

2017



RAYMOND JAMES STADIUM
NATIONAL CHAMPIONSHIP
TAMPA BAY 2017

NATIONAL CHAMPIONSHIP

COLLEGE FOOTBALL PLAYOFF YEAR IN REVIEW



WELCOME TO THE 2016-17 COLLEGE FOOTBALL PLAYOFF YEAR IN REVIEW!



The third rendition of the College Football Playoff was a remarkable success and once again captured the imagination of the public and provided lifetime memories for students and fans alike. Thousands enjoyed the pageantry of the playoff games in some of America's finest stadiums, while millions more savored them on television. The national championship game rematch between Clemson and Alabama was one for the ages; no one who saw it will ever forget.

When the university presidents created the playoff in the summer of 2012, their goal was to enhance the postseason while maintaining the significance of the regular season and the rich history of the bowl experience. This enchanting model for deciding the national champion continues to capture sports fans' attention and is a remarkable complement to the best regular season in sports.

It was an enthralling, memorable season for college football. The playoff is a magnet, drawing many new fans to the game. The future is even brighter, and we look forward to continued success for many years to come.

Bill Hancock

Bill Hancock

Executive Director, College Football Playoff

HIGHLIGHTS



147,275

COMBINED ATTENDANCE FOR THE **PLAYOFF SEMIFINALS** AT THE **CHICK-FIL-A PEACH BOWL** AND THE **PLAYSTATION FIESTA BOWL**.

ONE

Number of college football championship **TITLE GAME REMATCHES** since 1998.

1981

Last time Clemson won a national title **before 2017**.

59 Teachers recognized on-field at halftime by the **COLLEGE FOOTBALL PLAYOFF FOUNDATION**.

364 DAYS

TIME BETWEEN CLEMSON AND ALABAMA MEETING IN **BACK-TO-BACK** NATIONAL CHAMPIONSHIP GAMES.

2.5 MILES OF TAMPA RIVERWALK

created a **picturesque route along the Hillsborough River** during championship week.

2013

Year **TAMPA** was awarded 2017 national championship game.

31 STORIES

Space used to turn the Sykes Building in downtown Tampa into a jumbotron for **three nights of concerts** at Curtis Hixon Waterfront Park.

100,000

NUMBER OF **ATTENDEES** OVER **THREE DAYS** AT DOWNTOWN CHAMPIONSHIP CAMPUS ACTIVITIES.

1,113 NUMBER OF CUBAN SANDWICHES

sold at Raymond James Stadium on game day.

4,131 WRISTBANDS DISTRIBUTED IN CONNECTION WITH THE **CFP SOCIAL PASSPORT APP**.

90 Number of **ESPN cameras** inside Raymond James Stadium on Monday, January 9, 2017.

74,512

Attendance at the 2017 College Football Playoff National Championship; **A RAYMOND JAMES STADIUM RECORD**.

3.8 TERABYTES

Data used at Raymond James Stadium on game day; equivalent of more than **11 MILLION** social media posts.

70,000 FEET

Amount of cable in and around Raymond James Stadium required to power **14 different formats of the ESPN Megacast**.

4 HOURS 8 MINUTES

Duration of the **2017 national championship game**.

:01

SECOND LEFT ON THE CLOCK WHEN CLEMSON SCORED THE **GAME-WINNING TOUCHDOWN**.



PLAYOFF SEMIFINALS

A crowd of 75,996 attended the Playoff Semifinal at the Chick-fil-A Peach Bowl, setting an all-time Georgia Dome record.



The Playoff Semifinal at the PlayStation Fiesta Bowl saw a sellout crowd of 71,279 at University of Phoenix Stadium.

The two games averaged a total live audience of 19.7 million viewers. The Playoff Semifinals set new streaming records, while producing year-over-year overnight growth across ESPN platforms.



NATIONAL CHAMPIONSHIP GAME

The 2017 College Football Playoff National Championship was the eighth most-watched cable telecast of all time and the most-viewed telecast across all cable networks since the 2016 national championship game.

Viewership of the rematch between Alabama and Clemson reached more than 26 million via ESPN's multi-network Megacast and set streaming records for the third consecutive year.

2016-17 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP TROPHY TOUR

September 3

Oklahoma at Houston
USC vs. Alabama
(Arlington, Texas)

September 4

Notre Dame at Texas

September 10

Virginia Tech vs. Tennessee
(Bristol, Tennessee)

September 15

Houston at Cincinnati

September 17

Florida State at Louisville

September 24

Penn State at Michigan

October 1

Louisville at Clemson

October 8

Alabama at Arkansas

October 15

Ohio State at Wisconsin

October 22

Texas A&M at Alabama

October 29

Washington at Utah

November 5

Washington at California

November 12

Mississippi State at Alabama

November 19

Buffalo at Western Michigan

November 26

Michigan at Ohio State

December 10

Navy vs. Army
(Baltimore, Maryland)

December 31

Playoff Semifinal at the PlayStation Fiesta Bowl (Glendale, Arizona)

January 9

2017 College Football Playoff National Championship
(Tampa, Florida)



14 states visited by the trophy.

3 SEASONS

Length of time the trophy has now toured the country since its unveiling.

FIFTEEN WEEKS

Amount of time the trophy was on the road during college football's regular season.

12

Number of times featured throughout ESPN's College GameDay broadcasts.

92 TOTAL APPEARANCES

made by the College Football Playoff National Championship Trophy.

18 Sideline appearances made by the trophy.

2,172 MILES



Distance traveled from the Playoff Semifinal at the PlayStation Fiesta Bowl in Glendale to the national championship game in Tampa.



One trophy presented to Clemson during the postgame trophy presentation at Raymond James Stadium on January 9, 2017.

PHOTOS TAKEN OF FANS AND THE COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP TROPHY.



2017

COLLEGE
FOOTBALL
PLAYOFF
OVERVIEW





GOVERNANCE

CFP Administration, LLC, manages the administrative operations of the College Football Playoff. Members of the company include the ten 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.

BOARD OF MANAGERS

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.

Eric Barron, President

Penn State University (Big Ten)

Rodney Bennett, President

University of Southern Mississippi (C-USA)

Anthony Frank, President

Colorado State University (Mountain West)

Burns Hargis, President

Oklahoma State University (Big 12)

Jack Hawkins, Chancellor

Troy University (Sun Belt)

Rev. John Jenkins, President

University of Notre Dame (Independent)

Mark Keenum, President

Mississippi State University (SEC)

Max Nikias (chair), President

University of Southern California (Pac-12)

John Thrasher, President

Florida State University (ACC)

Satish Tripathi, President

University at Buffalo (MAC)

Gerald Turner, President

Southern Methodist University (American Athletic)

MANAGEMENT COMMITTEE

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.

Mike Aresco, Commissioner

American Athletic

Karl Benson, Commissioner

Sun Belt

Bob Bowlsby, Commissioner

Big 12

Jim Delany, Commissioner

Big Ten

Judy MacLeod, Commissioner

C-USA

Greg Sankey, Commissioner

SEC

Larry Scott, Commissioner

Pac-12

Jon Steinbrecher, Commissioner

MAC

Jack Swarbrick, Athletics Director

Notre Dame

John Swofford, Commissioner

ACC

Craig Thompson, Commissioner

Mountain West



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

Nikki Epley, Director of Stadium and

Game Operations

Tim Frick, Controller

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

Rijo Walker, Team Operations Coordinator

Alfred White, Senior Director of Marketing and Strategic Partnerships

Ally Wilker, Community Relations and Operations Coordinator

FOUNDATION

Britton Banowsky, Executive Director, CFP Foundation

INTERNS

Billy Barnes, Stadium and Game Operations

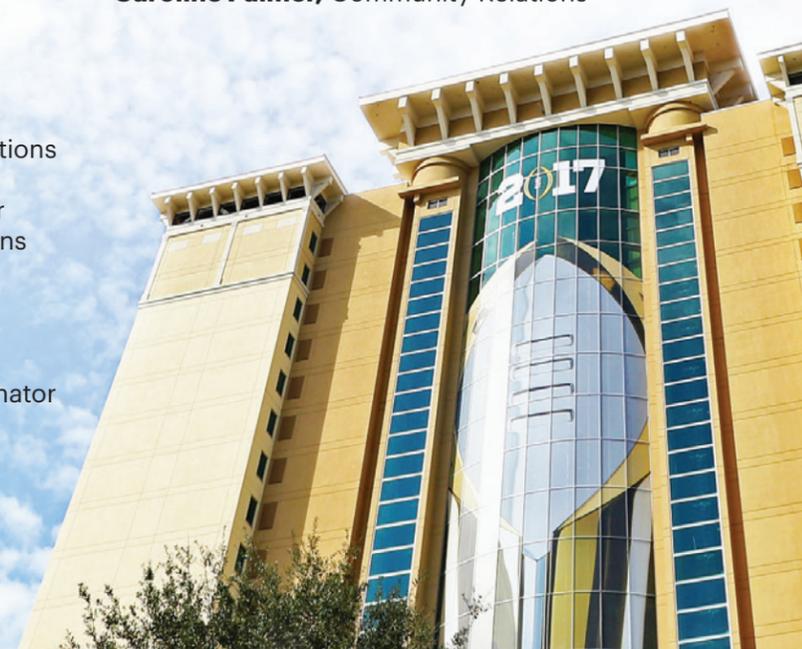
Chante Freeman, Events and Business Operations

Jakob Gutierrez, Marketing and Strategic Partnerships

Lindsey LeJeune, Communications (*Tom Mickle Intern*)

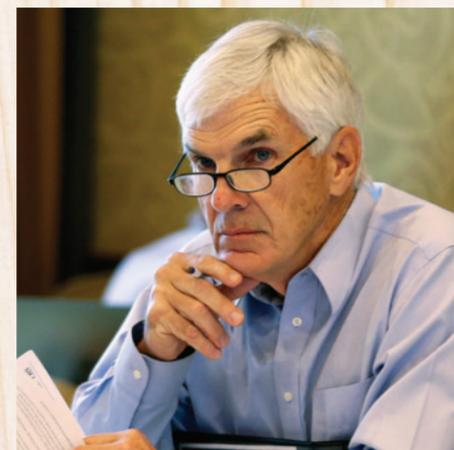
Olivia Mitchell, Team Operations

Caroline Palmer, Community Relations



SELECTION COMMITTEE

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 2016-17 committee were: Kirby Hocutt (*chair*), Barry Alvarez, Jeff Bower, Herb Deromedi, Tom Jernstedt, Bobby Johnson, Jeff Long, Rob Mullens, Dan Radakovich, Condoleezza Rice, Steve Wieberg and Tyrone Willingham.



RANKINGS

In 2016, the College Football Playoff Selection Committee met weekly, in person, on Mondays and Tuesdays to produce rankings. The first rankings were announced Tuesday, November 1, with additional rankings released the following five weeks. On Selection Day, December 4, the selection committee unveiled its final rankings of the season, as well as pairings for the Playoff Semifinals and the New Year's bowls.

FINAL 2016 RANKINGS

- 1 Alabama
- 2 Clemson
- 3 Ohio State
- 4 Washington
- 5 Penn State
- 6 Michigan
- 7 Oklahoma
- 8 Wisconsin
- 9 Southern California
- 10 Colorado
- 11 Florida State
- 12 Oklahoma State
- 13 Louisville
- 14 Auburn
- 15 Western Michigan
- 16 West Virginia
- 17 Florida
- 18 Stanford
- 19 Utah
- 20 Louisiana State
- 21 Tennessee
- 22 Virginia Tech
- 23 Pittsburgh
- 24 Temple
- 25 Navy

NEW YEAR'S BOWLS





CAPITAL ONE ORANGE BOWL
December 30, 2016
No. 11 Florida State vs. No. 6 Michigan
Final Score: **Florida State 33**, Michigan 32



GOODYEAR COTTON BOWL CLASSIC
January 2, 2017
No. 15 Western Michigan vs. No. 8 Wisconsin
Final Score: **Wisconsin 24**, Western Michigan 16

(Photo by James Smith / Goodyear Cotton Bowl Classic)



ROSE BOWL GAME PRESENTED BY NORTHWESTERN MUTUAL

January 2, 2017

No. 9 Southern California vs. No. 5 Penn State
Final Score: **Southern California 52**, Penn State 49



ALLSTATE SUGAR BOWL

January 2, 2017

No. 14 Auburn vs. No. 7 Oklahoma
Final Score: **Oklahoma 35**, Auburn 19



PLAYOFF SEMIFINALS



PLAYOFF SEMIFINAL AT THE CHICK-FIL-A PEACH BOWL

December 31, 2016

No. 4 Washington vs. No. 1 Alabama
Final Score: Alabama 24, Washington 7
Attendance: 75,996

Offensive Player of the Game:

Bo Scarbrough, Running Back

Defensive Player of the Game:

Ryan Anderson, Linebacker

An all-time Georgia Dome record crowd of 75,996 was on hand for top-ranked Alabama's 24-7 victory over fourth-ranked Washington.

Sophomore running back Bo Scarbrough scored two touchdowns and rushed for 180 yards on 19 carries, the most ever for an Alabama player in a bowl game. The Tide defense, led by senior linebacker Ryan Anderson, got its 11th defensive touchdown of the season, scoring 10 points off turnovers.

The Chick-fil-A Peach Bowl marked the 26th straight victory for the Crimson Tide – and earned Alabama a second consecutive trip to the national championship game, putting Alabama in position to compete for its fifth national title in eight years.



PLAYOFF SEMIFINAL



PLAYOFF SEMIFINAL AT THE PLAYSTATION FIESTA BOWL

December 31, 2016

No. 3 Ohio State vs. No. 2 Clemson

Final Score: **Clemson 31**, Ohio State 0

Attendance: 71,279

Offensive Player of the Game:

Deshaun Watson, Quarterback

Defensive Player of the Game:

Clelin Ferrell, Defensive End

In front of a sellout crowd of 71,279 at University of Phoenix Stadium, No. 2 Clemson dominated No. 3 Ohio State, earning a trip to its second consecutive national championship with a 31-0 win over the Buckeyes. It was the Tigers' first appearance in the Fiesta Bowl, while Ohio State dropped to 4-3 all-time in the game's history.

Senior quarterback Deshaun Watson completed 23 of 36 passes for 259 yards and a touchdown, and added 57 yards and two touchdowns rushing.

The Tigers held the Buckeyes to just 215 yards and nine first downs, while recording 11 tackles for loss and three sacks. Freshman defensive end Clelin Ferrell finished the game with three tackles for loss and one sack.



**PLAYOFF
SEMIFINAL**



(Photos by Phil Ellsworth / ESPN Images)

CHAMPIONSHIP WEEK





“This event has changed our community forever.”

— Tampa Bay Sports Commission Executive Director **Rob Higgins**



(Photo by Melissa Macatee / National Football Foundation)

NATIONAL FOOTBALL FOUNDATION

The National Football Foundation (NFF) worked with the College Football Playoff to stage several major events throughout the week. Events included the induction of NFL COO Tod Leiweke into the NFF Leadership Hall of Fame, as well as the announcement of the 2017 College Football Hall of Fame Class.



NATIONAL ASSOCIATION OF COLLEGIATE DIRECTORS OF ATHLETICS

The National Association of Collegiate Directors of Athletics (NACDA) hosted its FBS Leadership Summit during championship week. Taking place in conjunction with the national championship game for the third year, the summit included a variety of educational sessions.



CHAMPIONSHIP WEEK

College football brought a comprehensive festival of fan-friendly activities to Tampa Bay. A record 100,000 guests attended downtown Championship Campus events that allowed college football fans to make lifetime memories prior to the College Football Playoff National Championship.



(Photo by Melissa Macatee / National Football Foundation)

FOOTBALL WRITERS ASSOCIATION OF AMERICA

The Football Writers Association of America (FWAA) hosted the FWAA Past Presidents' Dinner, held annually to bring together past FWAA presidents to reminisce and celebrate the college football season. Additional game week events included the FWAA Eddie Robinson Coach of the Year Reception, as well as the annual FWAA Awards Breakfast.

“Tampa is fantastic. Everything you want for an event of this magnitude, it’s all here.”

— ESPN Reporter **Tom Rinaldi**



CHAMPIONSHIP BEACH BASH AND CHAMPIONSHIP YACHT VILLAGE

Tampa’s waterfront allowed the addition of two new experiences for the national championship game. Championship Beach Bash took place on Sunday and featured live music, games and a one-of-a-kind sand sculpture. Championship Yacht Village, positioned along the Tampa Riverwalk, featured vessels ranging in size from 50 feet to 164 feet.



PLAYOFF FAN CENTRAL

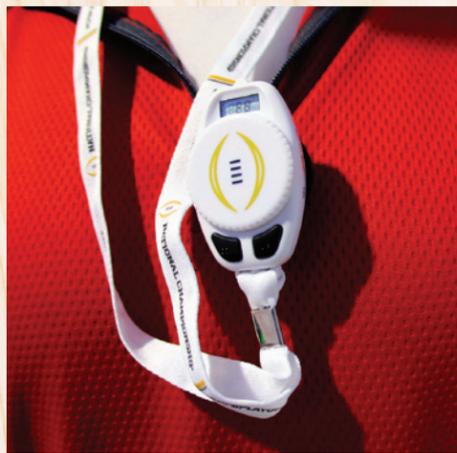
Playoff Fan Central featured family-friendly experiences such as youth clinics, autograph sessions and pep rallies. A 200,000-square foot college football-themed park at the Tampa Convention Center, the event ran Friday, Saturday and Sunday of championship week.





MEDIA DAY

On Saturday, fans enjoyed attending Media Day at Amalie Arena to watch members of the media conduct interviews with coaches and student-athletes. ESPN televised the event and fans received handheld radios with the ability to tune in to select stations to hear commentary from the interviews. More than 2,000 fans attended the festivities.



“Tampa has tons of personality. It’s built for putting on a great show.”

— ESPN The Magazine Senior Writer **Ryan McGee**



AT&T PLAYOFF PLAYLIST LIVE!

Curtis Hixon Waterfront Park hosted the AT&T Playoff Playlist Live! concert series on Friday, Saturday and Sunday evenings. Eric Paslay performed Friday night, along with The Shadowboxers and Clare Dunn. Flo Rida headlined the event Saturday, with additional performances by Rachel Platten and the Cold War Kids. On Sunday, Jay Pharoah served as a special guest host, with Usher taking center stage as the headline act. Additional Sunday performers included Gavin DeGraw and Jamie N Commons.



EXTRA YARD 5K

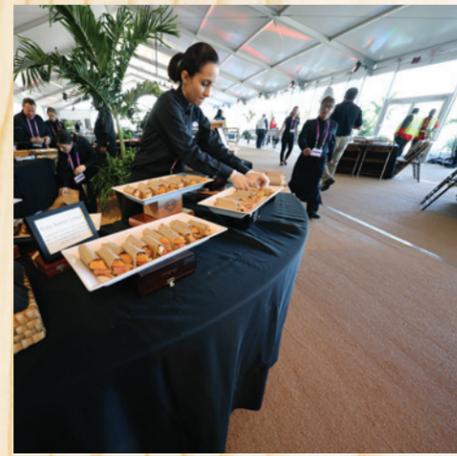
A record 1,100 runners participated in the Extra Yard 5K, the official road race of the College Football Playoff. The family-friendly 3.1 mile race was held in the heart of downtown Tampa's Championship Campus and incorporated a scenic route along Tampa's iconic Bayshore Boulevard. In addition to the 5K, a one-mile Family Fun Run was also held. Proceeds from the race benefited the College Football Playoff Foundation's Extra Yard for Teachers initiative.



TASTE OF THE CHAMPIONSHIP

Attendees of the Taste of the Championship sampled gourmet food and beverages representing geographic regions from around the country. Participating Tampa Bay restaurants included 717 South, Ava, Bern's Steak House, Boca Kitchen, Bar & Market, Cigar City BrewPub, The Columbia, Datz, Fodder & Shine, Goody Goody, Haven, Mad Dogs and Englishmen, Mise en Place, Parkshore Grill, The Refinery, Roux and Ulele. Proceeds from the event supported the College Football Playoff Foundation and Extra Yard for Teachers.





PLAYOFF PREGAME

Live entertainment and a variety of cuisines were available before kickoff for attendees of Playoff Pregame.



CHAMPIONSHIP TAILGATE

CHAMPIONSHIP TAILGATE

Almost 50,000 fans enjoyed entertainment at Championship Tailgate before heading into Raymond James Stadium for the 2017 College Football Playoff National Championship. Championship Tailgate featured a zip line, interactive games, giveaways by sponsors and a performance from multi-platinum singer and songwriter Dierks Bentley.

PLAYOFF PREMIUM

Guests of Playoff Premium enjoyed a great national championship game experience. Package purchasers enjoyed food, beverages and musical entertainment, in addition to other premium amenities.





“The city of Tampa has been a great host here for the time that we’ve been here . . . we certainly appreciate that.”

— Alabama Head Coach **Nick Saban**



TEAM EXPERIENCE

The 2017 College Football Playoff National Championship was a once-in-a-lifetime experience for the Clemson Tigers and the Alabama Crimson Tide. Welcome receptions, warm hospitality and endless photo opportunities preceded the ultimate destination: the national championship game at Raymond James Stadium.

“I’m very appreciative of all the folks who worked so hard to make this a great experience for these young people. This is something that both teams will carry with them forever. It’s a great moment.”

— Clemson Head Coach **Dabo Swinney**



NATIONAL CHAMPIONSHIP GAME





PREGAME AND ANTHEM

Prior to kickoff, GRAMMY Award-winning group Little Big Town performed the Star-Spangled Banner.



The American flag and the participating team flags were brought into Raymond James Stadium by members of the U.S. Special Operations Command (USSOCOM) Para-Commandos. The Nation's Colors were presented by a MacDill Air Force Base Honor Guard. A military flyover by the 1st Special Operations Wing also highlighted the anthem.



The national anthem also featured a flight from Challenger, the American Eagle Foundation's famous free-flying bald eagle.



HALFTIME

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



SCHOOL BANNERS

Banners from the ten conferences and all 128 Football Bowl Subdivision institutions highlighted the national championship game's pregame pageantry for the third consecutive year.



MILITARY SALUTE

Tampa-based USSOCOM pilots and para-commandos were recognized during the game, proudly representing the 70,000 members of the Unified Combatant Command across the country.

“Raymond James Stadium is a fun place to play and the turf was truly amazing... they know what they’re doing.”

— Clemson Quarterback
Deshaun Watson









COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

January 9, 2017

No. 2 Clemson vs. No. 1 Alabama

Final Score: **Clemson 35**, Alabama 31

Attendance: 74,512

Offensive Player of the Game:

Deshaun Watson , Quarterback

Defensive Player of the Game:

Ben Boulware, Linebacker

An unprecedented national championship game rematch, the Clemson Tigers claimed the program's first national title in 35 years, defeating the Alabama Crimson Tide, 35-31, in the 2017 College Football Playoff National Championship.

Heisman finalist and junior quarterback Deshaun Watson broke his own passing record in a national championship game with 420 yards. Watson was responsible for four touchdowns, including two in the fourth quarter, and was named Offensive Player of the Game.

Clemson's defense, helped by Defensive Player of the Game Ben Boulware, held Alabama's offense to a season-low 376 yards, and a 2-of-15 performance on third downs.

After rallying from an early 14-0 deficit, it was Clemson's offense that prevailed, putting up 21 points in the fourth quarter. The lead changed hands three times in the fourth, with Clemson scoring the game-winning touchdown with one second left in the game.

The Clemson Tigers celebrated the program's first national title since 1981, snapping Alabama's 26-game win streak in the process.



**NATIONAL
CHAMPIONSHIP**
TAMPA BAY 2017



EMPIRE STATE BUILDING

The iconic Empire State Building in New York City displayed Clemson's colors after the Tigers' national championship victory.

COLLEGE FOOTBALL PLAYOFF FOUNDATION



**EXTRA YARD
FOR
TEACHERS**
COLLEGE FOOTBALL PLAYOFF FOUNDATION



COLLEGE FOOTBALL PLAYOFF
FOUNDATION



EXTRA YARD
FOR **TEACHERS**
COLLEGE FOOTBALL PLAYOFF FOUNDATION



COLLEGE FOOTBALL PLAYOFF FOUNDATION

The College Football Playoff (CFP) Foundation is the charitable arm of the playoff and supports education and teachers across the country. The Foundation's primary initiative, Extra Yard for Teachers, elevates the teaching profession by inspiring and empowering quality teachers through the development and implementation of programs in three key focus areas: direct provision of resources, teacher recognition and professional-development training.

www.cfp-foundation.org

/CFPEXtraYard @CFPEXtraYard @CFPEXtraYard #CFPEXtraYard

IMPACT SINCE 2014:



FUNDED

\$11,867,769.91



TEACHERS

97,407



SCHOOLS

12,902



STUDENTS

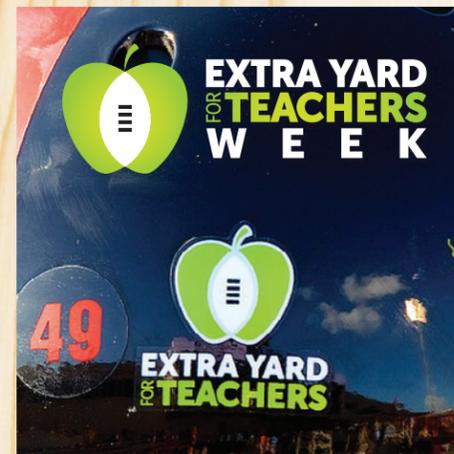
3,033,144



EXTRA YARD CLASSROOM MAKEOVER PROJECT

The Extra Yard Classroom Makeover Project, sponsored by SSI Guardian, a subsidiary of School Specialty, was launched in 2016 as a creative way to provide teachers with classroom resources.

In its inaugural year, the Extra Yard Classroom Makeover Project received almost 900 applications from teachers in 47 states. Ten teachers were selected for classroom makeovers and received furniture, new technology, storage components and more.



EXTRA YARD FOR TEACHERS WEEK

An eight-day period administered by the CFP Foundation to celebrate and recognize teachers across the country, Extra Yard for Teachers Week took place September 17-24, 2016. The second year of the event saw tremendous success, made possible by universities, conferences, bowl games and other partners of the CFP Foundation.

In celebration of Extra Yard for Teachers Week, the CFP Foundation and ESPN flash-funded 524 DonorsChoose.org projects in conjunction with College GameDay stops in Louisville, Kentucky, and Knoxville, Tennessee. Teachers in the two communities were also featured on-air during the two broadcasts.



COLLEGE BANNER PROGRAM

Through the College Banner Program, the CFP Foundation inspired a college-going culture in Tampa-area schools by providing 15,000 collegiate banners to more than 11,000 classrooms.

In 2016, Florida native Derrick Brooks joined the CFP Foundation and the Tampa Bay Sports Commission at Brooks DeBartolo High School, one of the 547 schools impacted by the program, to hang his college banner. The former Florida State Seminoles and Tampa Bay Buccaneers star linebacker also spoke to students about the importance of education.



EXTRA YARD FOR TEACHERS SUMMIT

The third annual Extra Yard for Teachers Summit featured a half-day of powerful speakers and performances. In 2017, the CFP Foundation introduced the Extra Yard for Teachers Lounge as part of the Summit, which included additional speakers, energizing activations, refreshments and entertainment.



“In order for teams to make it to the big game, they need a strong and supportive coach. Likewise, each day teachers are coaching the next generation for their most important challenge – a shot at a successful and happy life. I’m proud to stand with the CFP Foundation and CCSSO celebrating success on the field and in the classroom.”

— 2016 National Teacher of the Year
Jahana Hayes



TEACHER OF THE YEAR CHAMPIONSHIP EXPERIENCE

In its first year, the Teacher of the Year Championship Experience hosted 59 State Teachers of the Year in Tampa for the 2017 College Football Playoff National Championship. The CFP Foundation and Council of Chief State School Officers (CCSSO) developed the program to honor the State Teacher of the Year from each U.S. state and territory on college football’s biggest platform. The teachers participated in various events throughout championship week and were honored on-field at halftime in front of a crowd of more than 70,000.



EXTRA YARD FOR TEACHERS IN TAMPA BAY

The partnership between the Tampa Bay Sports Commission (TBSC) and the CFP Foundation made a tremendous impact in the Tampa area through the Extra Yard for Teachers platform.

Through the CFP Foundation’s programming, TBSC made a huge splash during Extra Yard for Teachers Week by donating \$274,000 to DonorsChoose.org projects in Tampa-area school districts, impacting over 350 teachers and 37,000 students.

The TBSC and CFP Foundation also partnered with Helios Education Foundation to encourage teachers and community stakeholders to help build a college-going culture in K-12 students. The initiative targeted three primary school districts in Tampa through the Take Stock in Children (TSIC) program, the College Ready Tampa Bay program and DonorsChoose.org grants.



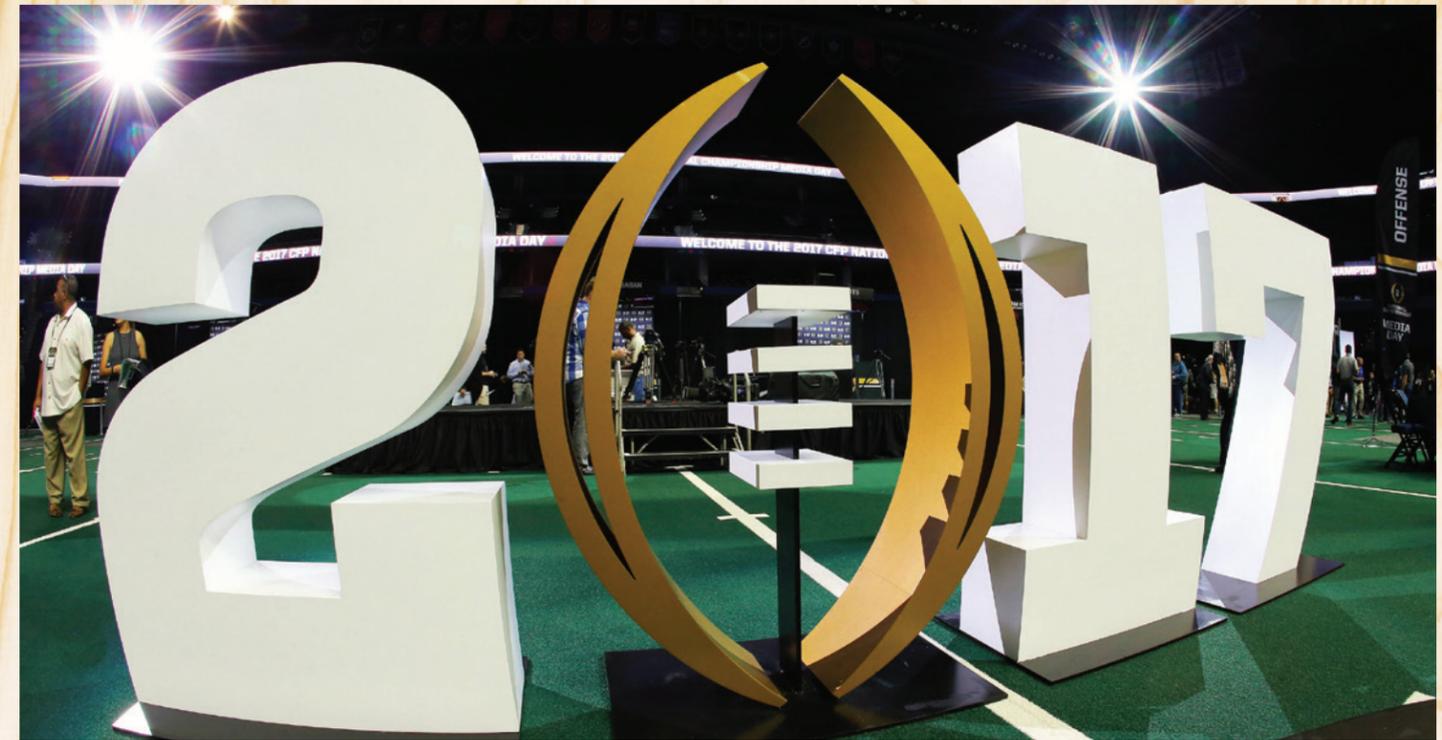
PLAYOFF
GREEN



Each year, a number of sustainability projects are put into place to “green” the College Football Playoff National Championship. In 2017, this included solid waste diversion and recycling, prepared food recovery, urban forestry, material recovery and repurposing and renewable energy.

SOLID WASTE DIVERSION AND RECYCLING

Hundreds of branded recycling bins were provided at major event venues, including the Tampa Convention Center and Raymond James Stadium.



RENEWABLE ENERGY

In an effort to reduce greenhouse gas emissions and address the impact on climate change, downtown Championship Campus events and Raymond James Stadium were powered through the use of renewable energy certificates (RECs) provided by Tampa Electric.



PREPARED FOOD RECOVERY

Thousands of pounds of prepared food from all championship week events was recovered and taken to the Feeding Tampa Bay food bank.



MATERIAL RECOVERY AND REPURPOSING

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

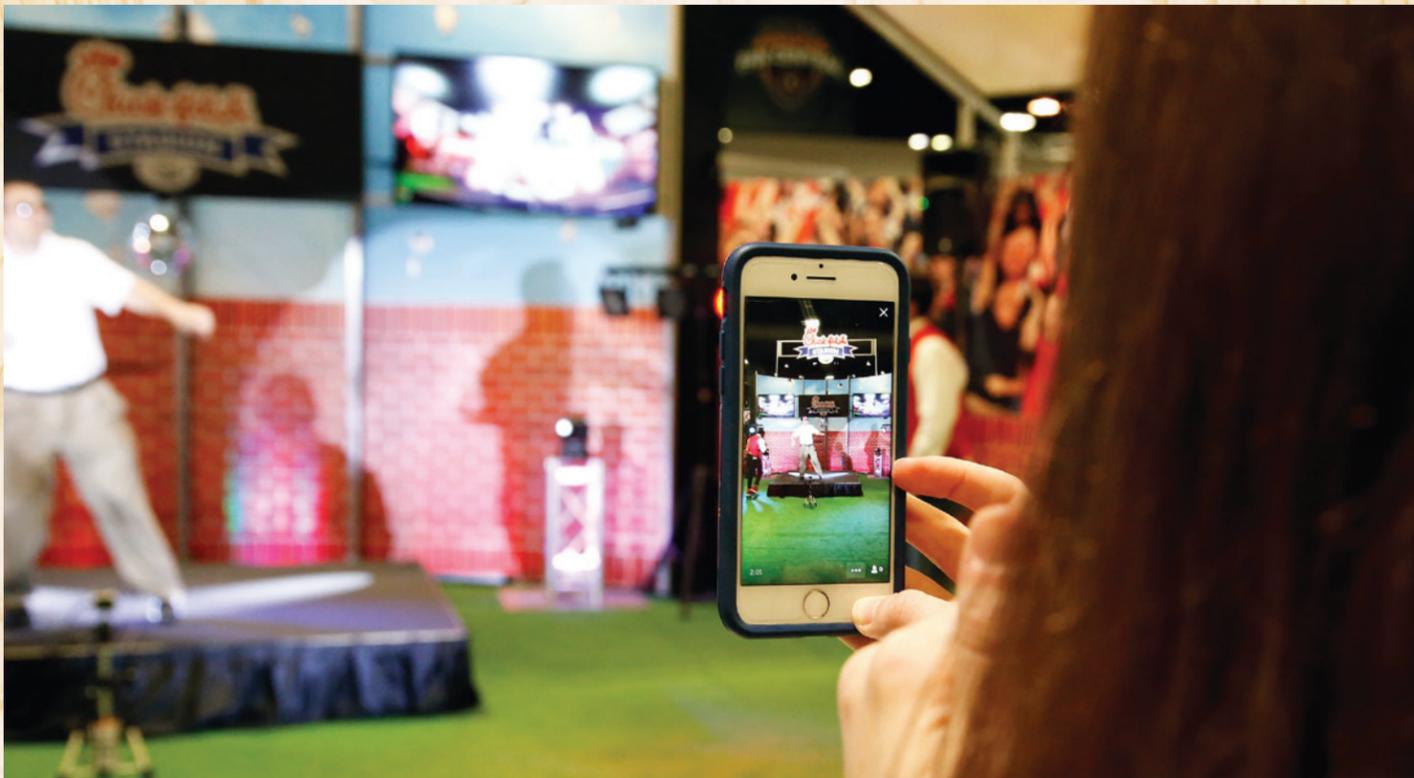


GERDAU PLAYOFF GREEN CAMPUS CHALLENGE

Ten Hillsborough County schools were challenged to implement a series of sustainability projects on their campus. Schools that successfully completed the Campus Challenge were awarded grants for school supplies and urban forestry projects.

DIGITAL AND SOCIAL MEDIA

#CFBPLAYOFF



In 2016-17, the official College Football Playoff website and mobile app continued to drive fan engagement, providing users with the latest rankings, as well as in-depth information about the playoff and the national championship game.



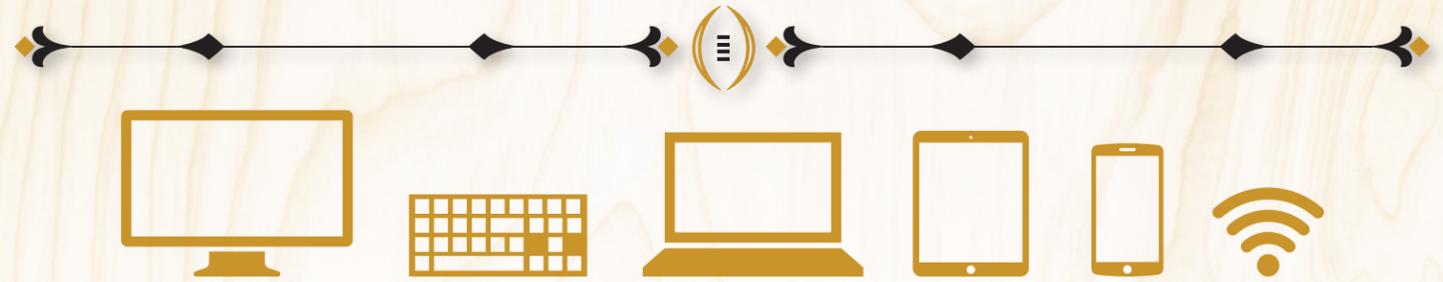
WWW.COLLEGEFOOTBALLPLAYOFF.COM

Between Selection Day on December 4, 2016, and the national championship game on January 9, 2017, www.collegefootballplayoff.com had more than 3.2 million page views. The website saw an increase in several key growth metrics in 2016-17, including page views, user sessions and new users.



CFP GAMEDAY APP

With almost 70,000 downloads of the official mobile app of the College Football Playoff, geofencing technology utilized within the app engaged fans with relevant information based on their specific location. Throughout championship week, more than 51,000 customized messages were delivered.



A variety of social and digital initiatives were launched surrounding the 2017 College Football Playoff National Championship.



EMOJI KEYBOARD

The College Football Playoff emoji keyboard, powered by YourMoji, featured over 60 emojis that fans were able to use across various messaging and social media platforms.



AUGMENTED REALITY (AR) TROPHY EXPERIENCE

The Trophy Experience by Aireal enhanced fan engagement through cutting edge technology and allowed fans to interact and snap photos with the trophy and share images on media.



SOCIAL PASSPORT: TAMPA BAY

In collaboration with Thuzi and the Tampa Bay Sports Commission, the College Football Playoff created a first-of-its-kind social experience. Participating fans had the chance to earn Championship Rewards and win exclusive prizes, including national championship game tickets.



VIRTUAL REALITY/360-DEGREE VIDEOS

Fans experienced the national championship game in a unique way through immersive video captured and produced by MANDT VR. Virtual reality and 360-degree content provided an in-depth look into the pageantry of the 2017 College Football Playoff National Championship.





FACEBOOK
422,000+
PAGE LIKES.

MORE THAN
937,000
VIEWS OF
FACEBOOK LIVE VIDEOS
SURROUNDING THE
NATIONAL
CHAMPIONSHIP GAME.

15 MILLION+
impressions, with
posts shared
19,000+ TIMES
over six days.

MEDIA DAY
ACTIVATION
at Amalie Arena,
including behind-
the-scenes content
from Facebook Live
booth interviews.

CHAMPIONSHIP WEEK
posts generated
135,000+
likes and
14,000+
comments.

Pregame flyover during the
national anthem filmed via
Facebook Live received almost
260,000
VIEWS.



T W I T T E R
188,000+
FOLLOWERS.

HASHTAG-GENERATED
emojis
available for Playoff
Semifinals and national
championship game.

Tweets posted game
week averaged
1.7 MILLION
impressions per day
and generated
234,000+
profile visits.

Content generated
21,300 RETWEETS
and
43,300 LIKES.

@CFBPlayoff
received more than
12,000
mentions and grew by
5,000+
new followers.

VIEWS OF CHAMPIONSHIP
WEEK EVENTS LIVE
STREAMED VIA PERISCOPE
REACHED OVER
10,000.



INSTAGRAM
168,000+
FOLLOWERS.

5 million+
VIEWS OF
INSTAGRAM POSTS
AND MORE THAN
262,000
LIKES ON GAME
WEEK CONTENT.

150,000+
people reached through
posts, accounting for
50,000+
profile views and more than
4,000
new followers.

NATIONAL CHAMPIONSHIP
GAME CONTENT FEATURED
ON INSTAGRAM'S PRIMARY
ACCOUNT, FEATURING
218
MILLION
FOLLOWERS.

Instagram stories throughout
the week averaged
3,000
views per post.



SNAPCHAT
5,000+
AVERAGE VIEWS
PER SNAP.

EXCLUSIVE,
UNIQUE
GAME WEEK
COVERAGE
OF FAN
EVENTS.

CUSTOM SNAPCHAT
FILTERS AVAILABLE
THROUGHOUT TAMPA;
FILTERS USED ALMOST
6,000
TIMES, RESULTING IN
595,000+
VIEWS.

137
MILLION
views on national
championship
game story in
Discover, featuring
fan-submitted
content and live
game updates.





COLLEGE FOOTBALL PLAYOFF

www.collegefootballplayoff.com

 /CollegeFootballPlayoff  @cfbplayoff  @cfbplayoff #CFBPlayoff