2017 Season Highlights

**Promotions & Special Events**

Below are some of the highlighted promotions and special events for the 2017 season. Please see the Giants pocket schedule or go to sfgiants.com for a complete listing.

**Events**

**Home Opener:** The Giants will begin their 60th season in San Francisco, 135th in franchise history, and 18th season at AT&T Park when they host the Arizona Diamondbacks on Monday, April 10. Fans are encouraged to be in their seats no later than 1:00 p.m. for the Opening Day festivities. Ceremonies will feature American Performance Painter David Garibaldi, known for his “Rhythm and Hue” stage act in which he rapidly creates painting of notable rock musicians. Cast members from the musical HAMILTON will perform the National Anthem, currently playing at SHN’S Orpheum Theater in San Francisco. The singing actors scheduled to perform are the Schuyler Sisters – Emmy Raver-Lampman (Angelica), Solea Pfeiffer (Eliza), and Amber Iman (Peggy).

**1997 Giants Team Reunion:** On Saturday, August 5 (vs. Diamondbacks) the Giants will host a reunion for the 1997 NL West Division Champions, which included Barry Bonds, Jeff Kent, J.T. Snow, Rich Aurilia, Kirk Rueter, Shawn Estes and Mark Gardner.

**Fan Favorites & Notable Giveaways**

- **Opening Day Calendar presented by AT&T,** 1st 40,000 fans – Monday, April 10 (vs. Diamondbacks)

- **Giants SF Heart Flag presented by Bank of America,** 1st 20,000 fans – Tuesday, April 11 (vs. Diamondbacks)

- **Gold Glove Foam Finger Presented by Coca-Cola,** 1st 20,000 fans – Wednesday, April 12 (vs. Diamondbacks). The Giants will honor Gold Glove winners Brandon Crawford, Buster Posey and Joe Panik in a pre-game ceremony.

- **Fireworks Night** – Friday, April 14 (vs. Rockies)
- **Giants Player Scarf Presented By Central Oregon Visitors Association**, 1st 20,000 fans – Friday, April 28 (vs. Padres)

![Giants Player Scarf](image)

- **Two Flaps Down Hat presented by River Rock Casino**, 1st 20,000 fans – Saturday, April 29 (vs. Padres)

![Two Flaps Down Hat](image)

- **Mother’s Day Expandable Tote Bag Presented by Nestle Dreyer’s Ice Cream**, 1st 20,000 fans – Sunday, May 14 (vs. Mets)

![Mother’s Day Tote Bag](image)

- **Buster Hugs Blanket Presented by Toyota**, 1st 20,000 fans – Friday, June 9 (vs. Twins)

![Buster Hugs Blanket](image)

- **Jeff Samardzija Shark Globe presented by AAA**, 1st 20,000 fans – Saturday, June 8 (vs. Marlins)

![Jeff Samardzija Shark Globe](image)

- **50th Anniversary Summer of Love Blanket presented by the deYoung Museum**, 1st 20,000 fans – Sunday, June 25 (Mets)

![50th Anniversary Blanket](image)

- **Virgin America 2-for-1 Flight Voucher**, 1st 40,000 fans – Saturday, Aug. 19 (vs. Phillies)
Bobblehead Giveaways (presented to 1st 40,000 fans)

- Giants Retro Bobblehead Presented By Coca-Cola, 1st 30,000 fans – Saturday, June 24 (vs. Mets)

- Charlie Brown 50th Anniversary Edition Bobblehead, 1st 30,000 fans – Saturday, July 22 (vs. Padres)

Gnome & Bobblebody Giveaways

- Johnny Cueto Shimmy Bobble Presented by Chevron ExtraMile, 1st 40,000 fans – Saturday, April 15 (vs. Rockies)

- Orlando Cepeda Statue Replica/80th Birthday, 1st 20,000 fans – Saturday, Sept. 16 (vs. Diamondbacks)

Kids Only Giveaways, 14 & under

- Brandon Crawford Backpack with Cape Presented by Toyota, 1st 5,000 fans, 14 & under – Sunday, Apr. 16 (vs. Rockies)

- MLB Play Ball Bat & Ball Set, 1st 5,000 fans, 14 & under – Sunday, June 11 (vs. Tw
**Special Ticket Events & Fundraisers** – These events require a Special Event ticket purchase. Special Event tickets can be purchased online at sfgiants.com/specialevents or by calling 415-972-2298.

#BayAreaUnite Programs

- Programs, Dates and Special Event Giveaway Items:
  - #BayAreaUnite Night with the Golden State Warriors Presented by Peet’s Coffee (4/26) – Giants/Warriors Reversible Beanie
  - #BayAreaUnite Night with the San Jose Sharks (9/19) – Giants/Sharks Beanie
  - #BayAreaUnite Night with 49ers Great, Joe Montana – Joe Montana/Giants Bobblehead

50th Anniversary of the Summer of Love

- Date: Sunday, June 25 vs. Mets
- Special Event Giveaway: Giants-themed bus collectable
- Highlights:
  - Various in-game entertainment elements will be themed around the Summer of Love.

Game of Thrones Night

- Date: Thursday, July 20 vs. SD
- Special Event Giveaway: Hunter Pence/Game of Thrones themed bobblehead
- Highlights:
  - Various in-game entertainment elements will be themed around the hit show, a unique VIP Experience taking place pregame for select fans.

Peanuts Day - A 50th Anniversary Celebration of "You're a Good Man, Charlie Brown"

- Date: Saturday, July 22 vs. SD
- Special Event Giveaway: Special-Edition Charlie Brown sound chip bobblehead
- VIP Package Giveaway: Peanuts/Giants Duffle Bag
- Highlights:
  - The Giants will celebrate the influential work of one of the most revered comic strip authors and illustrators throughout history Charles M. Schulz.

Star Trek Night at AT&T Park - 30 Year Anniversary of The Next Generation

- Date: Friday, September 1 vs. Cardinals
- Special Event Giveaway: Collector’s edition Star Trek/Giants T-Shirt commemorating the 30th Anniversary
- Highlights:
  - Themed entertainment to take place throughout the game
Pediatric Cancer Awareness Day
- **Date:** Saturday, September 2 vs. STL
- **Special Event Giveaway:** Buster Posey bobblehead
- **VIP Package Giveaway:** Limited-edition individually-numbered Buster Posey Catchers Helmet Desktop Collectable
- **Highlights:**
  - A portion of proceeds from every Pediatric Awareness Night ticket sold will go to the Posey Family Foundation – benefitting pediatric cancer research and care.

The Thomas Keller VIP Tasting Experience
- **Date:** Tuesday, September 19 vs. COL
- **Tickets On-Sale Soon
- **Highlights:**
  - Select fans who purchase the event experience ticket package will have a unique opportunity to attend a pregame tasting event with Chef Thomas Keller and his team, consisting of an Ad Hoc + Addendum pop-up offering lobster rolls and fried chicken sandwiches, as well as baseball macaroons from Bouchon Bakery.
  - Food tasting, along with complimentary wine, inclusive of pregame experience
  - Chef Keller will be on hand to speak to guests in attendance

College Night Series:

**UC Berkeley – Presented by AT&T**
- **Date:** Tuesday, April 11 vs. Diamondbacks
- **Giveaway:** Co-Branded Giants/Cal T-Shirt

**SFSU Night**
- **Date:** Wednesday, April 12 vs. Diamondbacks
- **Giveaway:** Co-Branded Giants/SFSU T-Shirt

**Stanford Night – Presented by AT&T**
- **Date:** Thursday, April 13 vs. Rockies
- **Giveaway:** Co-Branded Giants/Stanford T-Shirt
**SJSU Night**
- **Date:** Friday, April 14 vs. Rockies
- **Giveaway:** Co-Branded Giants/SJSU T-Shirt

**St. Mary’s College Night**
- **Date:** Wednesday, April 26 vs. Dodgers
- **Giveaway:** Co-Branded Giants/St. Mary’s T-Shirt

**Santa Clara University Night**
- **Date:** Friday, May 12 vs. Reds
- **Giveaway:** Co-Branded Giants/Santa Clara T-Shirt

**USF Night – Presented by AAA**
- **Date:** Tuesday, May 16 vs. Dodgers
- **Giveaway:** Co-Branded Giants/USF T-Shirt

**Music Series Events**

**Grateful Dead Tribute Night**
- **Date:** Thursday, August 3 vs. A’s
- **Giveaway:** Limited-edition Giants-themed Dancing Bear bobblehead, commemorating the 50th anniversary of The Summer of Love
- **Highlights:**
  - Members of the original band and members of the Garcia family are scheduled to attend and participate in special pre-game events
  - Themed entertainment to take place throughout the game

**Metallica Night**
- **Date:** Monday, August 7 vs. Cubs
- **Giveaway:** Collector’s-edition Giants/Metallica T-Shirt
- **Highlights:**
  - Metallica-themed entertainment will be featured throughout the game
  - A portion of proceeds from every Metallica Day Special Event ticket will benefit the Posey Family Foundation – benefitting pediatric cancer research and care.
Family Fun/Pop Culture Special Events

- Programs, Dates, and Themes:
  - MARVEL Super Heroes Night 1 (4/24) – Guardians of the Galaxy
  - MARVEL Super Heroes Night 2 (9/15) – Thor
  - STAR WARS® Day (5/26) – 40th Anniversary Celebration of Episode IV-A New Hope
  - STAR WARS® Day Presented by PG&E (9/30) – STAR WARS®: The Last Jedi
  - Pixar Day at the Park (6/24) – Disney/Pixar’s “Cars3”
  - Pixar Day at the Park (9/17) – Disney/Pixar’s "Coco"

- Special Event Giveaway: Each Pop Culture Special Event ticket comes with a co-branded Special Event item
Media

**NBC Sports Regional Networks:** On April 2, the Giants flagship television partner, CSN Bay Area, will change its name to NBC Sports Bay Area. This re-branding creates one brand, both regionally and nationally, unified under the established NBC Sports legacy. The re-brand will not affect coverage and will be primarily noticeable through the use of new logos and graphics – featuring the iconic NBC Peacock and other NBC-related branding.

**Live Streaming of Giants Games:** For the first time ever, all in-market Giants games will be streamed live on the NBC Sports Bay Area, formerly CSN Bay Area, website and on the NBC Sports app designed for desktops, mobile devices, tablets and connected TVs.

Fans who are NBC Sports Bay Area subscribers via a participating cable/video provider, and reside in an area where they are able to view in-market MLB games on the NBC Sports Bay Area channel, will be able to access streaming content from NBC Sports Bay Area. Upon beginning to stream a game, fans will be prompted to log into their cable/video provider account to verify their subscription. Streaming will begin once the subscription is verified. The NBC Sports app is powered by Playmaker Media and is available on Apple iOS, Android and select Samsung devices, as well as on Amazon Fire, Apple TV, Chromecast, Roku, Win10 and Xbox.

**Inside The Clubhouse (ITC) produced by SFG Productions:** The Inside The Clubhouse shows which air on NBC Sports Bay Area (formerly CSN Bay Area) and available on sfgiants.com will have a different look and feel this season. The six original shows will feature content that is dynamic, timeless and relevant throughout the season, with the ability to adapt across broadcast, digital and social media platforms. The first show, “Inside The Clubhouse: The System,” dives into a baseball players’ journey to the Major Leagues – examining the time, effort and resources it takes to not only get to the highest level...but to stay there. More than 40 interviews with players, scouts and coaches were conducted over a four-month period in three of the Giants player development locations – Scottsdale, San Francisco and Boca Chica, Dominican Republic.

**Spanish Radio Broadcasts:** The San Francisco Giants and Lazer Broadcasting begin a three-year partnership making KXZM 93.7 FM in the San Francisco/San Jose markets the new Spanish flagship radio station of the Giants. The Spanish radio network, which also includes KGRB 94.3 FM in Sacramento, 107.1 FM in Santa Rosa and KXSM 93.1 FM in Salinas/Monterey, will carry a total of 101 broadcasts including all 81 home games and road games against the Los Angeles Dodgers, San Diego Padres and Oakland Athletics. The Giants broadcast team of Tito Fuentes, Marvin Benard and Erwin Higueros will call the games.

**Interactive Media**

**Social Media:** The Giants are currently active on twelve social media channels with a combined following of over 6.7 million fans. The @SFGiants saw continued growth throughout the 2016 season, as a result of an engaged, active, dedicated and young fan base. The #SFGiants Social Media team will continue to keep fans entertained in 2017 with fresh content, behind the scenes looks and the most updated team information. To stay connected, visit sfgiants.com/Connect. Giants Social Media Channels include: Facebook, Twitter, Instagram, Snapchat, Periscope, Pinterest, LinkedIn, Tumblr, Google+, YouTube, Reddit and Medium.

**Personal Video Highlights:** Starting on Opening Day, Giants fans that appear on TV during a local or national game broadcast will be able to get their video clip sent directly to their phone by using a new app and social media platform called 15 Seconds of Fame (15SOF). Through a partnership with MLB Advanced Media, the interactive media and internet company of Major League Baseball, fans can simply download
the app and take a “selfie,” and the video will be sent to them. They can then share the video content instantly across their social networks and keep it forever.

**Fan Cam:** Starting this season, Giants fans will be able to “TAG” themselves at select AT&T Park home games, thanks to the introduction of Fan Cam. Through sfgiants.com, fans will be able capture themselves in a high quality photo an hour after the game’s last out and share with their friends via social media.

**Tickets**

**+1 Ballpark Pass:** This new limited quantity SRO Ticket opportunity is being tested during the month of April to appeal to the Giants younger fan demographic – the millennials. For $99, this pass offers access to the ballpark for the purchaser and a guest to each April home game, excluding Opening Day, but including the two exhibition games against the Athletics on 3/30 & 3/31. The +1 Ballpark Pass is designed to be convenient – just having to activate the pass for the games you want to attend and then flashing your mobile tickets at the gate. Fans have an opportunity to upgrade to a seat after entering the ballpark and will receive notifications including exclusive discounts/sponsor offers and +1 group meet up locations during the game. Current pass holders will have the first right to purchase the next month’s pass.
**Corporate Partners**

The Giants head into the 2017 season with a diverse family of corporate partners that represent a variety of local, regional, national and international companies.

The Giants take great pride in developing strategic, results-oriented programs for partners of all sizes with activations that include brand marketing, promotions, community outreach, media and hospitality options.

The Giants are pleased to have extended their longstanding relationships with many key sponsors while welcoming new ones to the family.

**Airbnb:** Airbnb and the Giants have formed a partnership to address one of San Francisco’s most pressing issues: family homelessness. In a first-of-its kind partnership, they will donate up to $1,000 for every Giants run scored at AT&T Park throughout the regular season to the Heading Home Campaign, a collaboration between the City and County of San Francisco, the San Francisco Unified School District, Hamilton Families and philanthropic leaders. Airbnb’s mission is to create a world where people can belong when they travel by being connected to local cultures and having unique travel experiences. Its community marketplace provides access to millions of unique accommodations from apartments and villas to castles and treehouses in more than 65,000 cities and 191 countries.

**Nuveen:** Nuveen and the Giants have formed a new partnership, which includes outfield signage above the Fan Lot. The new signage is part of Nuveen’s partnership with the Giants and reflects their support of the team. Nuveen offers a comprehensive range of outcome-focused investment solutions designed to secure the long-term financial goals of institutional and individual investors. As the investment management arm of TIAA, Nuveen manages $882 billion in assets across 12 affiliates that offer deep expertise across a comprehensive range of traditional and alternative investments through a wide array of vehicles and customized strategies.

**Halo Neuroscience:** The San Francisco Giants have partnered with Halo Neuroscience, a San Francisco-based company that develops neurotechnology to unlock human potential for both performance and medical applications. Halo Sport, the company’s first product, utilizes Neuropriming technology to accelerate the neurologic gains of strength and skill learning that result from athletic training. This technology is being integrated by the Giants athletic training staff into the core training regimen of the players to improve and refine player performance and athleticism. Halo Sport Neuropriming is producing measurable and significant results, especially in the team’s speed and explosiveness.
Silver Oak | Twomey: The California based, family owned wineries will be adding a new and improved bar experience to the Oracle Suite Level for the 2017-2019 seasons. Fans will enjoy feeling as if they are being whisked away to wine country while they have the opportunity to enjoy a variety of wine selections at both the new bar and during pop-up wine tasting events throughout the season.

Juicero: Juicero is a company on a mission to help people consume more fresh produce every day. Starting with the first home, cold-press juicing system that makes raw, organic juice at the touch of a button. With hand-selected farms, cutting-edge engineering, and some out-of-the-box thinking, the Juicero system represents three years of hard work to bring cold-pressing technology (and nutrient-dense goodness) home – and most recently into the Giants Clubhouse. With this newly established partnership, Giants players and coaches are consuming more fruits and vegetables daily in an effort to maintain their health performance. Over the next few years, the Giants will work to ensure the cold-pressed juice is also made available in-park.

CREAM: CREAM, a fast, casual restaurant franchise business that specializes in premium quality ice cream sandwiches, has joined the Giants family of corporate partners. Started by Gus Shameih and his family in 2010, CREAM has quickly become a Bay Area favorite, and has since added multiple locations throughout California and Florida.

The Organic Coup: The Giants have partnered with the first USDA Certified Organic fast food restaurant in America. The Organic Coup will be located in Section 134 on the Promenade Level and will be the first 100% certified organic vendor at AT&T Park, featuring a crispy fried chicken sandwich, chicken tenders, tater tots and organic caramel popcorn drizzled in chocolate. The Coup believes in food that is raised within Organic USDA standards, which do not allow Genetically Modified Organisms (GMOs), toxic chemicals and pesticides or the use of antibiotics or added hormones in livestock.
**Tastes on the Fly:** The Giants have partnered with airport restaurateur Tastes on the Fly to create the San Francisco Giants Clubhouse in Terminal 3 at San Francisco International Airport. This will be the first time the Giants will create a restaurant experience outside of AT&T Park. The restaurant will feature an immersive environment using a wrap-around digital wall that will showcase sports, news, movies and interactive entertainment. Three replica World Series trophies will be housed in a display case at the front of the restaurant along with a rotating exhibit of Giants memorabilia. San Francisco Giants Clubhouse will be designed by BCV Architects. Its modern aesthetic will combine the spirit of the Giants’ fan base with an elegant urban experience to create a fun, sophisticated space.

**Multi-year Renewals:** The Giants are proud that the following partners have extended their current support and individual programs for years to come with the Giants.
- Yahoo!
- Blue Shield of California
- Charles Schwab
- State Farm
- PG&E
- Diageo
- Anheuser-Busch
- Workday
- Majestic
- DraftKings
- See’s Candies

**Food Offerings** (@SFGiantFoodie; @GiantsGarden)

**New Menu Items:**

**Promenade Level:**

- **The Organic Coup:** Located in Section 134, this new concept features an all organic menu of items including crispy fried chicken sandwich topped with seasoned cabbage slaw, tater tots, chicken tenders and organic caramel popcorn drizzled in chocolate. Beverages will be organic beer and fresh lemonade either plain or with organic vodka.

- **CREAM:** Cookies Rule Everything Around Me…one of the Bay Area’s most popular ice cream sandwich shops will be available in Section 130. The CREAM kiosk will feature a variety of fresh baked ice cream cookie sandwiches, cookies, ice cream and coffee.

- **SF Soup Company:** Opening their first location at AT&T Park in Section 113, the SF Soup Company will open their Ladle & Leaf concept with a menu featuring a variety of fresh made soups and salads. Their homemade clam chowder and chili will be offered throughout the park.

- **Mission Street Taqueria:** Adding a burrito bowl piled high with your choice of meats and toppings.

- **Tony’s Slice House:** The already popular New York style pizza venue at Section 103 will add a Supreme Pizza Slice with sausage, pepperoni and fresh vegetables.
• **McCovey's BBQ:** Newly relocated to Section 110, fans will find a full entrée of delicious creamy Beecher’s macaroni & cheese which can be added as a side to the popular pulled pork sandwich or the Big Stretch hot link.

**Blue Shield Field Club:**

• **Tony’s Slice House:** Chef Tony Gemignani’s world famous cheese and pepperoni pizza will now be served in the Blue Shield Field Club.

• **Zach’s Deli:** Featuring New York deli style sandwiches -- pastrami, turkey, beef brisket and corned beef.

• **Bar San Pancho:** Featuring tacos dorados, nacholicious, hot wings, hotter wings, chicharones, chips and dips and granizado seasonal slushy cocktail.

**Virgin America Club Level:**

• **The Cove:** Featuring clam chowder, shrimp cocktail, ahi tuna poke, crazy crab, fried calamari and shrimp po boy.

• **Murph’s Pub:** Serving chicken pie, beef pie and root vegetable pie.

• **Farmers:** Featuring items from The Garden located in Centerfield inspiring tossed salads and garden vegetable soup. Craft beers on tap and housemade craft cocktails on draft.

• **Bar San Pancho:** Featuring tacos dorados, nacholicious, hot wings, hotter wings, chicharones, chips and dips and granizado seasonal slushy cocktail.

• Other new food items found throughout the park include Popcorn Shrimp at the Wharf in upper centerfield, all beef footlong hot dogs, a new and improved Sheboygan Bratwurst, expanded craft brews and cider selections and a larger array of premium wines and spicy Micheladas.
Capital Improvements

Each season the Giants continue to make enhancements to AT&T Park to enhance the ballpark experience for our fans.

Toyota Fan Zone: The Fan Lot will undergo a major remodel to create a more unified look in one of AT&T Park’s most visible and visited spaces. Located above the Left Field Bleachers, fans will find a newly rebranded Toyota Fan Zone, which includes a completely updated and repositioned mini baseball field for kids 42” tall or less. This mini AT&T Park field features a brand new, state-of-the-art Mitsubishi Diamond Vision display. The 16’ x 10’ video board is the highest quality LED display at the ballpark, featuring 233,472 pixels with just 8mm separating each of its 233,472 pixels – twice as dense as the new Mitsubishi ribbon boards installed just last year. Weighing in at 1,977 pounds, the new Mini-Diamond Vision will be a welcome addition for parents who want to keep an eye on the big Giants while they’re watching their little Giants round the bases. In right field players can field balls off a miniature version of AT&T Park’s right field wall, complete with brick arches and a manually operated scoreboard. Adjacent to the mini field is the Toyota Stage, which will feature a Toyota vehicle and serve as a gathering spot for fans offering various pre-game entertainment throughout the season. Located next to the Toyota Stage fans will find a newly redesigned Ghirardelli Pavilion more closely resembling their original home at Ghirardelli Square. Positioned above the Toyota Fan Zone will be signage from one of the Giants’ newest partners, Nuveen.

Blue Shield Field Club: Longtime partner, Blue Shield of California, will extend its partnership and brand to AT&T Park’s Field Club. This marks the first time in AT&T Park’s history that the Field Club will have a naming rights partner. The Blue Shield Field Club will feature a few changes with new Blue Shield Field Club entrance signs, hallway colors and lighting as it continues to serve as a gathering spot for the thousands of fans and season ticket members who sit behind home plate extending to the end of each dugout. There will be further enhancements to the fan experience and décor throughout the season. Blue Shield of California is committed to enriching the lives of the San Francisco community and has long sponsored the annual “Play Ball Lunch” benefitting the Giants Community Fund and Junior Giants.
**Right Field Foul Pole:** The Right Field Foul Pole will serve as the new home to the SF Heart Flag. For every Giants win at home, the SF Heart Flag will be hoisted up the foul/flag pole creating an in-park space to fly the SF Heart Flag. This will complement the exterior SF Heart Flag flying off the balcony at Willie Mays Plaza.

**LED Retrofit to Field Lighting:** The field lighting was completely retrofitted this off season replacing all current lighting fixtures with LED lights. By upgrading the 556 main fixtures with LED lights this reduces the current per fixture wattage by more than 50 percent – from the burning of 2250 kilowatts per fixture to 960 kilowatts. The energy savings for the new lights is estimated to be 3,586 kilowatt hours per game or 290,466 kilowatt hours for the regular season.
Advertising Campaign

We Are SF Campaign:

From the diverse characters in the stands, to the lovable and talented never say die players on the field, to all the delicious food and brilliant bay views, attending a Giants game is truly the ultimate San Francisco experience. This year’s "We are SF" campaign celebrates the pride and passion of being a Giants fan and all that the orange embroidered SF logo represents. Featuring iconic photography and video, this year’s campaign presents emotional moments with an elegant design aesthetic that makes a definitive statement: SF is the city of Giants. And on game day, players and fans gather together in the heart of the city to experience something magical, something quintessentially San Francisco.
Community Initiatives

Heading Home Campaign: The Giants, Airbnb and Hamilton Families will partner this season to raise awareness and funds in support of the City’s Heading Home Campaign – which is dedicated to ending family homelessness in San Francisco. The Heading Home Campaign is a $30MM initiative born from the reality that there are more than 1,800 students attending San Francisco’s public schools who are homeless, translating to approximately 1,145 families that do not have stable housing. Beginning with the home opener on Monday, April 10, for every Giants run scored at AT&T Park this season, Airbnb and the Giants will donate up to $1,000 to the Heading Home Campaign, for a total donation of $300,000. Giants fans will also be asked to participate in the Heading Home Campaign by making a donation to Hamilton Families by texting “HOME” to 91-999 or going to hamiltonfamilies.org. In addition to raising funds, the Giants and Airbnb will help raise awareness throughout the season about the issue of family homelessness in our community. Through the use of multimedia campaigns, crowdfunding tactics and in-park events, fans and Airbnb hosts will learn more about the effects of homelessness and how they can help support Heading Home.

The City and County of San Francisco, the San Francisco Unified School District, Hamilton Families and philanthropic leaders, partnered to develop the Heading Home Campaign. The campaign represents Hamilton Families’ systematic response to the unacceptable reality of family homelessness in San Francisco with a clear and achievable goal to end family homelessness in San Francisco by 2020. The campaign outlines an evidence-based, data-driven plan to scale up Hamilton Families’ rapid re-housing program. The goal is to ensure that homeless families in San Francisco have immediate access to shelter and the services they need to find permanent housing and move beyond homelessness.

Retail

Valley Fair Mall Giants Dugout Store: The Giants Dugout Store at Valley Fair Mall is moving locations and expanding its presence. The new location is A-309, next to Macy’s on the first level. The new location will be 500 square feet larger than the existing space. It will feature an expanded merchandise assortment, a larger game-used presence and on-site jersey customization.

New Era Team Store at 2nd and King: Beginning in May, the Giants Dugout Store at 2nd and King will convert to a New Era Team Store. The new store concept will feature an extensive offering of New Era caps and apparel, as well as their ladies and kids line, 5th and Ocean. Other store features include the following:

- Team exclusive merchandise
- Limited Edition items
- Personality appearances
- New Era cap customization-Later in season
- Cap Design stations-Later in season

Giants Dugout Store/UberEats Partnership: The Giants Dugout Store and UberEats are partnering to offer limited merchandise releases available on the UberEats app. Giants fans will be able to purchase Giants merchandise using the app, and have it delivered to their designated location the same day. This new partnership will be made available to Giants fans periodically during the 2017 season. Initial launch of this new initiative will take place April 8-9, prior to Opening Day.
**Green Initiatives**

The Giants are committed to making AT&T Park the “greenest” ballpark in the country with environmental stewardship being a top priority.

**Recycling Update:** The Giants continue to lead the industry with their greening efforts and programs. For the ninth consecutive year, the Giants won the coveted MLB Green Glove Award, given to the team leader in recycling and general sustainability and initiatives. The Giants continue to set industry records with their waste diversion numbers year after year, with 95.08 percent of their waste in 2016 being diverted from going to the landfill through an aggressive recycling and composting program (57 percent in 2009, 75 percent in 2010, 85.2 percent in 2011, 94.7 percent in 2012, 94.1 percent in 2013 and 95.7 percent in 2014, 94.8 percent in 2015). Recyclables and compostables include cans, bottles, plastic cups, cardboard, paper, wood pallets, electronic components, light bulbs, batteries, cooking grease, food waste and grass clippings. The Giants are the single largest contributor to the San Francisco Compost Program.

**Giants Enterprises**

**The Yard at Mission Rock:** The Yard at Mission Rock is a pop-up shipping container village that prototypes the future Mission Rock neighborhood development. Come celebrate The Yard and its community as we welcome a new year of operation! The Yard has new hours in 2017: Every Thursday - Sunday from 12 - 7 p.m., including every Giants home game. The Yard’s tenants include Anchor Brewing, Belcampo Meat Co., Creperie Saint-Germain, Street Soccer USA Park and San Francisco City Football Club. For more information, visit [www.theyardsf.com](http://www.theyardsf.com).

**James Taylor and His All-Star Band and special guest Bonnie Raitt – Saturday, July 29:** Legendary singer/songwriter James Taylor & His All-Star Band along with special guest, Rock and Roll Hall of Famer Bonnie Raitt and her band, will make their first-ever appearance at AT&T Park on Saturday, July 29. For more information or to purchase tickets, visit [www.giantsenterprises.com/gevent/james-taylor-and-bonnie-raitt](http://www.giantsenterprises.com/gevent/james-taylor-and-bonnie-raitt)
Lady Gaga – Joanne World Tour – Sunday, August 13: Lady Gaga will be performing at AT&T Park on Sunday, August 13! Following her scintillating Super Bowl LI halftime show, Lady Gaga embarks on her Joanne World Tour. For more information, visit www.giantsenterprises.com/gevent/lady-gaga-joanne-world-tour-august-13th/

Sacramento Giant Race – Saturday, April 15: Join us for the second annual Sacramento Giant Race on Saturday, April 15. Choose from either a solo 5K or 10K run or find a partner and compete in the 10K relay. All races will finish at Raley Field. For more information visit www.racesfgiants.com/sacramento.

San Jose Giant Race – Saturday, June 3: The sixth edition of the San Jose Giant Race 5 Mile & 5K is scheduled for June 3. A tree-lined park course in addition to an on-field finish and free baseball ticket equals Major Fun in the Minor Leagues. For more information, www.racesfgiants.com/san-jose.

The San Francisco Giant Race – Sunday, August 27: The eighth-annual San Francisco Giant Race Half Marathon, 10K, 5K, and Kids Race/Family Relay Benefiting Project Open Hand, The Leukemia & Lymphoma Society’s Team in Training and The Presidio will take place on August 27. Announced earlier this year, The Giant Race Series has joined forces with The Leukemia & Lymphoma Society’s Team in Training program to explore new frontiers in cancer treatments through fundraising. For more information, visit www.racesfgiants.com/san-francisco.
Green Glove Tour sponsored by PG&E: The Green Glove award is a Major League Baseball award bestowed upon the team with the highest recycling rates recognized for sustainable operations as an entire facility. AT&T Park has won nine consecutive Green Glove awards and is seeking its tenth award later this year. AT&T Park is an industry leader in environmental responsibility and the first existing Major League ballpark to achieve U.S. Green Building Council certification for Leadership in Energy and Environmental Design (LEED). As the lead sustainability partner of the Giants, PG&E has been instrumental in keeping AT&T Park at the forefront of environmental stewardship. Come learn about the ballpark’s green practices and what led to our most recent Gold LEED certification during a 90 minute tour! For more information visit [www.sfgiants.com/tours](http://www.sfgiants.com/tours).

Giants Maritime Services: Late last year, Giants Enterprises identified a strategic business expansion designed to help grow and diversify its offerings, leverage an existing client base and take advantage of the Giants unique geographic location. As a result, Giants Maritime Services was created as a subsidiary of Giants Enterprises. The company acquired the California Spirit, a 100-foot custom yacht capable of entertaining up to 130 guests. In addition, Giants Enterprises has the exclusive marketing, sales and operations responsibility for Yacht Lady, an 80-foot private motor yacht capable of hosting up to 12 guests. Both vessels are designed for sophisticated corporate entertaining and events. These on-water components will complement Giants Enterprises’ current offerings and allow clients the unique ability to start with a reception on the Field or in the Gotham Club and extend to a program on the Bay. In the coming months, Giants Enterprises will make a formal announcement explaining this entrepreneurial expansion story, including a full marketing rollout.

Giants Enterprises – Private Events: Interested in booking an event at AT&T Park? For more information, visit [www.giantsenterprises.com](http://www.giantsenterprises.com).