Preparing for the next normal

In the midst of never-before-imagined circumstances, stadiums and arenas have an opportunity to set a positive course for their next normal. By embracing new ways to live our lives, we can reimagine what is possible.

Simply put, Sodexo and Centerplate were made for this moment. We have the unique capabilities and resources to combine a complete range of services - from disinfection and safety services to space transformation and new styles of food service. Our global reach has given us the benefit of learning from our early experience in restarting businesses in China during the Covid-19 crisis, so we have developed a program that helps our clients craft their future and rise with confidence.

Sodexo and Centerplate have created a systematic and comprehensive approach to help you prepare for and implement changes to your daily operations. These services enable you to rise to the challenges and possibilities of a new world for our associates, fans, partners, communities and society. When you Rise with Sodexo and Centerplate, you have access to a comprehensive offering of best in class practices created by a team of experts and our experience from around the world. Our unique program prioritizes safety and wellbeing so everyone can get back to the business of living.

A Systematic Approach To Embracing A Positive New World

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49 PERCENT of Americans suggest that at some point, when the crisis is over, fans will want to come back (Source: The Harris Poll claim 'missing attending in person')

54 PERCENT of businesses indicate that their ability to run their businesses effectively has been reduced by COVID-19 (Source: McKinsey)
Services & Capabilities

PREPARE
- Site restart process

PROTECT
- Human temperature monitoring
- Disinfection cleaning
- Changes to support physical distancing in food and beverage areas

ENABLE
- Grab & Go concessions solutions and pop-ups
- Digital services and contactless payment solutions
- Support with recipe ideas and wellbeing advice
- Catering & hospitality reimagined

SUPPORT
- Return to work guidance for front and back of house teams, including PPE provision
- Working with local partners and communities

OPTIMIZE
- Design and space management consultancy
- Energy management
- Merchandise management
- Venue sales and marketing
Safer Environments for a Better Tomorrow

Rise with Sodexo and Centerplate is our approach to support you with not only the site restart process but also how we continue to work together as we welcome fans and visitors back into your venue. The safety of fans, visitors, your employees and ours is our number one priority therefore we guarantee that our teams will have had full training prior to re-opening.

Our clients benefit from our award-winning site management system (Opex Awards 2020 winner), which we use to monitor, inspect and analyse our operations within your site for optimal visibility and transparency.

Delivering the right service at the right moment

PRE RE-OPENING
PREPARE & PROTECT

RE-OPENING
ENABLE & SUPPORT

THE NEXT NORMAL
OPTIMIZE
### Site Restart Process

**WHAT IT DOES**
- Provision of site restart processes and project management services to manage through facility and people-centric issues

**WHAT’S IN IT FOR YOU**
- Receive advice and support to manage the site comeback process smoothly

**HOW IT WORKS**
- Collaboration with Sodexo and Centerplate team based on a clear restart framework process
- Help to cope with new needs and opportunities arising through a different reality

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### Human Temperature Monitoring

**WHAT IT DOES**
- Monitor the body temperature of an individual prior to allowing access to site

**WHAT’S IN IT FOR YOU**
- Establish enhanced access control scheme to help provide a secure and safe environment for employees, visitors and fans

**HOW IT WORKS**
- Provision of monitoring equipment.
- Perform a temperature check on all visitors, contractors and employees entering the site.
- Ensure safety for all individuals based on social distancing, use of protective equipment and materials

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### Disinfection Cleaning

**WHAT IT DOES**
- Our disinfection programs help reduce the overall level of contamination in the facility and maintain minimal contamination levels

**WHAT’S IN IT FOR YOU**
- Ensures the health and peace of mind for you and your venue visitors

**HOW IT WORKS**
- Risk assessment and thorough analysis of different areas to be cleaned
- Adapted cleaning frequency based on risk level
- Cleaning all high-touch surfaces (incl. door handles, dispensers, toilet seats, etc.)

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### Physical Distancing Changes In F&B Areas

**WHAT IT DOES**
- Implement methods to reduce the spread of contaminants based on a local risk analysis

**WHAT’S IN IT FOR YOU**
- Social distancing practices on site to keep individuals safe and the business operational

**HOW IT WORKS**
- Assess potential areas of improvement to reduce spread of contamination.
  - Example for food and beverage outlets:
    - Deploy sneeze guards where appropriate
    - Suites and clubs seating areas changed to support social distancing
    - Contactless payment
    - Individually packaged boxed menu options
    - Grab & Go options
<table>
<thead>
<tr>
<th>WHAT IT DOES</th>
<th>WHAT'S IN IT FOR YOU</th>
<th>HOW IT WORKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Propose convenient food options for fans in the right locations around the venue</td>
<td>Limits exposure for hosts and their guests when delivering catering services for groups</td>
<td>Individual pre-packed meals</td>
</tr>
<tr>
<td>A simplified menu and tasty take away options to support social distancing</td>
<td></td>
<td>Catering set up in larger spaces to enable social distancing</td>
</tr>
<tr>
<td>Establish pop-up food outlets in and around existing retail space</td>
<td></td>
<td>Screening used to separate groups where required</td>
</tr>
<tr>
<td>Implement a specialized, simplified and healthy menu focusing on grab &amp; go options, already pre-packaged</td>
<td></td>
<td>Sneeze guards deployed where necessary</td>
</tr>
<tr>
<td>New food options for clubs &amp; suites with safe service delivery to match</td>
<td></td>
<td>Pre-ordering for catering and hospitality</td>
</tr>
<tr>
<td>Strengthen existing and deploy new digital retail and catering facing tools</td>
<td></td>
<td>Click and collect options for retail concessions</td>
</tr>
<tr>
<td>Gives those unable to visit the venue a taster of what is to come and how they can test recipe ideas at home</td>
<td></td>
<td>Contactless payment in all outlets</td>
</tr>
<tr>
<td>continues engagement with fans to drive loyalty to their team and the venue</td>
<td></td>
<td>Recipe cards made available online to fans</td>
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<tr>
<td></td>
<td></td>
<td>Video demonstrations from our culinary team</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recommendations for health and wellbeing whilst at home</td>
</tr>
</tbody>
</table>
**WHAT IT DOES**
- Provides guidance on how our teams will return to work safety and how to correctly use Personal Protective Equipment (PPE) and sanitization chemicals

**WHAT’S IN IT FOR YOU**
- Protects the health and wellbeing of employees and the people they interact with at your venue

**HOW IT WORKS**
- Sodexo helps facilitate the success of protection and prevention efforts with thoughtful training and promotional materials that can be used in conjunction with established protocols. Benefits include:
  » Changing behaviors
  » Improved effectiveness
  » Reduced costs

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**WHAT IT DOES**
- Supports local communities with food drives and keeps local businesses active via partnerships

**WHAT’S IN IT FOR YOU**
- Maintains a link with the community and supports local businesses close to your venue

**HOW IT WORKS**
- Sodexo and Centerplate work to build partnerships with local chefs, brands and suppliers to help these businesses thrive

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**WHAT IT DOES**
- Provides a user-experience approach to designing and optimizing front and back of house space in the venue

**WHAT’S IN IT FOR YOU**
- Ensures the spaces that welcome employees and visitors back are safe and optimized for everybody who uses them

**HOW IT WORKS**
- To help get the most function and user-friendliness from any environment, we use a variety of tools and methodologies to optimize space management, including user personas, consumer journey maps, experience design, consumer preference surveys and more. Key areas of focus include:
  » User experience
  » Safety & Compliance
  » Technology

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**WHAT IT DOES**
- Works with local communities and partners

**WHAT’S IN IT FOR YOU**
- Maintains a link with the community and supports local businesses close to your venue

**HOW IT WORKS**
- Sodexo and Centerplate work to build partnerships with local chefs, brands and suppliers to help these businesses thrive
**Energy Management**

**WHAT IT DOES**
- Sodexo simplifies and optimizes energy management programs through global expertise and local focus

**WHAT'S IN IT FOR YOU**
- Effectively managing energy usage can increase efficiency, significantly reduce utility costs and boost the impact of sustainability programs.

**HOW IT WORKS**
- Provides a single source for all the consultation, creation and continual improvement services needed to achieve goals for today and scale potential for tomorrow. Key components include:
  - Partnership
  - Performance
  - Monitoring & Targeting

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**Venue Sales & Marketing**

**WHAT IT DOES**
- Provides fully operational sales and marketing team to deliver best in class events at your venue on non game days

**WHAT'S IN IT FOR YOU**
- Will drive more revenue in meetings and events to optimize the venue 365 days per year

**HOW IT WORKS**
- Optimize the venue to ensure the best user experience whilst ensuring the environment is ready for the next normal. Areas of focus include:
  - Lead generation, acquisition and customer retention
  - Guest experience
  - Spaces & resources optimization
  - Re-engineer service delivery

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**Merchandise Management**

**WHAT IT DOES**
- Provides one solution for your onsite services ensuring consistency of safe practice in food, beverage and merchandise management

**WHAT'S IN IT FOR YOU**
- Will help you save time and money as you navigate the implementation of your next normal

**HOW IT WORKS**
- With our partner we offer a collaborative, consultative approach to merchandise management, bringing the best user experience for visitors while reducing the usage of resources in the next normal. Areas of focus include:
  - User experience
  - Spaces & resources
  - Re-engineer service delivery
Sodexo and Centerplate are committed to making a positive impact. Our approach to keeping people healthy starts with understanding their journey through your venue and how we map that to ensure it is a safe and secure experience.

CUSTOMER JOURNEY

CONCESSIONS

Ensure fans experience confidence during every step of their visit

Sodexo and Centerplate are committed to making a positive impact. Our approach to keeping people healthy starts with understanding their journey through your venue and how we map that to ensure it is a safe and secure experience.
CUSTOMER JOURNEY

SUITES + CLUBS

Arrival at the stadium
- Human temperature monitoring

Get to your Club/Suite

Hand Sanitizing Station

Social Distancing in Place in Club & Suites

Amenity Kits available with a mask if required

Enjoy pre-game food & drinks

Individual Pre-Packed Meals

Staff dressed in PPE

Social Distancing in Place in Club & Suites

Exit

Purchase Merchandise

Halftime Food & Drink

Enjoy pre-game food & drinks

Watch the Game!

Get to your Club/Suite
We’re a team dedicated to the spirit of rising to the challenge, evolving our work to help you achieve your goals and exceed expectations.

As we begin to build your customized plan, your Sodexo and Centerplate team will work with you to define critical activities that will prepare you to open.
Each year, the combination of Sodexo and Centerplate enhances the level of services provided to more than 116 millions guests across premier venues in North America such as stadiums, arenas, conventions centers, museum, zoos, aquariums and more.

Through consumer research, innovation and local personalization, we are positioned to deliver an unrivaled array of services to successfully contribute to offer a memorable experience for the guests in your venues.