, 2018



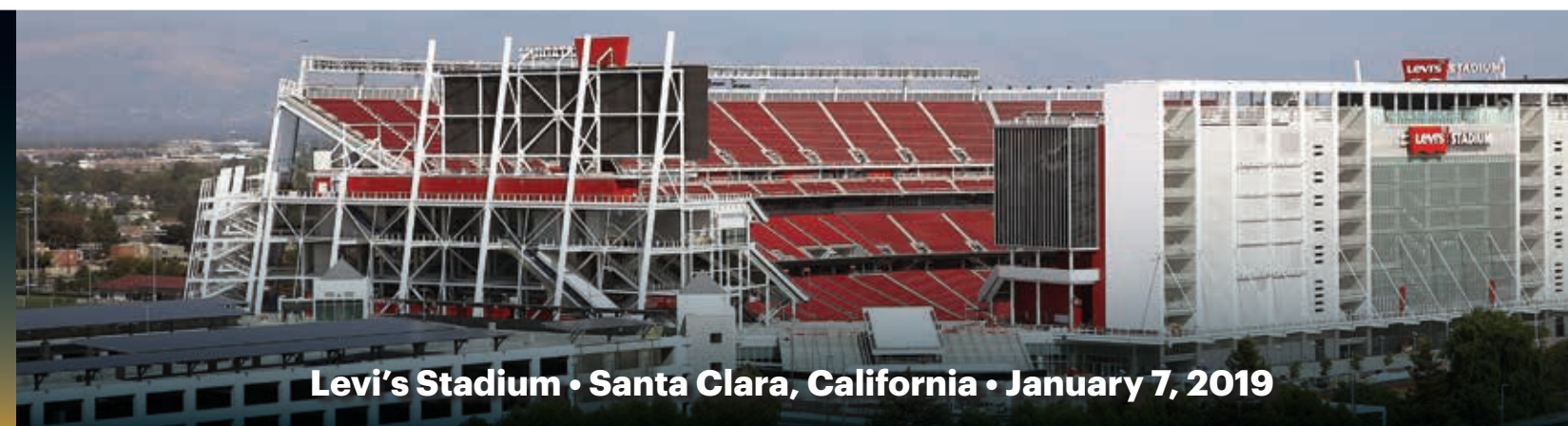
Mercedes-Benz Stadium • Atlanta, Georgia • January 8, 2018

PLAYOFF SEMIFINALS SCHEDULE

FUTURE NATIONAL CHAMPIONSHIP SITES



December 31, 2018



Levi's Stadium • Santa Clara, California • January 7, 2019



December 31, 2019



Mercedes-Benz Superdome • New Orleans, Louisiana • January 13, 2020

CFP Administration, LLC, manages the administrative operations of the College Football Playoff. Members of the company include the 10 FBS conferences (American Athletic, Atlantic Coast, Big Ten, Big 12, Conference USA, Mid-American, Mountain West, Pac-12, Southeastern and Sun Belt) and the University of Notre Dame.

The company's business, property and affairs are governed by the board. The board develops, reviews and approves annual budgets, policies and operating guidelines. It also appoints and removes officers of the company. It has authority over all aspects of the company's operations.

President, University of Southern Mississippi (C-USA)

President, Colorado State University (Mountain West)

President, Oklahoma State University (Big 12)

Chancellor, Troy University (Sun Belt)

President, University of Notre Dame (Independent)

President, Mississippi State University (SEC)

President, Ohio University (MAC)

President, University of Southern California (Pac-12)

Chancellor, University of Nebraska (Big Ten)

President, Florida State University (ACC)

President, University of Tulsa (American Athletic)

The committee manages day-to-day operations of the company. It has authority over those aspects of the company's operations that are not reserved exclusively for the board, but all of its decisions are subject to review by the board.

Commissioner,
American Athletic

Commissioner, Sun Belt

Commissioner, Big 12

Commissioner, Big Ten

Commissioner, C-USA

Commissioner, SEC

Commissioner, Pac-12

Commissioner, MAC

Athletics Director, Notre Dame

Commissioner, ACC

Commissioner, Mountain West



A talented group of high-integrity individuals with experience as coaches, student-athletes, college administrators and journalists, along with sitting athletics directors, comprise the selection committee. Members of the 2015-16 committee were: Jeff Long (chair), Barry Alvarez, Mike Gould, Kirby Hocutt, Tom Jernstedt, Bobby Johnson, Tom Osborne, Dan Radakovich, Condoleezza Rice, Mike Tranghese, Steve Wieberg and Tyrone Willingham.

In 2015, the College Football Playoff Selection Committee met weekly on Mondays and Tuesdays to produce rankings. The first set of rankings were announced on Tuesday, November 3, with additional rankings released the following five weeks. On Selection Day, December 6, the selection committee unveiled its final rankings of the season, as well as pairings for the Playoff Semifinals and the Fiesta Bowl and Peach Bowl.

- 1 Clemson
- 2 Alabama
- 3 Michigan State
- 4 Oklahoma
- 5 Iowa
- 6 Stanford
- 7 Ohio State
- 8 Notre Dame
- 9 Florida State
- 10 North Carolina
- 11 TCU
- 12 Ole Miss
- 13 Northwestern
- 14 Michigan
- 15 Oregon
- 16 Oklahoma State
- 17 Baylor
- 18 Houston
- 19 Florida
- 20 LSU
- 21 Navy
- 22 Utah
- 23 Tennessee
- 24 Temple
- 25 Southern Californ

STAFF

Bill Hancock, Executive Director

Laila Brock, Director of Operations and Logistics

Claudia Dorsey, Business and Ticket Operations Coordinator

Allison Doughty, Director of Events and Hospitality Services

Ken Elder, Senior Director of Marketing and Strategic Partnerships

Nikki Epley, Director of Stadium and Game Operations

Wes Gentry, Director of Administration and Technology

Ben Habern, Marketing and Strategic Partnerships Coordinator

Ryan Allen Hall, Director of Community Relations

Michael Kelly, Chief Operating Officer

Lauren Lanier, Communications Coordinator

Gina Lehe, Senior Director of Communications and Brand Management

Jason Sabatino, Director of Business and Ticket Operations

Reid Sigmon, Chief Financial Officer

Courtney Stanford, Special Projects Coordinator

Allyson Wilker, Community Relations and Operations Coordinator

FOUNDATION

Britton Banowsky,

Executive Director of
CFP Foundation

INTERNS

Dana Boyle,

Ticketing and Events

Lauren Fender,

Communications
(Tom Mickle Intern)

Alvin Hines II,

Team Operations

Stephen Iannotta,

Stadium and
Game Operations

Jake Wittkop,

Community Relations and
Strategic Partnerships





NEW YEAR'S BOWLS





Houston 38, Florida State 24

December 31, 2015 • Attendance: 71,007

Offensive MVP: Greg Ward Jr., QB • **Defensive MVP:** William Jackson III, CB

No. 18 Houston cruised past No. 9 Florida State, 38-24, marking the Cougar's first postseason victory over a top-10 team since 1980. Quarterback Greg Ward, Jr. ran for two touchdowns and threw for another, helping Houston to a 13-win season for the second time in school history.

www.chick-fil-apeachbowl.com /cfapeachbowl @CFAPeachBowl @cfapeachbowl



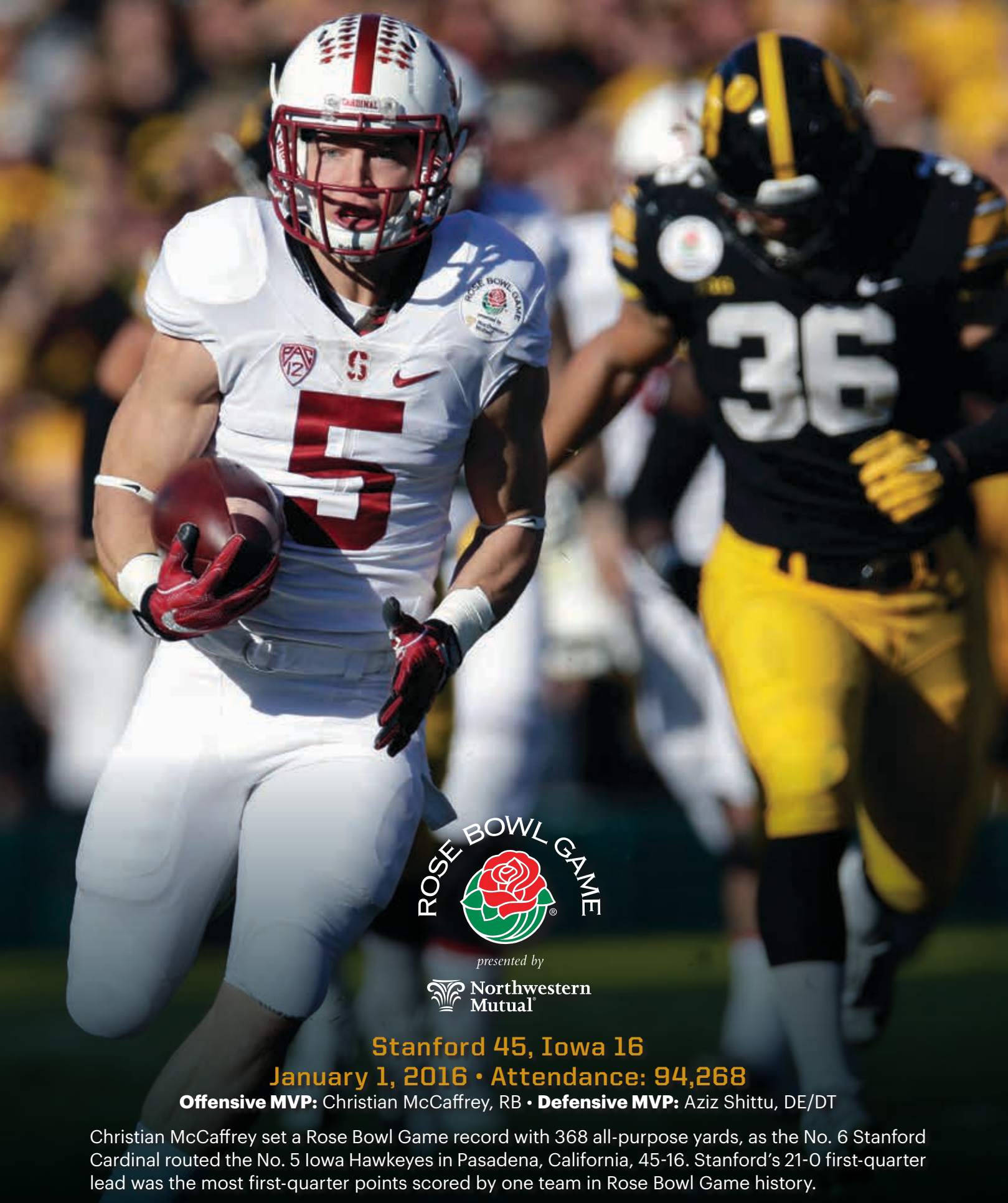
Ohio State 44, Notre Dame 28

January 1, 2016 • Attendance: 71,123

Offensive MVP: J.T. Barrett, QB • **Defensive MVP:** Eli Apple, CB

The No. 7 Ohio State Buckeyes defeated the No. 8 Notre Dame Fighting Irish, 44-28, in the 45th Annual BattleFrog Fiesta Bowl in Glendale, Arizona. Running back Ezekiel Elliott rushed 27 times for 160 yards and four touchdowns, tying a Fiesta Bowl record.

www.fiestabowl.org /FiestaBowl @Fiesta_Bowl @Fiesta_Bowl



Stanford 45, Iowa 16
January 1, 2016 • Attendance: 94,268

Offensive MVP: Christian McCaffrey, RB • **Defensive MVP:** Aziz Shittu, DE/DT

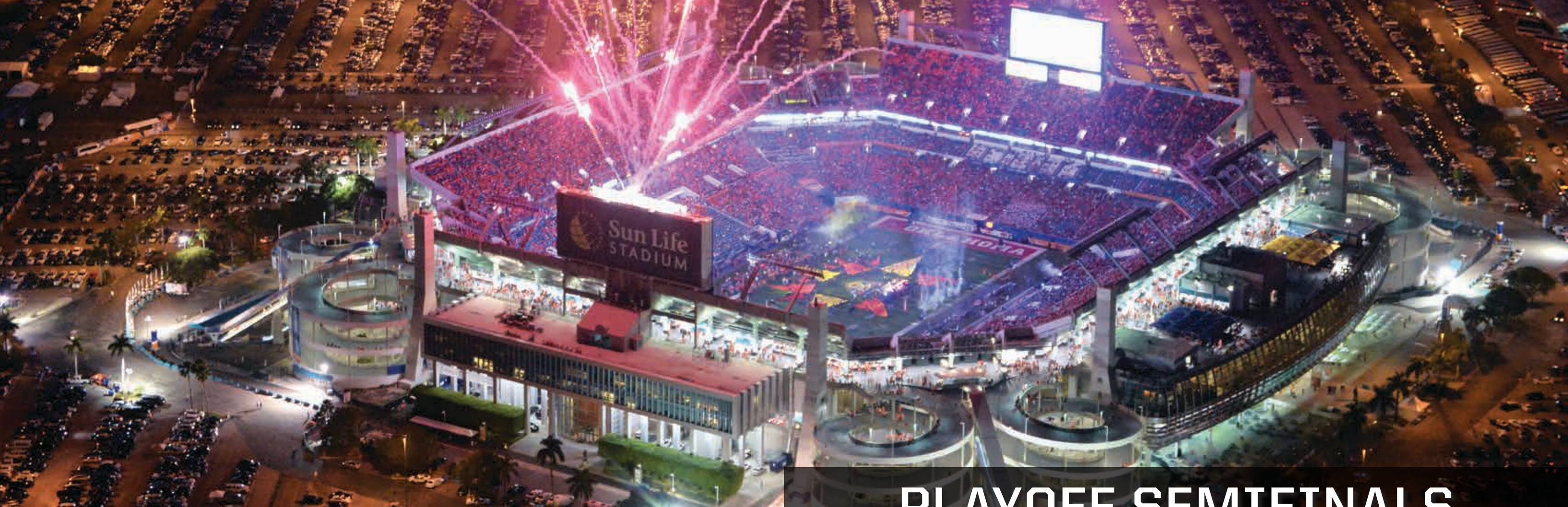
Christian McCaffrey set a Rose Bowl Game record with 368 all-purpose yards, as the No. 6 Stanford Cardinal routed the No. 5 Iowa Hawkeyes in Pasadena, California, 45-16. Stanford's 21-0 first-quarter lead was the most first-quarter points scored by one team in Rose Bowl Game history.



Ole Miss 48, Oklahoma State 20
January 1, 2016 • Attendance: 72,117

MVP: Chad Kelly, QB

No. 12 Ole Miss defeated No. 16 Oklahoma State, 48-20, marking the team's first 10-win season since 2003. Quarterback Chad Kelly threw four touchdown passes and wide receiver Laquon Treadwell had three touchdown catches, both tying Sugar Bowl records.



PLAYOFF SEMIFINALS



PLAYOFF
SEMIFINAL



Clemson 37, Oklahoma 17
December 31, 2015 • Attendance: 67,615

Offensive MOP: Deshaun Watson, QB • **Defensive MOP:** Ben Boulware, LB

The College Football Playoff Semifinal at the Capital One Orange Bowl matched the No. 4 Oklahoma Sooners against the No. 1 Clemson Tigers. After trailing at halftime, Clemson roared back in the second half, shutting out Oklahoma and beating the Sooners, 37-17. Deshaun Watson, the game's Offensive Most Outstanding Player, had 145 yards on 24 carries with a 5-yard touchdown, and completed 16 of 30 passes for 187 yards with a 35-yard touchdown pass. Watson's rushing yards and passing attempts set Orange Bowl records for a quarterback. The victory would advance the team to the national championship game, marking the first time in 34 years the Tigers would compete for a national title.



PLAYOFF SEMIFINAL



Alabama 38, Michigan State 0
December 31, 2015 • Attendance: 82,812

Offensive MVP: Jake Coker, QB • **Defensive MVP:** Cyrus Jones, CB

The No. 2 Alabama Crimson Tide shut out the No. 3 Michigan State Spartans, 38-0, in the College Football Playoff Semifinal at the Goodyear Cotton Bowl Classic. Alabama quarterback and Offensive MVP Jake Coker passed for a career-best 286 yards and two touchdowns, while Heisman Trophy winner Derrick Henry added 75 yards and two touchdowns. Alabama's defense forced two interceptions and limited the Spartans to a season-low 239 yards of total offense. The victory sent Alabama to the national championship game in Arizona, and an opportunity to play for the program's 16th national title.

www.goodyearcottonbowl.com



/cottonbowlgame



@CottonBowlGame



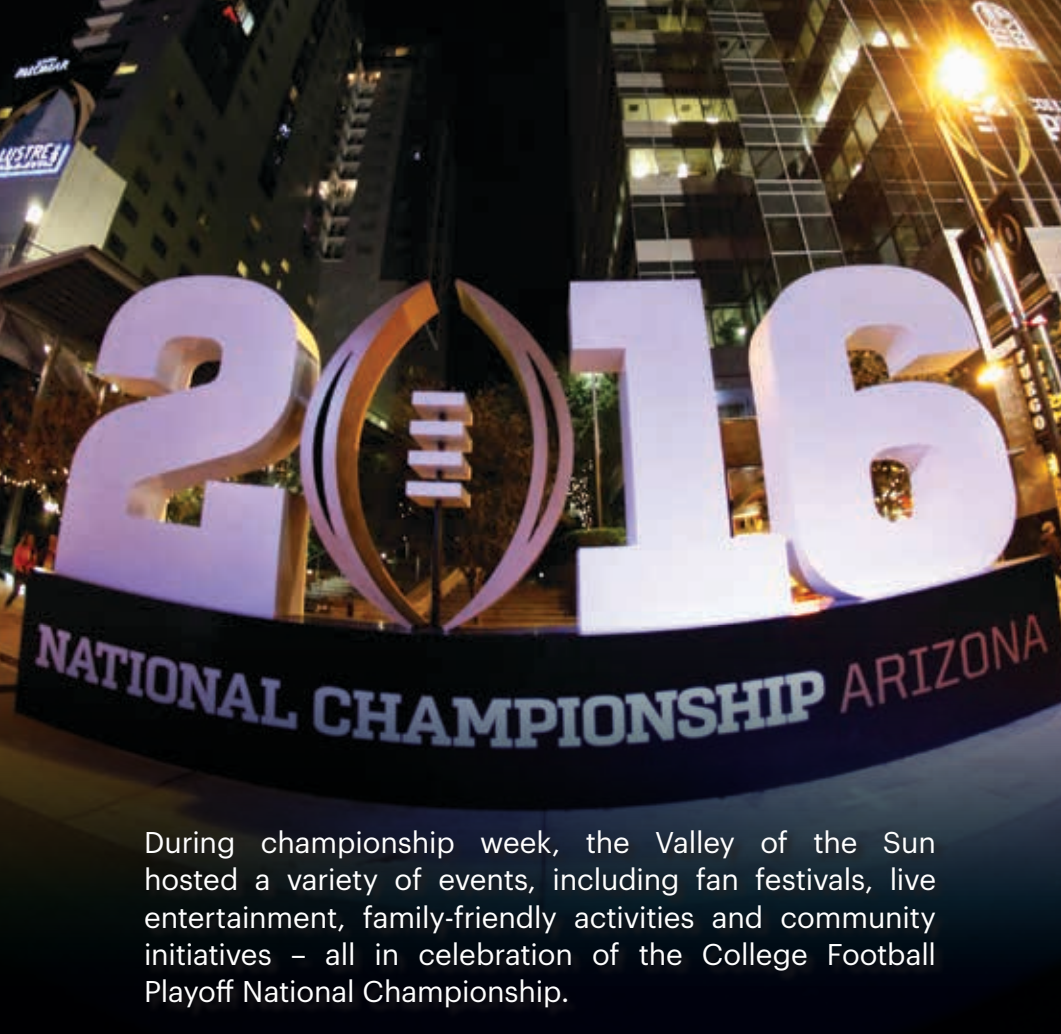
@cottonbowl



CHAMPIONSHIP WEEK

NATIONAL CHAMPIONSHIP ARIZONA





During championship week, the Valley of the Sun hosted a variety of events, including fan festivals, live entertainment, family-friendly activities and community initiatives – all in celebration of the College Football Playoff National Championship.



PLAYOFF FAN CENTRAL

Friday, Saturday and Sunday, Playoff Fan Central provided the ultimate fan experience for thousands of attendees at the Phoenix Convention Center. Highlights of the event included interactive experiences and games, sponsor activation, pep rallies and meet-and-greets with current and former players.



NATIONAL FOOTBALL FOUNDATION

The National Football Foundation (NFF) Leadership Hall of Fame induction of Arizona Governor Doug Ducey and Arizona Cardinals President Michael Bidwill at the Arizona Biltmore kicked off the weekend. College Football Playoff Executive Director Bill Hancock provided the official welcome to the group. On Friday morning, the NFF announced the 2016 College Football Hall of Fame Class.



NACDA FBS LEADERSHIP SUMMIT

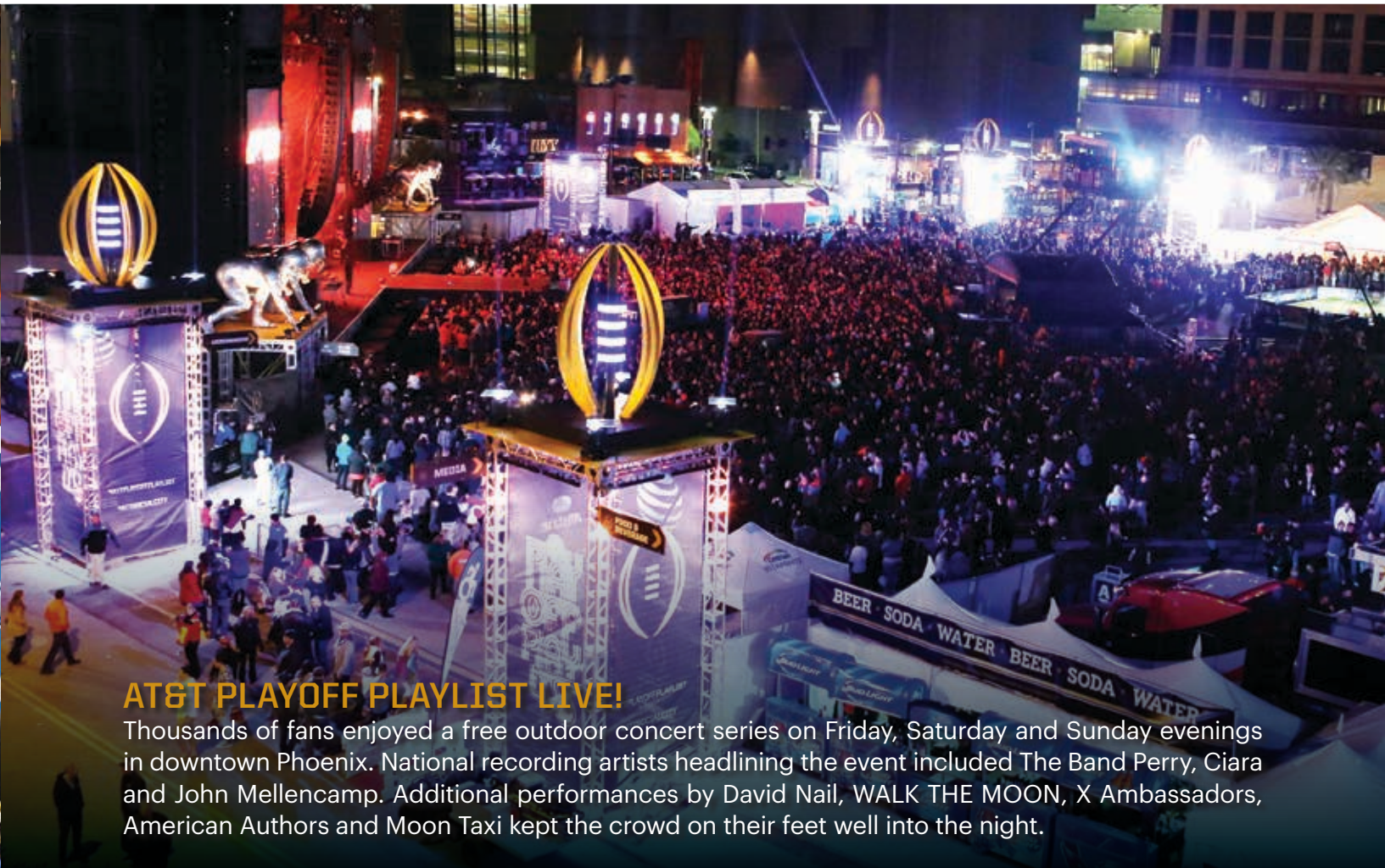
The National Association of Collegiate Directors of Athletics (NACDA) hosted its FBS Leadership Summit during championship week for the second consecutive year. The event included panel discussions, interactive sessions and keynote speakers, all focusing on leadership.





MEDIA DAY

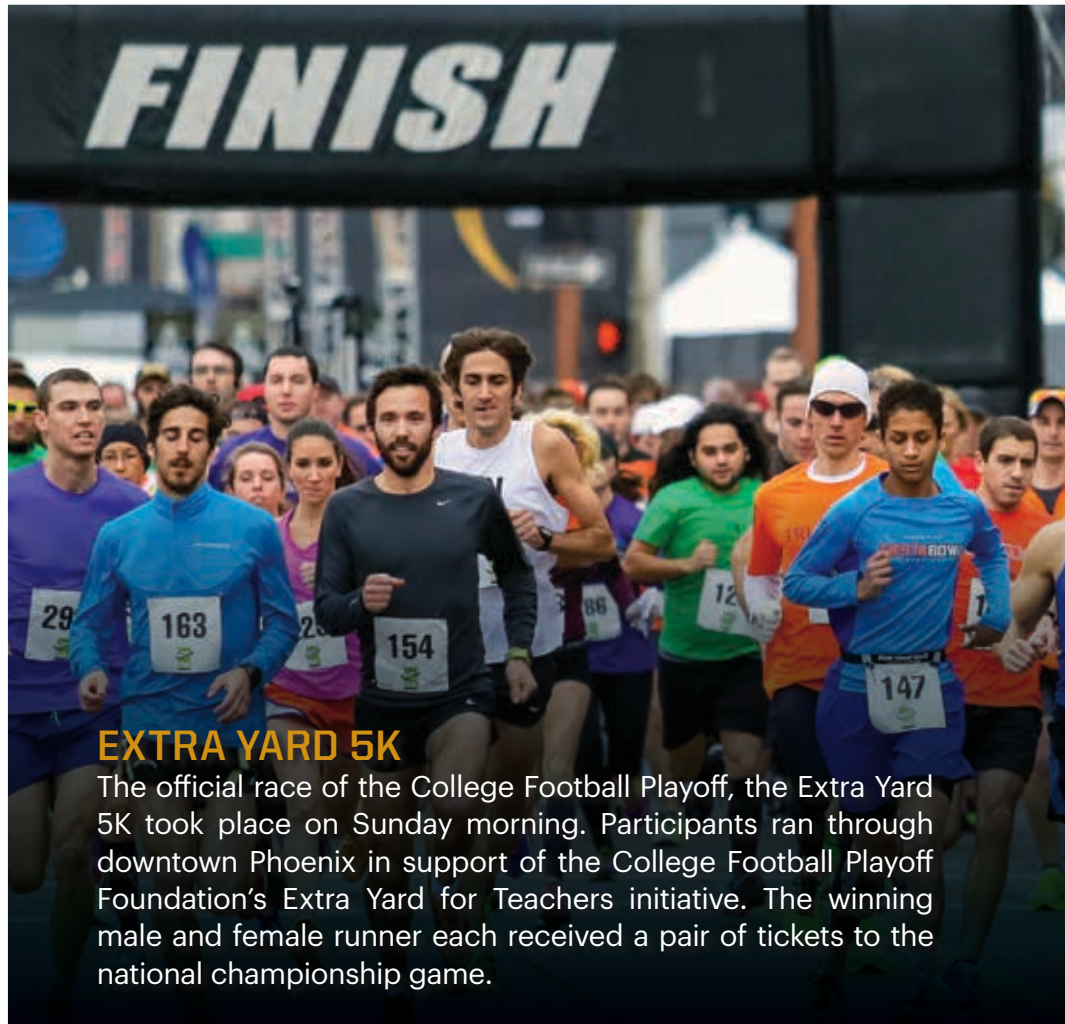
Student-athletes and coaches from Clemson University and the University of Alabama met with national and local media inside Playoff Fan Central on Saturday. Fans were invited to catch the action from bleacher seats and hand-held radios were provided, allowing the audience to tune in to hear commentary.



AT&T PLAYOFF PLAYLIST LIVE!

Thousands of fans enjoyed a free outdoor concert series on Friday, Saturday and Sunday evenings in downtown Phoenix. National recording artists headlining the event included The Band Perry, Ciara and John Mellencamp. Additional performances by David Nail, WALK THE MOON, X Ambassadors, American Authors and Moon Taxi kept the crowd on their feet well into the night.





EXTRA YARD 5K

The official race of the College Football Playoff, the Extra Yard 5K took place on Sunday morning. Participants ran through downtown Phoenix in support of the College Football Playoff Foundation's Extra Yard for Teachers initiative. The winning male and female runner each received a pair of tickets to the national championship game.



CHAMPIONSHIP TAILGATE

Held directly outside of University of Phoenix Stadium on game day, Championship Tailgate featured a variety of interactive games, a zip line, sponsor giveaways and ESPN broadcast sets. Free for all national championship game ticket holders, Eric Church headlined the event and provided entertainment for thousands of fans before they headed inside the stadium.



NORTHWESTERN MUTUAL TASTE OF THE CHAMPIONSHIP

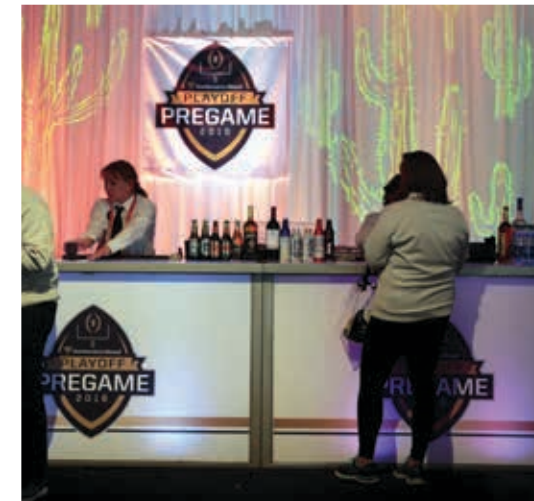
18 chefs whipped up their favorite dishes at the Phoenix Convention Center for a great cause. Featuring renowned Food Network celebrity chef Beau MacMillan, proceeds from the event benefited the College Football Playoff Foundation and local food banks.





PARTY AT THE PLAYOFF

The College Football Playoff and ESPN hosted the event in downtown Phoenix at Warehouse 215, with entertainment from breakout artist Rachel Platten. Attendees included ESPN announcers and leaders in college athletics from across the country.



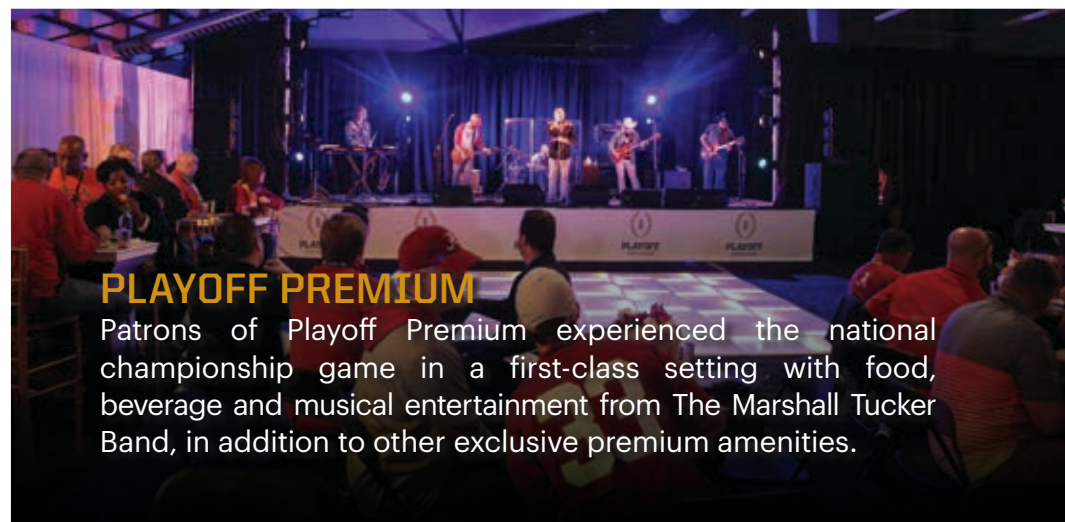
TEAM EXPERIENCE

The Clemson Tigers and the Alabama Crimson Tide arrived in Arizona and were greeted by local hosts, media and fans. The two national championship teams also enjoyed welcome receptions at the team hotels. On Saturday, both teams attended Championship Comedy Jam, featuring actor and comedian Anthony Anderson.



PLAYOFF PREGAME

The exciting pregame experience included game day catering and live entertainment.



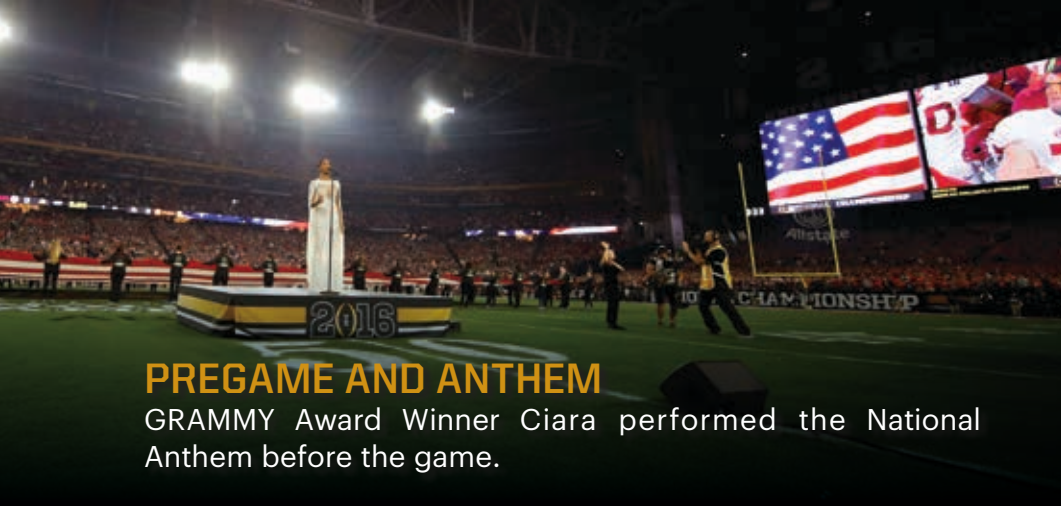
PLAYOFF PREMIUM

Patrons of Playoff Premium experienced the national championship game in a first-class setting with food, beverage and musical entertainment from The Marshall Tucker Band, in addition to other exclusive premium amenities.



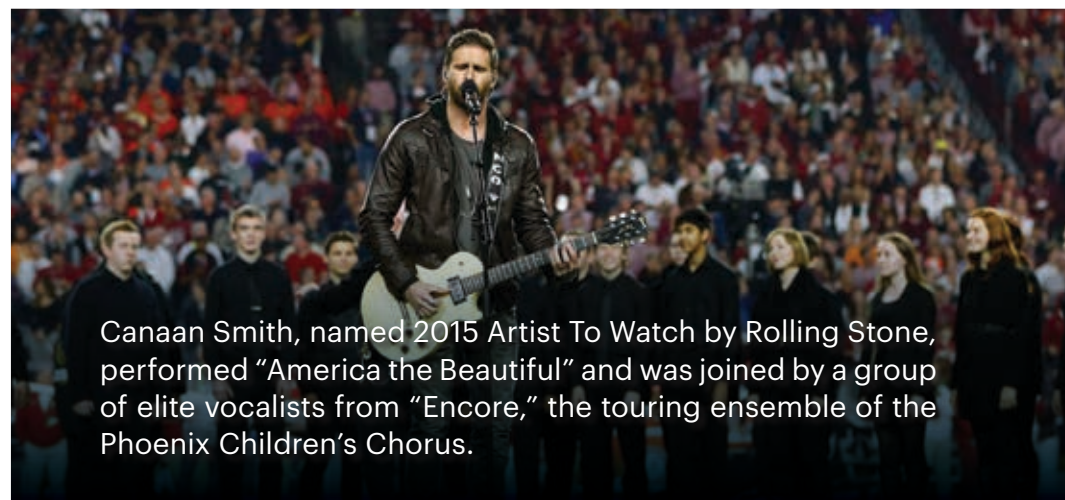


NATIONAL CHAMPIONSHIP GAME

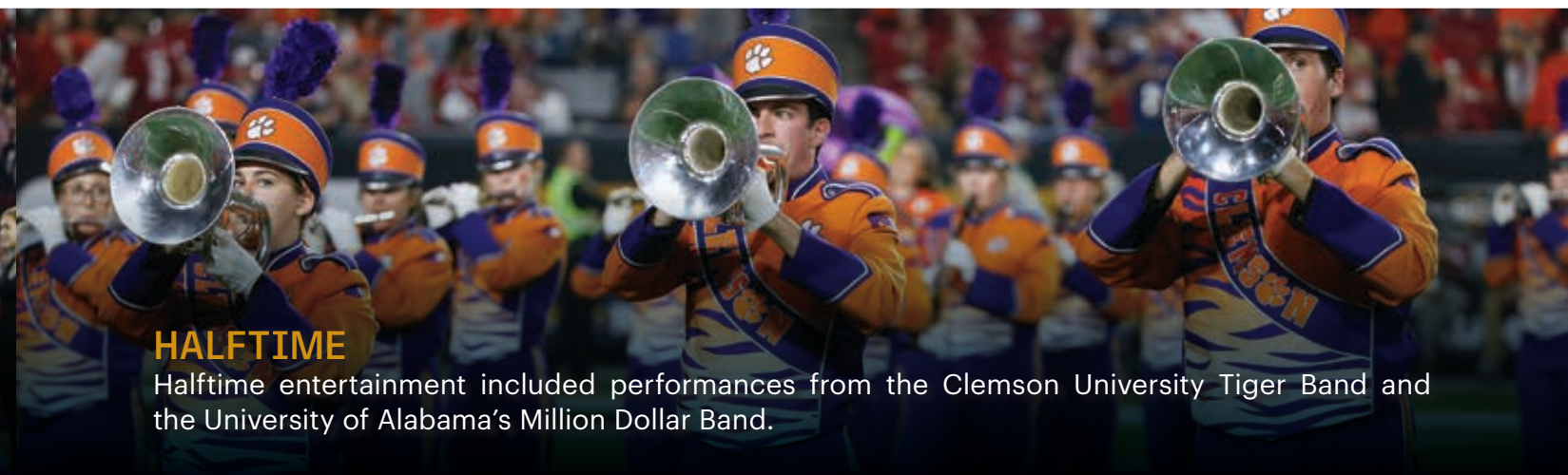


PREGAME AND ANTHEM

GRAMMY Award Winner Ciara performed the National Anthem before the game.

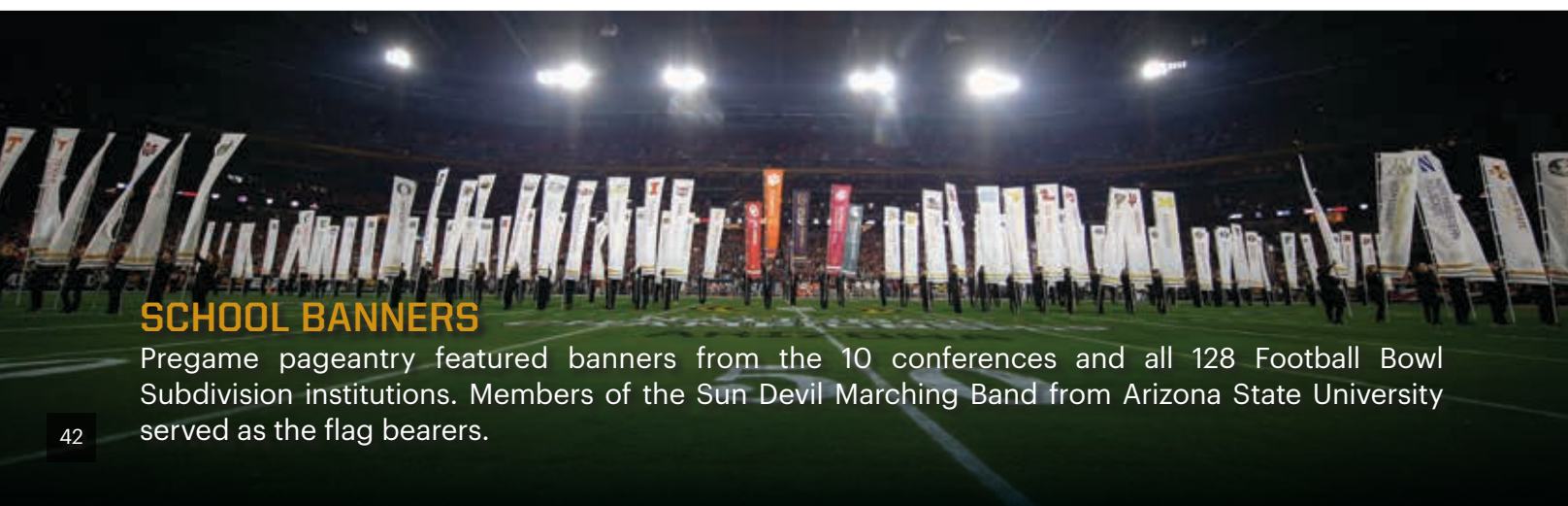
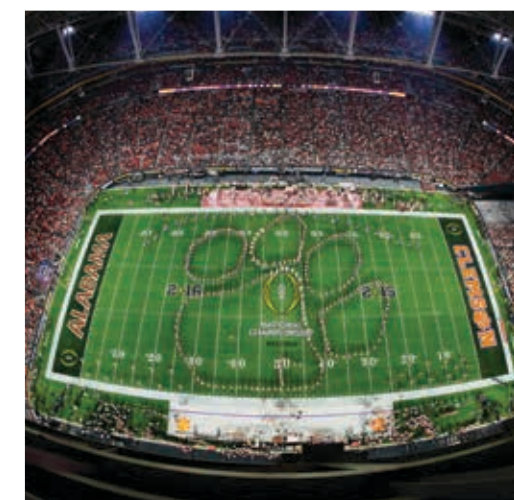
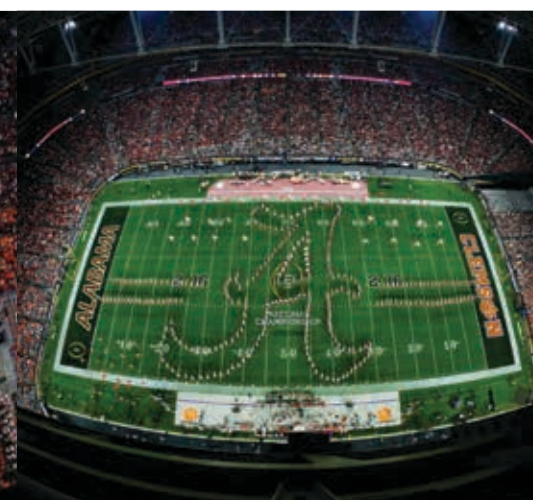


Canaan Smith, named 2015 Artist To Watch by Rolling Stone, performed "America the Beautiful" and was joined by a group of elite vocalists from "Encore," the touring ensemble of the Phoenix Children's Chorus.



HALFTIME

Halftime entertainment included performances from the Clemson University Tiger Band and the University of Alabama's Million Dollar Band.



SCHOOL BANNERS

Pregame pageantry featured banners from the 10 conferences and all 128 Football Bowl Subdivision institutions. Members of the Sun Devil Marching Band from Arizona State University served as the flag bearers.



MILITARY SALUTE

95 year-old Larry Rumback, a resident of Phoenix, Arizona, was honored during the game for his service in the Army Air Forces from 1942 to 1945.







NATIONAL CHAMPIONSHIP

ARIZONA 2016

Alabama 45, Clemson 40

January 11, 2016 • Attendance: 75,765

Offensive Player-of-the-Game: O.J. Howard, TE • Defensive Player-of-the-Game: Eddie Jackson, DB

SCORE BY QUARTER

	1st	2nd	3rd	4th	Final
ALABAMA	7	7	7	24	45
CLEMSON	14	0	10	16	40

The second national championship game of the College Football Playoff era was a thriller, as the Alabama Crimson Tide claimed the program's 16th national title, defeating the Clemson Tigers, 45-40, at University of Phoenix Stadium in Glendale, Arizona.

In a game in which offense would be pivotal, Clemson quarterback and Heisman finalist Deshaun Watson would set the record for most total yards in national championship game history, putting up 478 yards against the Crimson Tide – a feat that would be overshadowed by performances from Alabama's biggest offensive threats. Heisman Trophy winner Derrick Henry rushed for 158 yards on 36 carries and three touchdowns, while Offensive Player-of-the-Game O.J. Howard had five receptions for 208 yards and two touchdowns.

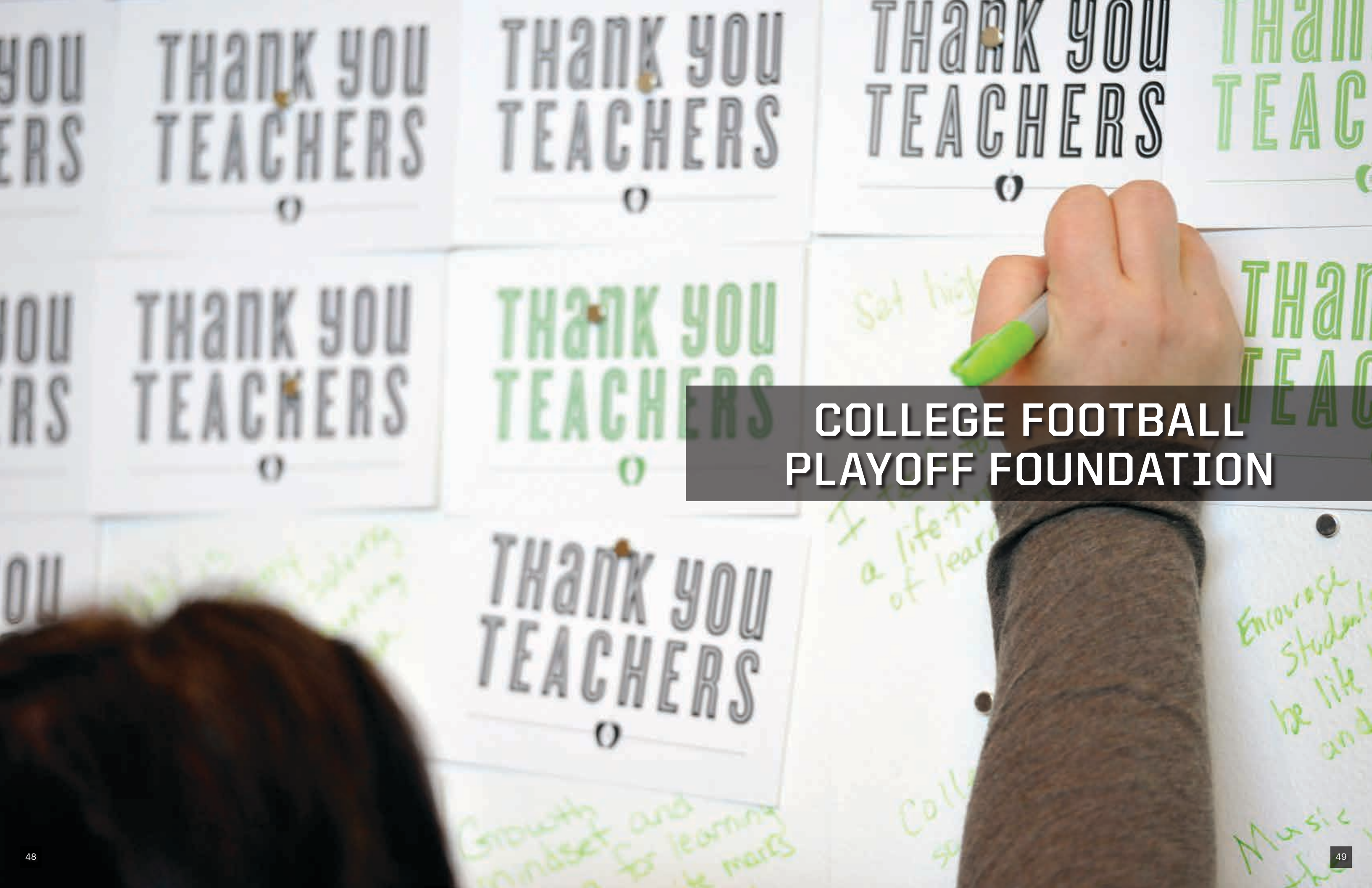
Tied 14-14 at the half, Alabama's special teams unit provided the boost the Crimson Tide needed to roll past the Tigers. A kickoff return for a touchdown, the team's sixth special-teams touchdown of the season (tied for most in the FBS), a blocked field goal in the second quarter and a game-changing onside kick recovery with 10:34 left in the fourth quarter put the Tide in front to stay.

The victory marked the fourth Alabama Crimson Tide national championship in seven years.



EMPIRE STATE BUILDING

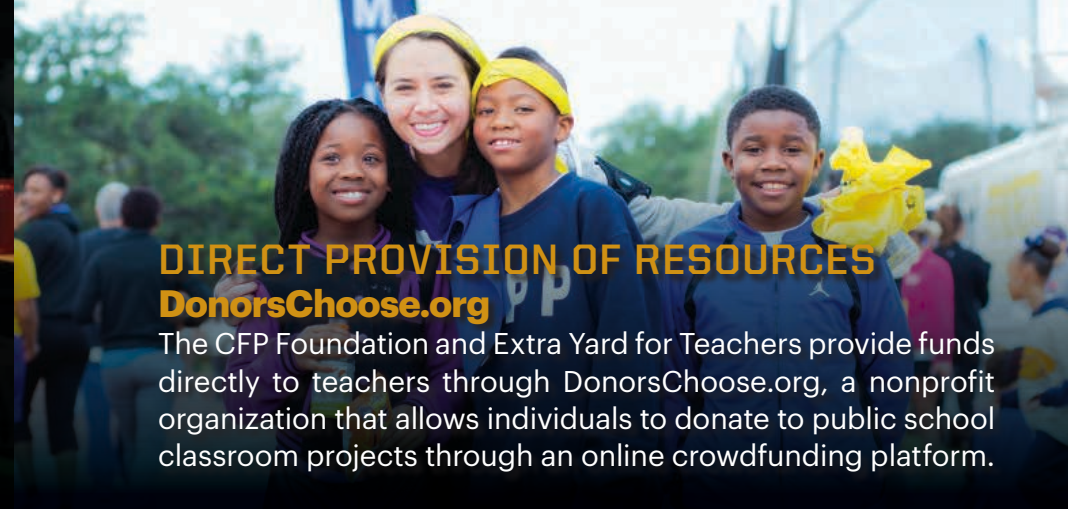
On the evening of Monday, January 11, 2016, the iconic Empire State Building in New York City displayed the colors of the College Football Playoff National Championship Trophy and the Alabama Crimson Tide following the conclusion of the national championship game.



COLLEGE FOOTBALL PLAYOFF FOUNDATION

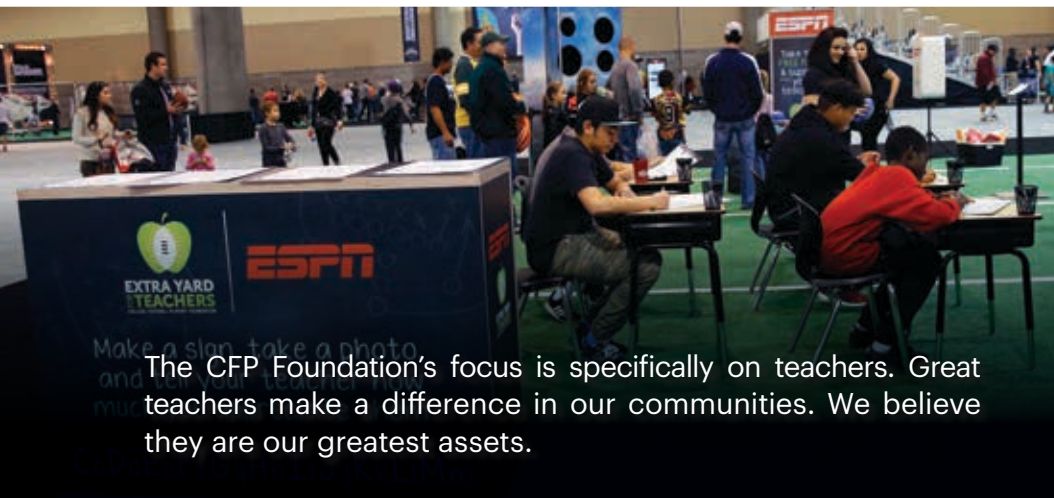


Launched in 2013, the College Football Playoff (CFP) Foundation is the charitable arm of the College Football Playoff. The goal of the CFP Foundation is to make a significant impact off the field in communities touched by this novel playoff system.

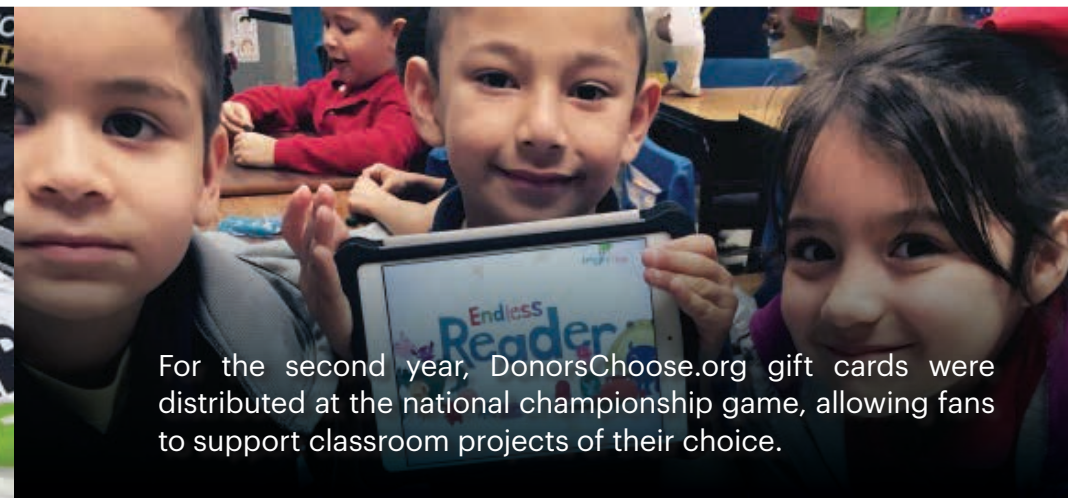


DIRECT PROVISION OF RESOURCES DonorsChoose.org

The CFP Foundation and Extra Yard for Teachers provide funds directly to teachers through DonorsChoose.org, a nonprofit organization that allows individuals to donate to public school classroom projects through an online crowdfunding platform.



The CFP Foundation's focus is specifically on teachers. Great teachers make a difference in our communities. We believe they are our greatest assets.



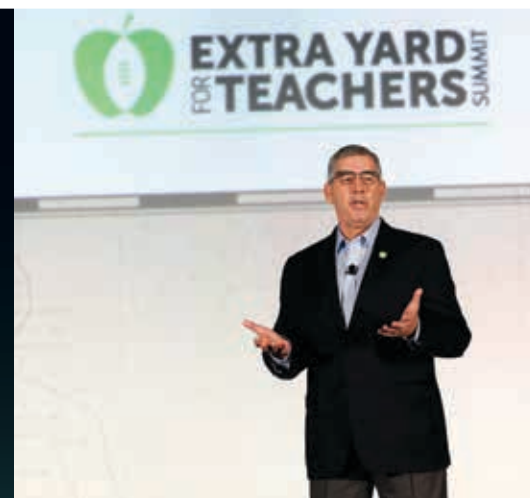
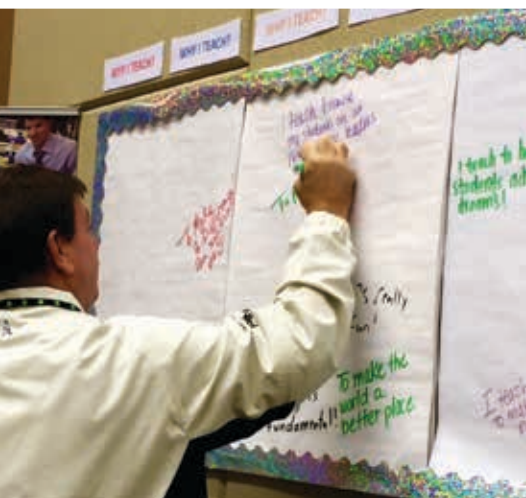
For the second year, DonorsChoose.org gift cards were distributed at the national championship game, allowing fans to support classroom projects of their choice.



DonorsChoose.org
Teachers ask. You choose.

BY THE NUMBERS

- \$1,500,000 donated.
- 6,389 projects fully funded.
- 4,396 schools reached.
- 610,000+ students impacted.
- At least one (1) project funded in all 50 states.




TEACHER RECOGNITION

The College Football Playoff Foundation recognizes teachers by hosting the Extra Yard for Teachers Summit, as well as by honoring Teacher of the Year winners at the national championship game.

In 2016, the EYFT Summit took place in Dallas, Texas, as well as Phoenix, Arizona, in conjunction with the national championship game, reaching nearly 1,000 teachers.



The College Football Playoff provides an enormous platform to go the extra yard for teachers who go the extra yard for us.

The CFP continued its mission in 2015-16 of honoring, empowering, celebrating and inspiring great teachers.

EXTRA YARD FOR TEACHERS PROGRAM COMPONENTS

- Direct Provision of Resources
- Teacher Recognition
- Professional Development and Leadership Training
- Inspiring a College-Going Culture




CHRISTINE MARSH
TEACHER OF THE YEAR
11TH/12TH GRADE AP ENGLISH
TEACHER
CHAPARRAL HIGH SCHOOL



As part of the teacher recognition platform, five Teacher of the Year winners and finalists received two complimentary national championship game tickets, as well as recognition before and during the game at University of Phoenix Stadium.

**TEACHFOR
AMERICA**



commit!

PROFESSIONAL DEVELOPMENT AND LEADERSHIP TRAINING

The Extra Yard for Teachers initiative provides opportunities and funding to support professional development and leadership training for teachers across the nation. In 2015-16, this included partnerships with Teach For America, Alliance for Catholic Education (Notre Dame) and Commit!



INSPIRING A COLLEGE-GOING CULTURE

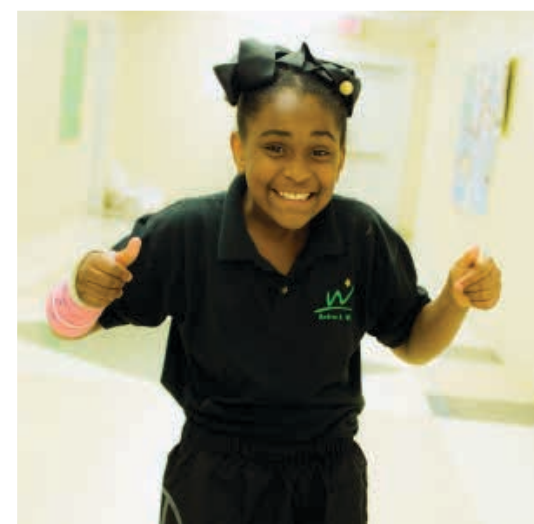
In its second year of programming, the College Banner Program and College Visit Program continued to inspire grade-school students to prepare for, attend and graduate from a college or university.



College Banner Program

In November 2015, Darren Woodson, three-time Super Bowl champion and current ESPN NFL Analyst, returned to Isaac Middle School in his hometown of Phoenix, Arizona, to speak with the middle school students and proudly hang the banner of his alma mater, Arizona State University.

In 2015-16, over 25,000 banners were distributed to 513 schools, impacting nearly 400,000 students in Arizona.



College Visit Program

Focused on increasing college aspirations, exposure and access, the program has contributed \$200,000 since 2014 to conduct college visits for local high school students in cities across the country.



Elements of EYFT Awareness Week

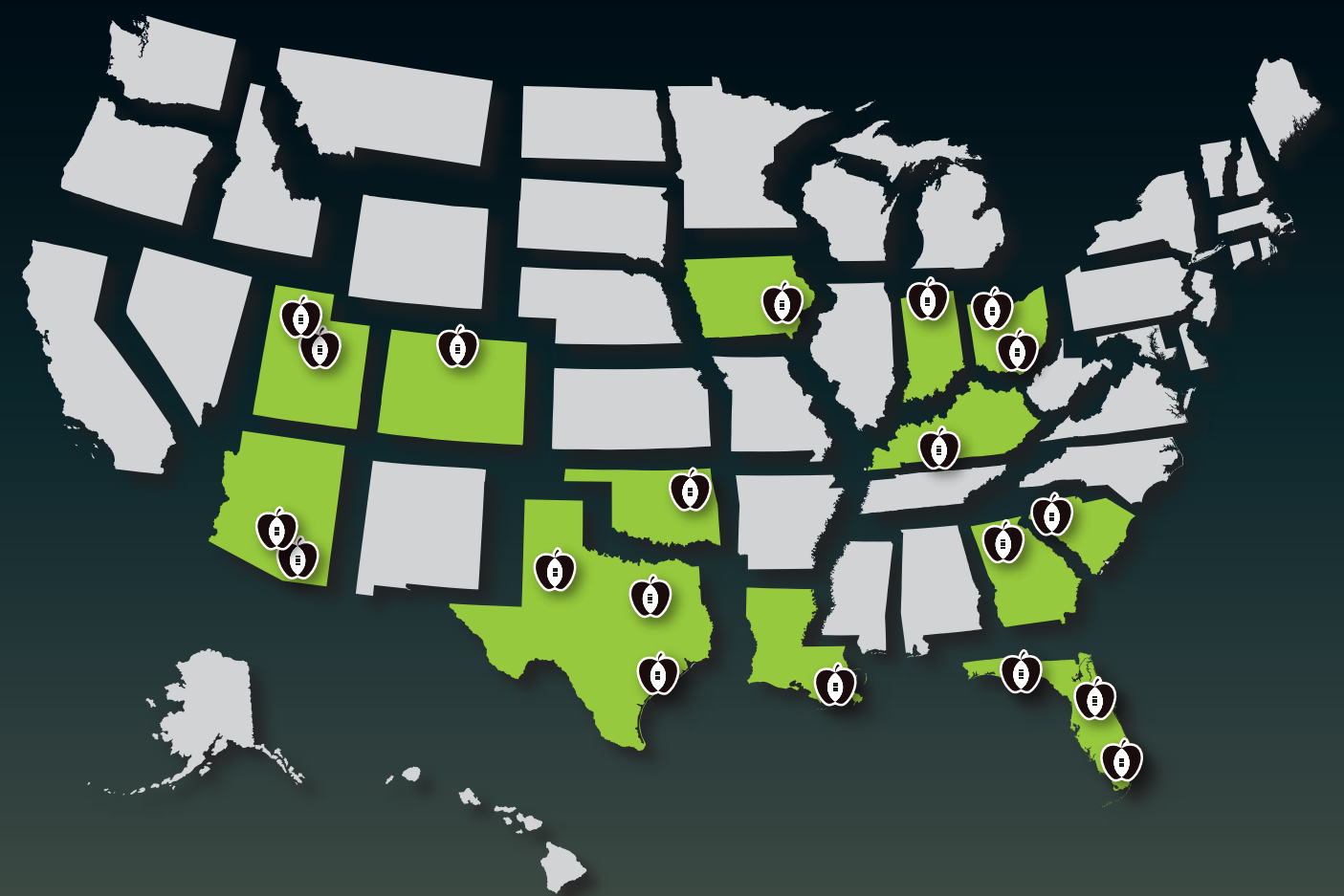
- EYFT College Colors Challenges in partnership with Collegiate Licensing Company (CLC).
- DonorsChoose.org activation through funding all classroom project requests in Glendale, Arizona, home of the 2016 national championship game.
- “Text-to-Join” campaign that gave users a chance to win two tickets to the 2016 College Football Playoff National Championship.
- Watch-A-Thon featuring video testimonials from select FBS student-athletes and coaches.
- iTeach social storytelling that captured the voices and stories of teachers everywhere.
- On-Campus activation at 13 campuses across the nation.

Through these elements and with the support of universities and partners, EYFT Awareness Week made a difference.

EYFT Awareness Week Highlights

- EYFT content was featured on networks such as ESPN, BTN, and the Pac-12 Network.
- Over 400 teacher projects were flash-funded through DonorsChoose.org in 12 communities impacting 39,069 students.
- Teachers were recognized on the field at multiple college football games.
- 40 partners around the country provided social and digital support for the EYFT brand.

EXTRA YARD FOR TEACHERS ACTIVATION



BOWL MARKETS

- Atlanta, Georgia
- Dallas/Arlington, Texas
- Miami/Miami Gardens, Florida
- New Orleans, Louisiana
- Phoenix/Glendale, Arizona
- Orlando, Florida

EYFT AWARENESS WEEK GAME ACTIVATION

- Tulsa, Oklahoma
- Iowa City, Iowa
- Lubbock, Texas
- Clemson, South Carolina
- Bowling Green, Kentucky
- Tucson, Arizona
- South Bend, Indiana
- Provo, Utah
- Toledo, Ohio
- Fort Collins, Colorado
- Salt Lake City, Utah
- Tallahassee, Florida
- Columbus, Ohio
- Houston, Texas

EXTRA YARD FOR TEACHERS BOWL PARTNERS





PLAYOFF GREEN


**NATIONAL
CHAMPIONSHIP**
ARIZONA

 **WestRock**



WASTE-DIVERSION AND RECYCLING

University of Phoenix Stadium

- With support from ESPN Sustainability and a coalition of community groups and vendors, the College Football Playoff National Championship achieved a waste-diversion rate of 91%, the highest recycling rate ever documented at University of Phoenix Stadium.
- Over 350 CFP-branded recycling bins were provided in and around University of Phoenix Stadium.

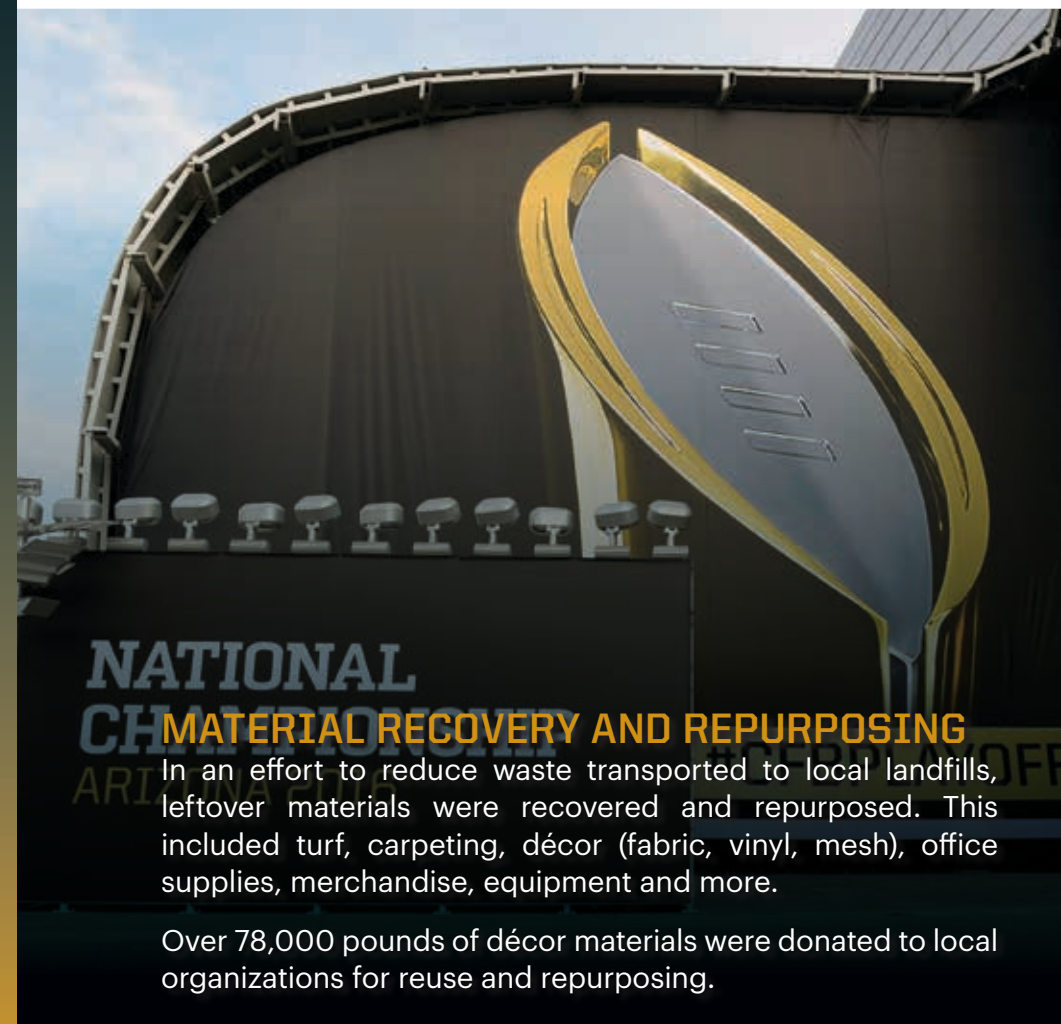
Downtown Phoenix

- The efforts in downtown Phoenix resulted in a waste-diversion rate of 82%, a recycling rate that exceeded the published recycling rate for past large-scale events.
- More than 21 tons of waste material were recycled and diverted from area landfills.



URBAN FORESTRY CHALLENGE

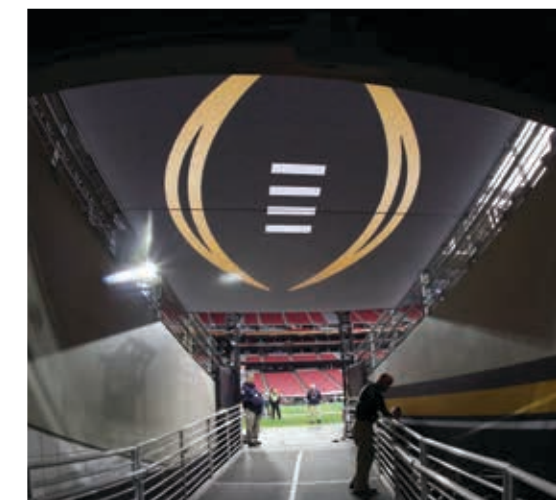
Students and alumni from six major universities participated in a competitive tree-planting event at Phoenix's Marivue Park. Each eight-person team competed to plant 10 trees in the fastest time. A total of 50 trees were planted in the neighborhood park.



MATERIAL RECOVERY AND REPURPOSING

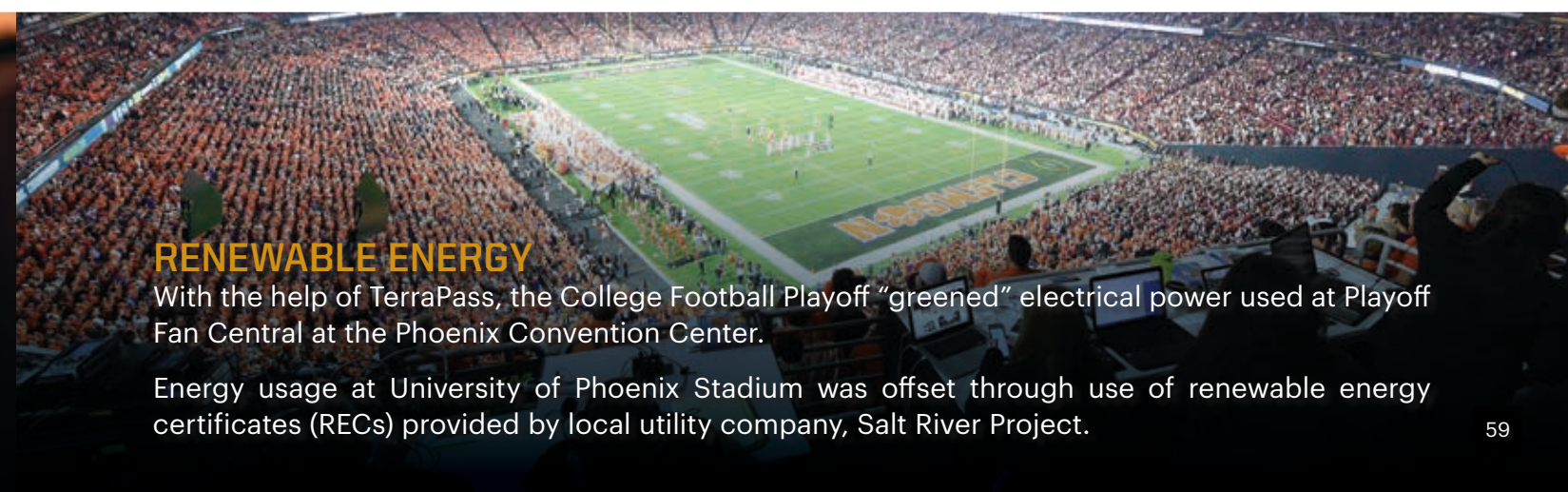
In an effort to reduce waste transported to local landfills, leftover materials were recovered and repurposed. This included turf, carpeting, décor (fabric, vinyl, mesh), office supplies, merchandise, equipment and more.

Over 78,000 pounds of décor materials were donated to local organizations for reuse and repurposing.



PREPARED FOOD RECOVERY

Throughout the week, nearly 12,000 pounds of prepared food was recovered and taken to local soup kitchens and shelters, providing over 9,000 meals to people in need.



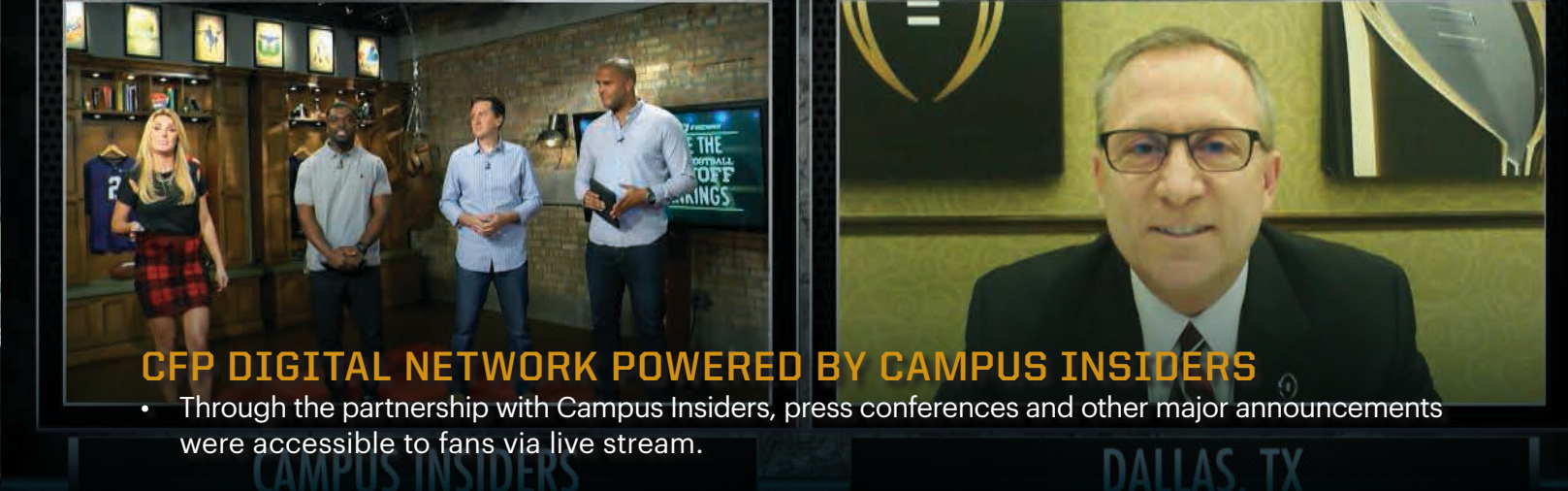
RENEWABLE ENERGY

With the help of TerraPass, the College Football Playoff "greened" electrical power used at Playoff Fan Central at the Phoenix Convention Center.

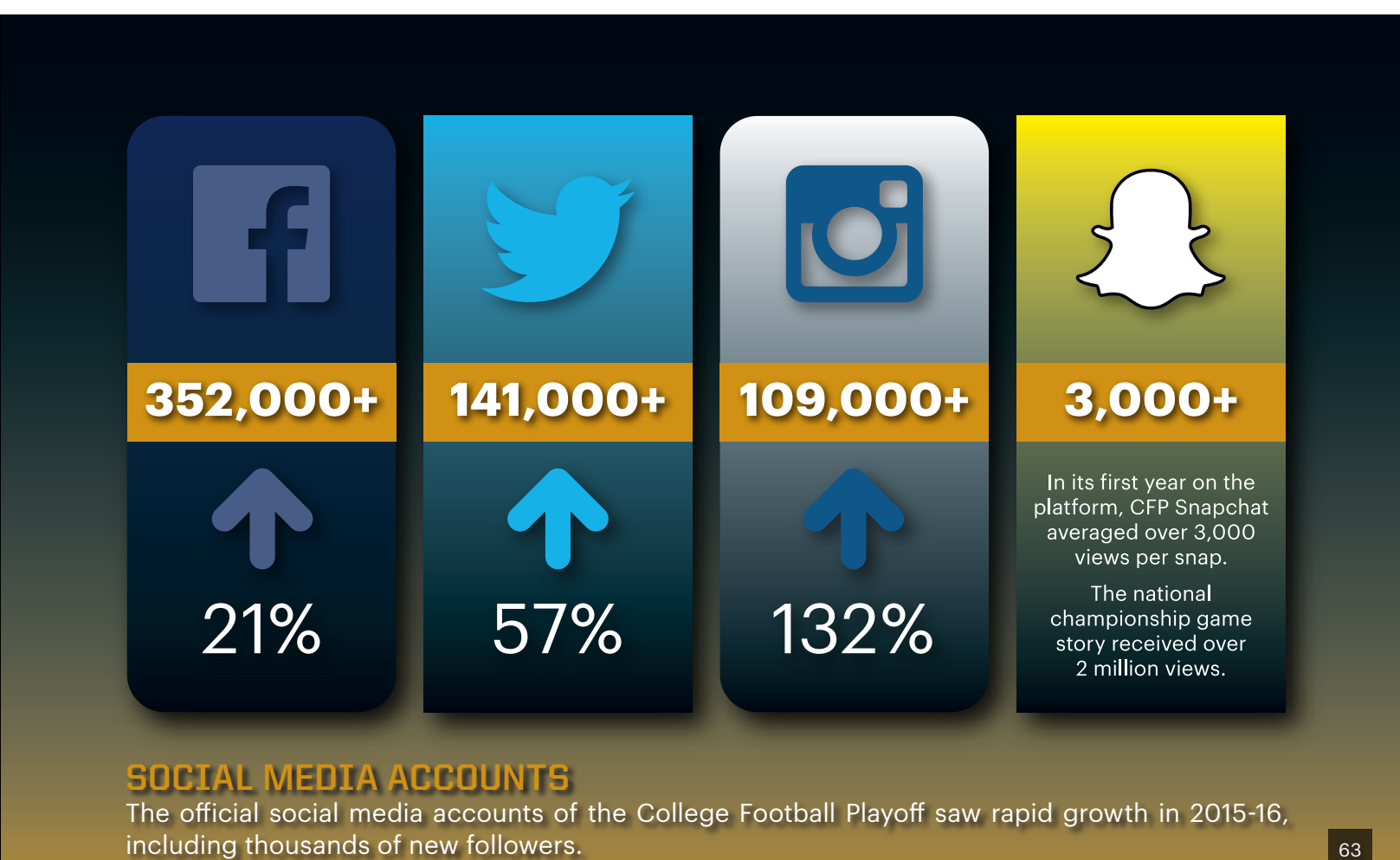
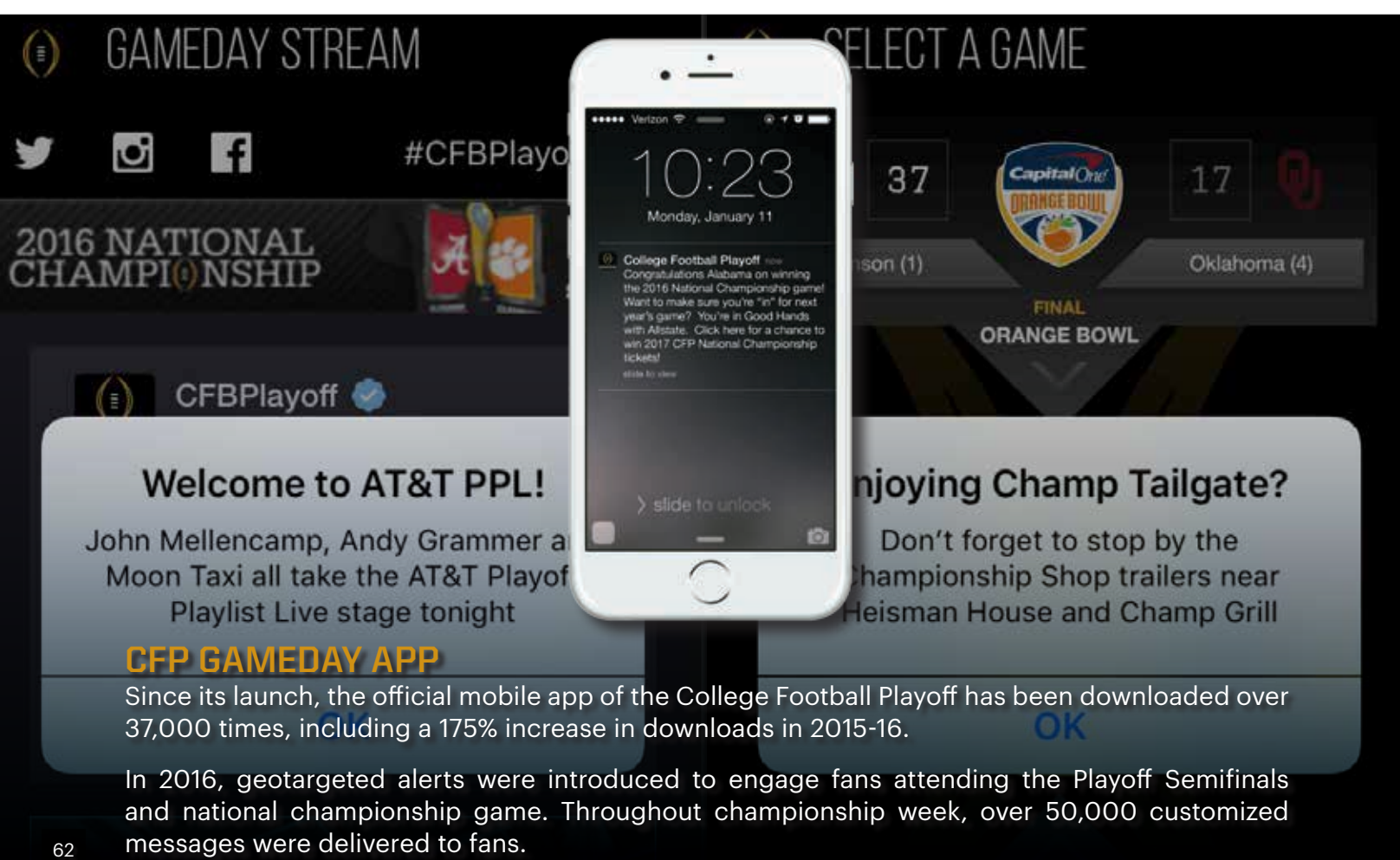
Energy usage at University of Phoenix Stadium was offset through use of renewable energy certificates (RECs) provided by local utility company, Salt River Project.



CFP DIGITAL



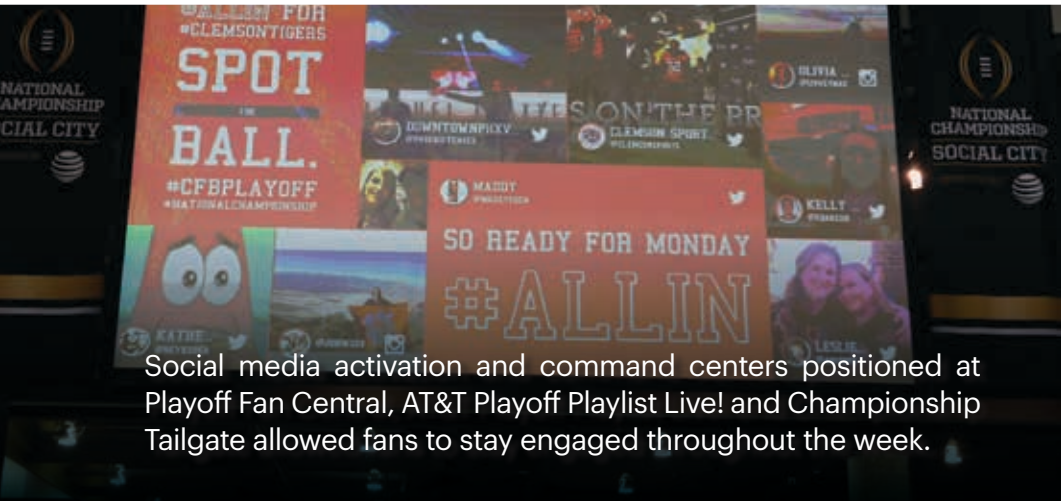
- 350+ CFP segments produced in 2015-16, including 16 weeks of coverage and weekly "Inside the College Football Playoff Rankings."
- 2.9 million video views in January 2016, a 50% increase from 2015.



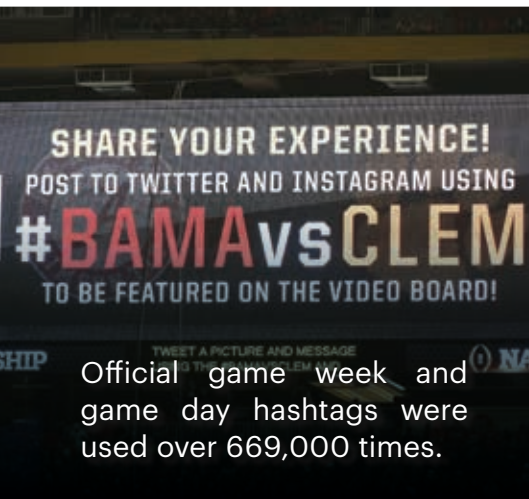


GAME WEEK SOCIAL MEDIA

Social conversation surrounding game week and game day contributed to more than 4 billion social impressions.



Social media activation and command centers positioned at Playoff Fan Central, AT&T Playoff Playlist Live! and Championship Tailgate allowed fans to stay engaged throughout the week.



Official game week and game day hashtags were used over 669,000 times.



#CFBPlayoff

#NationalChampionship

#RollTide

#ALLIN

Twitter hashtags created custom generated emojis for the Playoff Semifinals and national championship game.



WHAT THEY ARE SAYING

“I’d like to thank the College Football Playoff for putting on a first-class event that I think is great for college football . . . the hospitality here in Arizona has been fabulous, and we certainly appreciate that. We appreciate the College Football Playoff and the committee for all that they’ve done to create this outstanding event.”

– Alabama Head Coach Nick Saban

“It is an honor to be a part of the national championship game. I really appreciate all of the College Football Playoff staff. I know there are also a ton of volunteers from all over the country. They’ve all done a phenomenal job. It’s been a great experience.”

– Clemson Head Coach Dabo Swinney

“The College Football Playoff continues to exceed everybody’s expectations. The outstanding staff at the College Football Playoff have truly built something special, notching their second year of remarkable events. The CFP National Championship has quickly become one of the most compelling gatherings in all of sports, and the game’s success is a testament to our country’s love of college football. The CFP staff’s attention to detail left nothing to chance, and it marked the second time that they have transformed an entire region, highlighting everything right with our great game as well as the local flare.”

– National Football Foundation Chairman Archie Manning





COLLEGE FOOTBALL PLAYOFF

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