



2024 LAS VEGAS RAIDERS IMPACT PLAYBOOK





Raider Nation,

For nearly 65 years, the Raiders have been fueled by a deep sense of purpose and responsibility. In 2023, we proudly launched the inaugural Las Vegas Raiders Impact Playbook, showcasing a landmark five-year lookback on our organization's commitment to sustainability, inclusion, and community engagement. We carry this momentum forward with the release of the 2024 edition. This year's Playbook celebrates our Commitment to Excellence that extends beyond the field.

To honor our community's vibrant energy and spirit, we have embraced the opportunity to ignite our neighbors and Raider Nation to join us in making a positive impact. We recognize that our success is deeply connected to Las Vegas and our great state of Nevada's well-being. We are committed to building a future that reflects and strengthens this bond. We carry this responsibility whenever we open Allegiant Stadium's gates to welcome all guests.

Reflecting on our achievements and impact this year, we couldn't be prouder of this organization, our employees, and our fans. Together, we continue to uphold the Raiders' legacy and our Commitment to Excellence, transparency, and accountability.



Sandra Douglass Morgan
President





105,000 CUBIC YARDS OF CONCRETE



257

MILES OF SIDEWALK FROM LAS VEGAS TO LA

95,000 SQ. FT. of field event space

100 yds. of turf



75,000 SQ. FT. of video boards



Over **10** Event Spaces



The Al Davis Memorial Torch stands

92 FEET



425 TREES PLANTED



28,000 TONS OF STRUCTURAL STEEL



HEAVIER THAN THE STATUE OF LIBERTY

The sliding field tray weighs **19** million LBS and is powered by **72** motors



95,000 SQ. FT.

72 INDIVIDUAL MOTORS POWER THE SLIDING FIELD TRAY



WEIGHS **19** MILLION POUNDS



NEARLY AS HEAVY AS THE EIFFEL TOWER (PARIS)

44 ESCALATORS



2,300+ TVs in the stadium

12 MILES OF CONCRETE DRILLER SHAFT THAT SUPPORT THE STADIUM



3X THE LENGTH OF THE LAS VEGAS STRIP

Source: <https://www.allegiantstadium.com/stadium/about-allegiant-stadium>

RAIDERS PILLARS

COMMITMENT TO EXCELLENCE

- The greatness of the Raiders is in its future. We're committed to maintaining the finest organization in the history of sports.

PRIORITIES

- **People:** Nurture our people-centric culture that prioritizes employees' well-being while actively seeking opportunities to collaborate and support one another.
- **Fan Engagement:** Continue to foster a community around the Las Vegas Raiders brand, extending engagement beyond traditional game coverage.
- **Social Responsibility:** Create a positive social impact for our Nevada community, stakeholders, employees, and fans.
- **Profitability:** Drive sustained growth while eliminating non-essential processes and developing new business strategies.

SETTING THE TONE

- Our collective efforts today will set the tone for Las Vegas Raiders employees to act as **Champions**, committed to fostering the organization's **Culture** and positively impacting the **Community**.



CHAMPION

Accountable
Adaptable
Communicative
Driven
Passionate



CULTURE

Collaborative
Confident
Decisive
Deliberate
Impactful
Innovative



COMMUNITY

Charitable Efforts
Community
Initiatives
Development
Partnerships
Social Awareness

Since our inaugural report, the Raiders continue to usher in a new era of community engagement, economic opportunity, and collaboration.

2023

OCTOBER 10, 2023

Allegiant Stadium hosted its first-ever concert powered by 100% renewable energy

DECEMBER 5, 2023

Defensive End Maxx Crosby was nominated for the Walter Payton NFL Man of the Year Award, presented by Nationwide

2024

JANUARY 19, 2024

Antonio Pierce named head coach of the Las Vegas Raiders

JANUARY 23, 2024

Tom Telesco appointed General Manager of the Las Vegas Raiders

FEBRUARY 11, 2024

Allegiant Stadium hosted Super Bowl LVIII

MARCH 30, 2024

The Raiders Foundation hosted the inaugural Silver & Black Gala aimed at championing mental health awareness and raising funds for the Legal Aid of Southern Nevada's Resiliency & Justice Center, presented by Intermountain Health



JUNE 13, 2024

Allegiant Stadium receives two Play to Zero Awards at Green Sports Alliance Summit

JULY 22, 2024

Las Vegas Super Bowl LVIII Host Committee Charities partnered with the Raiders Foundation to donate an additional \$500,000 to 25 different nonprofit organizations in Nevada

JUNE 6, 2024

The Raiders hosted Alumni Wellness Weekend, a first-of-its-kind event to provide alumni and their families with wide-ranging physical and mental health support and connection

SEPTEMBER 24, 2024

The Raiders hosted the second annual Huddle & Grow event. This year, the theme was Latinas in the Media. Jocelyn Pierce, Paloma Villacana and Maria Silva shared insights on their respective journeys

OCTOBER 26, 2024

Raiders staff, alumnus Leo Gray, and the Raiderettes traveled to Carson City to participate in the annual Nevada Day Parade to celebrate the founding of our state in 1864.

NOVEMBER 5, 2024

Allegiant Stadium served as the first-ever election supersite in Clark County

NOVEMBER 26, 2024

Allegiant Stadium hosted the NIAA Nevada State High School Football Championships across four divisions

SUSTAINABILITY

OVERVIEW OF ALLEGIANT STADIUM

OUR ENVIRONMENTAL IMPACT

The Raiders and Allegiant Stadium are committed to building a resilient and sustainable future for our fans and the Nevada region. In late 2023 Allegiant Stadium became one of the first NFL stadiums to be fully powered by renewable energy. We remain focused on reducing our natural resource consumption and environmental impact through energy-efficient practices, water conservation, waste diversion, and community-based environmental organization collaboration. We are aiming to set new standards for environmental leadership within the sports industry.

ALLEGIANT STADIUM'S COMMITMENT TO SUSTAINABILITY IN 2024

- **535 million gallons** of water estimated on average, are saved for an average event filled year due to high efficiency fixtures inside the stadium
- **46,460 pounds** of grass clippings, landscape waste, and compostable serveware composted
- **3,662,551 pounds** of waste diverted from the local landfill
- **74,973 watts** of energy have been created by the cigarette waste-to-energy program since the start of the program – enough to charge 14,993 cell phones for one hour
- **73,460 pounds** of rubber turf pellets diverted from the local landfill
- **747,580 pounds** of food scraps collected and provided to local Las Vegas livestock farms

Sources: Water-saving estimates, an internal stadium water-efficient fixtures equation based on a regular event calendar, and Stadium Operations.

Waste data tracking from Microsoft Dashboard, January 2024-November 2024.

Cigarette Waste to Energy Data Receipts from Butts to Watts, September 2022-November 2024.

SNWA COLLABORATIVE COOLING TOWER METERING PROJECT

The Southern Nevada Water Authority (SNWA) recently coordinated a research study to collect and quantify water consumption data related to large, industrial-scale evaporative cooling systems at more than two dozen locations throughout the Las Vegas Valley, including Allegiant Stadium.

Increasing awareness and understanding about how building and facility managers throughout Southern Nevada operate and utilize these water-intensive cooling systems within their central plants can help identify opportunities to improve water efficiency and enhance the performance of evaporative cooling systems.

The stadium is currently developing Part 2 of this project, which will introduce energy meters to help the stadium improve water conservation strategies.



Source: Southern Nevada Water Authority, Ongoing Cooling Tower Meter Program, March 2023-November 2024.

AWARDS AND RECOGNITIONS



2024 Green Sports Alliance Play to Zero Awards: Allegiant Stadium was recognized by the Green Sports Alliance for its achievements in sustainable practices and awarded two Play to Zero awards: the Energy Champion Award for 100% reduction/offsets and the Waste Leader Award for 50%+ diversion from landfills.



Our stadium's cutting-edge design and sustainable practices not only enhance the fan experience, but also minimize our environmental footprint. By prioritizing green technologies and efficient resource management, we are setting a new standard for stadiums everywhere. Together, we are building a future where sports and sustainability go hand in hand.



- Ray Brown, Vice President of Facility Operations for Allegiant Stadium

ELECTRIC VEHICLE CHARGING STATIONS

As part of our Green Transportation Program, we partnered with Blink and NV Energy to install 16 EV charging stations in three stadium parking lots. The stations can charge up to 32 electric vehicles, providing guests and employees a convenient way to reduce their carbon footprint while complementing the stadium's renewable energy initiatives. From April 1, 2024 to October 31, 2024 the stations have provided 5,123.441 kWh to Stadium guests which translates to 14,345 miles provided to EV drivers by charging up at the Allegiant Stadium Blink Stations.



Source: Blink Data Spreadsheet and Equations, April 2024-October 2024.

Internal Donation Tracking via Stadium Operations, January 2024-November 2024.

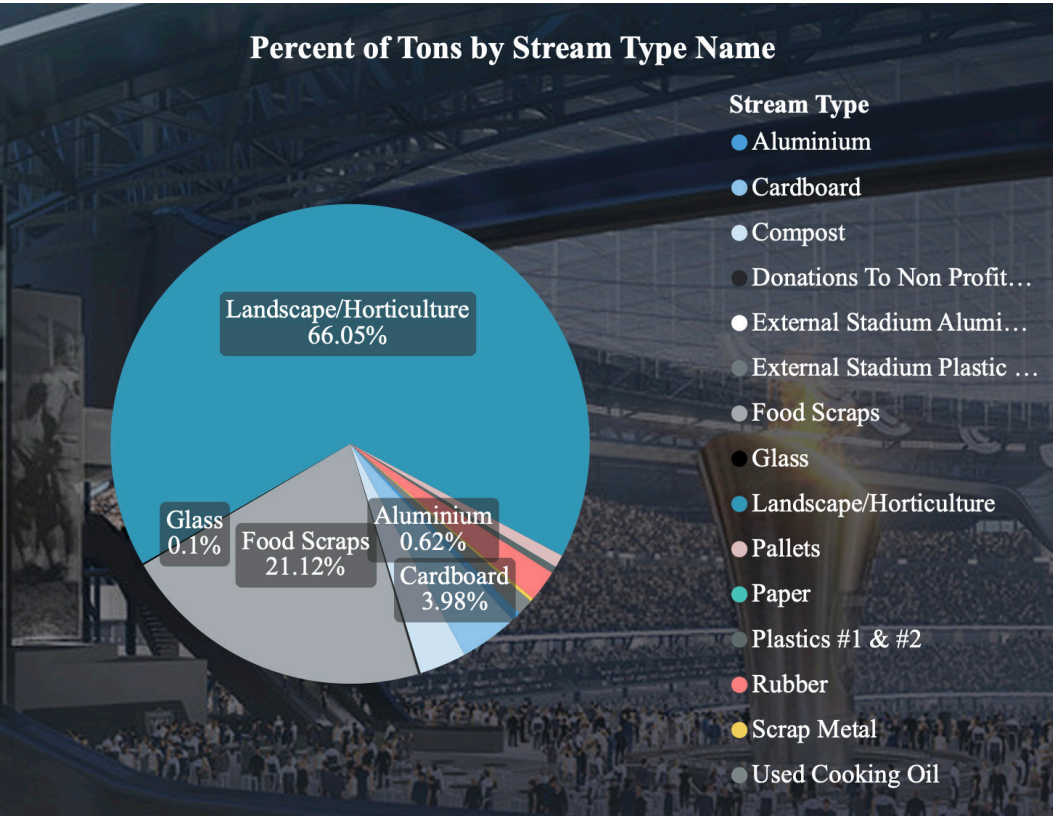
SUSTAINABILITY DONATION AND DIVERSION PROGRAMS

This year, we expanded our Sustainability Donation Program, diverting unclaimed lost and found items, meals, and durable goods from the landfill to local nonprofits like Shade Tree Women and Children Shelter, 911 Cell Phone Bank, Project 150, AK's Closets, and Local Clark County Schools. From January to October 2024, we donated 73,267 pounds of food, 89 cell phones, tablets, headphones & chargers, and 55,493 pounds of durable goods.



MICROSOFT DASHBOARD

Allegiant Stadium uses custom energy and waste diversion dashboards powered by Microsoft. The dashboards help stadium operators analyze trends to make their operations more resource and cost efficient.



WASTE DIVERSION SUCCESSES

Through the comprehensive Waste Diversion Program, we work closely with all stadium departments on refining processes and discovering new methods to improve the diversion weight numbers. In 2024, we diverted 3,612,520 pounds of waste away from the local landfill. 144,560 pounds of grass, landscape waste, and compostable serviceware was sent to the local industrial composter and 2,278,640 pounds of sod was delivered to a local livestock farm to be used as animal bedding.



Source: Waste data tracking from Microsoft Dashboard, January 2024 - November 2024.

GREEN PURCHASING PROGRAM

Since receiving LEED Gold Certification in June 2023, Allegiant Stadium has prioritized green purchasing initiatives across multiple departments. From sourcing Energy Star-certified electronics to utilizing recyclable serveware, we aim to minimize environmental impact.

SILVER & BLACK'S SUSTAINABLE FOOD & BEVERAGE PRACTICES

- 17 percent of food and beverage purchases come from an organic or local source as part of our broader eco-friendly food program
- 31 percent of food and beverage green serve ware and supplies products purchased with a 10 percent improvement from last year
- Sustainable purchasing of protein improvement, 75 percent of protein served in VVIP spaces is sourced from a regenerative ranch.
- Sustainable foods improvements for 2024: 100 percent of seafood protein is sourced from a vendor who follows the Monterrey Bay Aquarium's Seafood Watch Program guidelines.



Sources: Silver and Black Food and Beverage Purchasing Internal Tracking Team, June 2023-August 2024. Silver and Black F&B Serveware and Products Purchasing Internal Tracking Team, September 2023-September 2024. Silver and Black VVIP Sustainable Protein Program August 2024-November 2024.

ECO-EDUCATION

Education is a large component of understanding the mechanics of each sustainability pillar. From staff training to guest eco-education activations at Raiders games, understanding how the sustainability program works through various perspectives is vital for the growth of the Sustainability Program.

STAFF VOLUNTEER OUTING TO NATIVE PLANT NURSERY AT LAKE MEAD

In honor of America Recycles Day, Allegiant Stadium and Raiders staff partnered with the National Park Service at the Lake Mead native plant garden. Staff sanitized around 1,500 pots for reuse, helping the nursery with their waste diversion program. Another group of staff helped with cleaning Screwbean Mesquite seeds, which eventually will be planted to grow out for the Bureau of Land Management's Las Vegas Field Office.



RAIDERS GAME GUEST EDUCATION TABLING ACTIVATION

In honor of America Recycles Day 2024, Raiders and Stadium Sustainability celebrated the recycling efforts of guests at a Raiders game. In collaboration with Clark County Department of Environment and Sustainability, fans were educated on materials that can be diverted away from the landfill at the stadium and at home. Stadium Sustainability also collaborated with tailgate fans on external recycling efforts and, during the game, also rewarded guests for placing their recyclables in the correct blue bins.



Sources: Staff Outing via National Park Service, November 2024.
Eco-Educational tabling at 10/27 Raiders game, October 2024.

CHAMPIONING DIVERSITY & WELLNESS

OUR COMMITMENT TO DIVERSITY, EQUITY, & INCLUSION AND FOSTERING AN INCLUSIVE COMMUNITY

The Raiders' culture is rooted in fostering collaboration, innovation, and equity both on and off the field. We take pride in celebrating diverse voices at every level and engaging the multifaceted community that we call home.

As the first NFL club to appoint Black and Hispanic head coaches, as well as two female lead executives, the Raiders are no stranger to breaking barriers and raising inclusivity standards.

As an organization ranked in the 90th percentile for persons of color and female representation in the League for 2024, we strive to empower our employees through inclusive business practices, creating a positive impact on our workplace and in the broader community.





BY THE NUMBERS:

Our commitment to fostering a culture of diversity and belonging doesn't stop at our leadership team. The Raiders' organization strives to embrace a workforce that reflects the diversity of Raider Nation and Nevada's broader communities at every level.

Internal Diversity	Percent Women (2024)	Percent BIPOC (2024)
Leadership Team	45.5% (+0.5% since 2023)	45.5% (+9.5% since 2023)
Business Operations	46.8% (+1.8% since 2023)	50.2% (+1.2% since 2023)
All Full-time Employees	34.5% (+0.5% since 2023)	48.5% (+2.5% since 2023)

EMPLOYEE RESOURCE GROUPS

Employee Resource Groups (ERGs) support the Raiders' commitment to creating an inclusive culture. In addition to fostering a sense of belonging and engagement amongst employees, our four current ERGs enhance economic opportunities for underrepresented groups and drive community inclusivity within the Raiders and the Las Vegas region.

B.A.S.E.D. IN SPORTS supports Black employees' professional development by creating opportunities to connect, mentor, and develop Black talent and hosts initiatives to support the larger community.

- The B.A.S.E.D. team hosted their annual "Family Reunion" Juneteenth celebration to honor the national holiday and promote diversity and inclusion in the workplace with 175 community members.



F.I.E.R.C.E. enhances female employees' pursuit of excellence, both personally and professionally, by motivating, inspiring, and fostering positive long-term relationships within the sports and entertainment industry.

- FIERCE hosted a wellness event in October focused on physical and mental health and self-care tools. The event featured 17 women-owned businesses centered around health and beauty and welcomed 80 participants.



P.A.C.E. promotes AAPI (Asian American and Pacific Islander) diversity, equity, and inclusion through community gatherings and celebrations rooted in AAPI traditions.

- The P.A.C.E. leadership team visited The White House in September to discuss advancing AANHPI (Asian American, Native Hawaiian and Pacific Islander) priorities.



FAMILIA celebrates the Raiders' Hispanic and Latino community through employee professional development, community activations and awareness campaigns, and support local Latino-owned businesses.

- FAMILIA Fest welcomed 110 employees and community members to honor the vast history and culture of Latin America during Latino/Hispanic Heritage Month. The event also featured Latino-owned businesses, a local Mariachi band, Ballet Folklorico performers, and interactive cultural activities.



SILVER & BLACK HOSPITALITY'S COMMITMENT TO MWBE

Silver & Black Hospitality, Allegiant Stadium's concessionaire managed in partnership with Levy Restaurants, prioritizes local MWBE (Minority and Women-owned Business Enterprise) certified businesses to bring the best of Las Vegas to Allegiant Stadium's guests. Of the 38 food vendor locations that operate at the stadium, 25 are women or minority-owned. In 2024, vendor commission grants for women- or minority-owned businesses reached \$895,900.

WOMEN OR MINORITY-OWNED BUSINESSES

Abuela's Tacos
Auntie Anne's
Battle Born Burgers
Café Lola
Dirt Dog
Ferraros
Frees
Fukuburger
Holsteins
Fuku Chicken
Omings
Picanha Steak
Vitos Tacos
Buddies Munchies



SILVER & BLACK GIVING BACK TO THE COMMUNITY

Silver & Black Hospitality provides valuable fundraising opportunities for local nonprofit organizations during Raiders games, UNLV games, major concerts, and other events. In 2024, volunteers from 20 nonprofit organizations worked 5,500 hours serving concessions at Allegiant Stadium, collectively raising \$242,550 to support their respective causes.

Silver & Black Hospitality also donated 65,724 pounds of food to Three Square Food Bank, a nonprofit partner that aims to end hunger in the Las Vegas valley.

PARTICIPATING GROUPS AT ALLEGiant STADIUM

All American Booster Club Inc
Rotary Club Of Las Vegas Red Rock
Apex Predators Flag Football Club
Samoan Affinity Mins Of Amer Inc
Bridging The Gap
Share In The Joy Inc
Cadence Band Boosters
Sin City Ques
Dance For The Future
Slam Nevada
Falcon Band Booster
The Nucleus Associates Community
Freedom 4 Youth
The Pigeons
Jaydas Heart Foundation Inc
The Pride Tree
Miss Amazing Inc
Vegas Rebels Basketball Club
Nevada Prince Hall Masonic Foundation
Vga Flipping Awesome Booster

THE SEEDS PROGRAM

The SEEDS Program, developed in partnership with SEEDS Las Vegas, has proudly operated Battle Born Burgers inside Allegiant Stadium since it opened to the public in 2021. The Seeds Program aims to employ at-risk youth and equip them with the necessary workplace skills needed to succeed. Battle Born Burgers stand, owned by Lorraine Marshall, is committed to nurturing the education and personal development of young individuals in the Las Vegas community.



ONCE A RAIDER, ALWAYS A RAIDER

The Raiders are defined by unmatched pride and a strong sense of community. More than just reunions, our Alumni gatherings help us bridge past and present generations, allow us to learn from each other, and serve as a reminder that we are all bound by the legacy of the organization and our shared dreams for its success.



The late Al Davis's guiding principle, "Once a Raider, Always a Raider", fuels our commitment to providing our former employees, Alumni, and their families with exceptional support and resources, ensuring they continue to thrive long after they've hung up their cleats.



The Raiders Alumni Relations department is dedicated to fostering one of the strongest alumni families in the NFL.

'Once a Raider, Always a Raider' isn't just a saying—it's a promise. We stay deeply connected with our Alumni network, celebrating their achievements and supporting them every step of the way. No matter where life leads, they'll always be a part of the Raiders family.



- Shannon Jordan, Vice President of Alumni Relations



BY THE NUMBERS

The Raiders Alumni Relations department ensures our former players can access the full suite of benefits and programming available to them through constant touchpoints with our Alumni network.

5,000+ touchpoints highlighting programming opportunities, mental health, and physical health resources available to Raiders Alumni

350 Alumni appearances and 71 interviews coordinated, encompassing community visits, volunteer outings, and corporate partnership events

97 1:1 Benefits & Resources Consultations to assist with navigating NFL Collectively Bargained benefits, resources, and programs

1,948 outreach efforts initiated by the Alumni Peer-to-Peer Program Captains to connect with fellow Alumni, leading to 127 Alumni identifying urgent needs that were addressed and supported by the Alumni Relations team

200 Alumni attended the Inaugural Raiders Alumni Wellness Weekend, offering Alumni and their families comprehensive wellness services, education, screenings, and support services

250+ Alumni attended the 2024 Alumni Reunion



I never get the feeling of being a former player, it's like I am still on the team — that's how much the Raiders care about you. It's unique how much Mark Davis and the entire organization cares about every player that has set foot on that turf.

- Marcus Allen (Hall of Fame alumnus)



ALUMNI PROGRAMS

PEER-TO-PEER PROGRAM:

- The Raiders Alumni Peer-to-Peer Program provides a safe environment for former players to connect, offering emotional support, social interaction, and educational opportunities as they transition from professional athlete to Alumni. By fostering camaraderie and outreach, the program upholds the vow, “Once a Raider, Always a Raider,” helping overcome the stigma of asking for help.

1:1s AND GAMEPLANS:

- Alumni Relations offers 1:1 meetings and customized benefits plans for all Raiders Alumni, supporting 968 Alumni with their financial, familial, physical, and mental well-being. During the Game Plan Experience, Alumni can address specific questions related to benefits.

GAME DAY AMBASSADORS:

- Our Alumni Relations Department coordinated home game appearances for 16 Alumni to foster deeper connections with fans. As ambassadors, they participated in meet-and-greets with corporate and community partners, conducted live interviews, and were highlighted during game day entertainment.

ALUMNI WELLNESS WEEKEND:

- Nearly 200 Alumni and their chosen health and happiness allies attended the Inaugural Raiders Alumni Wellness Weekend. Also in attendance were representatives from every collectively bargained NFL Benefit Provider including NFL Player Benefits, NFL Player Care Foundation, The Trust, PFRPA, Cigna Healthcare, and the NFL Dedicated Hospital Network.



To create a safe space for husbands and wives, and making everyone comfortable to talk about uncomfortable things, is extremely, extremely difficult to create, and they did it. The ability to bring in all the necessary partners, from brain health to transition to suicide awareness to heart health to cancer prevention to addiction ... and then after each session, the support was right there.



- Troy Vincent, NFL Executive Vice President of Football Operations

THE RAIDERS FOUNDATION

FOUNDATION OVERVIEW

The Raiders Foundation is the charitable arm of the Raiders and is committed to uplifting the community through military and veteran support, youth development, and health and wellness initiatives. The Foundation has and continues to make a major impact throughout the state of Nevada by investing in organizations that provide support for those in need.



KEY COMMUNITY INVESTMENT AREAS:

MILITARY AND VETERANS

Honor and empower military, veterans, and their families through programs which provide immediate and ongoing support

HEALTH AND WELLNESS

Improve the overall wellbeing of our community through support of initiatives that positively impact social determinants of health

YOUTH DEVELOPMENT

Support programs which improve overall outcomes for children, and efforts which encourage youth to be active, healthy and have fun through football and other sports

SOCIAL JUSTICE, EQUITY, DIVERSITY, AND INCLUSION



BY THE NUMBERS

\$500,000 in grants awarded in 2024 to 40 organizations, in Spring and Fall grant cycle.

\$1,453,800 in additional giving to the community, supporting our three pillars, benefiting 84 local schools and nonprofits

\$500,000 donated to Legal Aid of Southern Nevada's Resiliency & Justice Center, a beneficiary of the Silver & Black Gala



SILVER & BLACK GALA

The Raiders Foundation inaugural Silver & Black Gala, presented by Intermountain Health, in March of 2024, welcomed over 1,100 attendees for a star-studded celebration to raise funds and awareness for critical local mental health initiatives.

At the event, the Foundation presented Legal Aid of Southern Nevada's Resiliency & Justice Center, which provides resources and support for victims of trauma and violent crime, with a donation of \$500,000. The center provides services for nearly 200,000 clients across the Las Vegas valley annually.

GRANT CYCLE

The Raiders Foundation hosts two grant cycles annually – in the Spring and Fall – where eligible Nevada non-profit organizations can apply for grants ranging from \$2,500 to \$25,000. In 2024, we made investments in programs which provide emergency housing assistance and basic needs to veterans; individualized academic support, social-emotional learning, dental care, and new clothing to students; mentoring and skill building to teens; nutrition classes and fitness activities to families, among other much needed resources.



We're grateful to the Raiders for their continued commitment to supporting mental health resources for our Nevada community. There are not too many organizations like the Raiders that recognize mental health. Their contribution directly supported our upcoming The Advocacy & Justice Complex, which will serve as the first victims' rights center in Nevada, and provide justice and a place to heal for survivors of violent crime.



- Barbara Buckley,
Executive Director of the Legal Aid Center of Southern Nevada



Scan to learn more about the Raiders Foundation.

COMMUNITY SUPPORT

OUR COMMUNITY RELATIONS PILLARS

Since relocating to Las Vegas in 2020, the Raiders have made significant strides in uplifting, inspiring, and engaging communities across Nevada. Our commitment extends well beyond game day as we strive to forge meaningful connections through community engagements and transformative giving. We continually seek new opportunities to partner with local institutions and enhance our philanthropic initiatives, ensuring that we contribute positively to the regions we serve.

HEALTH AND WELLNESS

We work in communities to meaningfully address food insecurity, encourage healthy eating and nutrition, and support active youth.

COMMUNITY ENGAGEMENT

We leverage our players, employees, alumni, corporate partners, and facilities to engage with community groups and create memorable fan experiences.

CHARITABLE GIVING

Through philanthropic dollars, in-kind donations, letters of support, memorabilia contributions, and community relations events, we are at the forefront of supporting countless nonprofits that are solving the complex issues Nevada's communities face.



CHARITABLE GIVING

The Raiders' charitable giving takes on many forms. In 2024, we provided over **\$1,759,498 million** in charitable contributions through direct corporate giving, in-kind ticket donations, and the donation of signed memorabilia to local and national nonprofit organizations working across various issues.

COMMUNITY RELATIONS BY THE NUMBERS

\$1,758,498 in charitable giving 


118 corporate giving events in Southern Nevada and Northern Nevada as of 10/23/2024 


\$1,521,853 in corporate giving events and membership dues as of 10/23/2024


Assembled **10,000** holiday meals for United Way of Southern Nevada 

\$111,982.81 in in-kind donations of autographed memorabilia and Raiders-branded giveaway items as of 10/23/2024 

660 Clark County School students received haircuts and styling services in preparation for the new school year

\$125,663.46 in experience donations including tickets and suites to Raiders games and 3rd party Allegiant Stadium events as of 10/23/2024 

200 citizens naturalized at Allegiant Stadium in partnership with the U.S. Marshals, the U.S. Citizenship and Immigration Services, and the U.S. District Court of Nevada 

87 Community Relations events as of 10/23/2024 

4,250 Nevada residents voted in the U.S. general elections at Allegiant Stadium

165,000+ complimentary tickets distributed to locals to attend open practices at Allegiant Stadium for training camp 

COMMUNITY ENGAGEMENT INITIATIVES

Holiday Meal Packing: The Holiday Meal Packing initiative on November 15, 2023 united **156 Raiders employees, alumni, and Raiderettes** to pack **10,000 holiday meals** for food-insecure families across Southern Nevada Presented by Smith's.



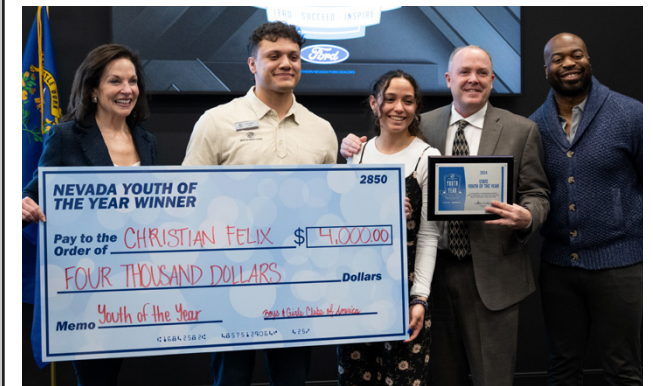
Youth Holiday Party: The Raiders Youth Holiday Party on December 18, 2023 welcomed **200 local children** from historically underserved communities and foster programs who selected presents, participated in activities on the field, and enjoyed a festive meal.



On December 5, 2023, we provided **500 holiday trees** to active-duty Air Force personnel and their families at Nellis Air Force Base. Our players and their families contributed to the festive atmosphere by serving treats and assisting children in decorating ornaments for their trees.

Nevada State Youth of the Year Celebration:

In March 2024, the Nevada State Youth of the Year Celebration recognized **seven Boys & Girls Club youth leaders** from across the state for their leadership, service, academic excellence, and commitment to healthy lifestyles. The initiative benefits the Boys & Girls Clubs by showcasing their impact on youth development, with the winner becoming an ambassador for club members statewide.



Back-to-School Haircuts & Hairstyling:

In August 2024, we partnered with five local businesses to provide over **600 Clark County School students with free haircuts and styling services**, setting them up for a confident start to the new school year.



NFL Votes: The Raiders are active participants in the NFL Votes initiative, a nonpartisan effort aimed at promoting voting and civic engagement throughout the NFL and in our communities. As part of this initiative, the Raiders have produced events including voter education training sessions, a voter registration drive at our Intermountain Health Performance Center, and the creation of a dedicated webpage to inform our community about voting. Allegiant Stadium served as an official Clark County Election Day Voting Center on November 5, where **4,250 Nevada residents cast their ballot**.



Naturalization Ceremony at Allegiant Stadium:

in August 2024, we hosted a naturalization ceremony at Allegiant Stadium where **200 new U.S. citizens took their oath of citizenship**.

In collaboration with the U.S. Marshals, U.S. Citizenship and Immigration Services, and the U.S. District Court of Nevada, we commemorated this with congratulatory remarks from our President, Sandra Douglass Morgan.



The Raiders' commitment to the Las Vegas community is integral to our organization's mission. To be embraced by the community has been incredible to witness, and we've achieved so much together. I'm looking forward to seeing the wonderful outcomes this ongoing and symbiotic partnership will continue to bring to Nevada.



- Piper Overstreet-White,
Senior Vice President of Government and
Community Relations

Scan to learn more about how
the Raiders are getting involved
in our community



CORPORATE PARTNERS

In 2024, we sought to foster deeper collaboration between the Raiders and our corporate partners to support community initiatives that promote inclusion and empowerment.



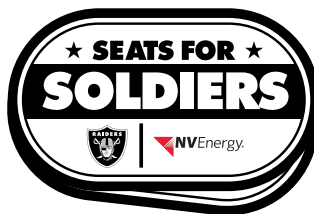
Small Business Showcase: The Raiders, along with presenting partner America First Credit Union and associate partner Shift4, hosted the Small Business Showcase to give small businesses in Nevada the chance to secure a single-season sponsorship agreement with the Raiders. The six finalists gained invaluable exposure, with the winning business, CurlyTop Baker, receiving a **season-long marketing package valued at \$100,000**. The Vegas Chamber gifted each finalist a year-long membership, and the Latin Chamber of Commerce gifted CurlyTop Baker a year-long membership as well.



First Downs for the Hometown: America First Credit Union donates \$100 to local charities for every first down made by the Raiders each season. With 172 first downs in the 2023 season, Project 150 and the Salvation Army Southern Nevada each received a **\$10,000 donation**, contributing to a total of over **\$60,000** raised for local organizations.



EA Sports Field the Future: 400 students from Sunrise Mountain High School benefited from the refurbishment of the school's eSports lab, featuring Raiders' logos and inspiring quotes from legends like John Madden and Al Davis.



NV Energy Seats for Soldiers: In collaboration with NV Energy, we provided an unforgettable experience for **20 military members** to receive two tickets to one of the Las Vegas Raiders home games at Allegiant Stadium. Together, we provided NV Energy-nominated service members with tickets, parking passes, special recognition during the game, and exclusive swag.



One For The Community: Credit One Bank is supporting the **Maxx Crosby Foundation** and **YMCA of Southern Nevada** by donating **\$2,000 for each sack made by the Raiders**. In 2023 the initial donation reached \$64,000 and Credit One generously contributed an additional \$36,000, bringing the total to **\$100,000**. Both nonprofits received **\$50,000**.



Our corporate partners stand with us on the field and are integral to our footprint in the local community.

Their unwavering support enhances our ability to make a sizable and lasting impact on the community.



- Qiava Martinez, Senior Vice President – Chief Sales Officer

RAIDERETTES

The Raiderettes continue to uphold their longstanding dedication to social impact and youth empowerment, building on a nearly 65-year legacy. The Raiderettes focus on education, sports, and support for the armed forces, spreading goodwill both locally and abroad.

- The Raiderettes actively engage in numerous charitable events throughout the season. Our members volunteered at initiatives such as **Evelyn's Lemonade Stand**, which raised funds for the Children's Hospital, participated in the **"Stars and Strikes Bowl,"** benefiting the Kline Veterans Fund, and participated in the **Buddy Walk** helping raise awareness for the Down Syndrome Organization of Southern Nevada. During **Nevada Reading Week**, we visited **12 local schools**, promoting literacy by reading to students and inspiring a love for reading.
- The **Junior Raiderettes Program** proudly sponsored over **30 children from Title I schools**, offering them the opportunity to experience a Raiders Game Day and perform alongside the Raiderettes.
- In collaboration with Foodie Fit and Blade Barber Lounge, we successfully hosted **two back-to-school events** to pack and distribute over **500 backpacks** filled with essential school supplies, ensuring local students were well-prepared for their academic year.
- Our ongoing **Holiday Toy Drive** collection for Intermountain Health's Primary Children's Hospital allowed us to donate **100 toys** for children in need during the 2023 holiday season.



FOOTBALL DEVELOPMENT





GROWING THE GAME FOR NEXT GEN FANS - RAIDERS SUPPORT FOR YOUTH FOOTBALL


Football serves as a powerful platform for the youth in our community, fostering a sense of belonging, promoting health and wellness, and nurturing leadership skills. The Raiders are committed to removing barriers and increasing access to youth football through our empowering signature programs called the Four Quarters of Football Development in which each program corresponds to a quarter of a professional football game:

1st Quarter: Football Introduction **2nd Quarter:** Team Play **3rd Quarter:** Competitive Football **4th Quarter:** Creating Opportunities


FOOTBALL DEVELOPMENT BY THE NUMBERS

7,500 youth ages 6-13 empowered through skill development and healthy lifestyles 

350 Southern Nevada high school flag football players participated in the INSPIRE event 

11 Raiders Flag Football Teams competed in NFL FLAG Championships at the Pro Football Hall of Fame 

1,214 high school athletes in Raiders Elite Programs 

\$25,000 travel fund provided to support 2,500 youth ages 6-14 through the Silver & Black Football program 

FOOTBALL DEVELOPMENT INITIATIVES

PLAY FOOTBALL YOUTH CAMPS

The Raiders hosted over **70 Play Football Camps**, introducing football fundamentals to youth aged 6-13. The initiative, supported by the Football Development team, Raiders alumni, and community organizations, empowered 7,500 youth through 60-minute skill development sessions that emphasized fun and physical activity.



INSPIRE

In partnership with the Clark County School District, Southern Nevada Flag Football Coaches Association, Nike, USA Football, and National Association of Intercollegiate Athletics (NAIA), the annual INSPIRE event celebrated girls flag football with skills clinics, combine training, and a state all-star game. **350 Southern Nevada high school flag football players** and **100 girls flag football all-stars** benefited from this initiative, with three seniors receiving college offers.



CHAMP CAMP

Led by Las Vegas Raiders Assistant General Manager Champ Kelly and the 2024 Raiders Rookie Class, the annual CHAMP Camp developed athletes on and off the field. **350 Southern Nevada football players** from various high schools participated, receiving mentorship and training from Raiders coaches and players.

SILVER & BLACK FOOTBALL

In collaboration with RCX Sports, NFL FLAG, and local organizations, the Raiders **supported 2,500 youth** aged 6-14 through the Silver & Black Football initiative. This program provided a **\$25,000 travel fund** for teams participating in NFL FLAG Championships and ensured continued engagement through organized football and coaching support.

COACH EDUCATION

The Raiders partnered with the Southern Nevada Football Coaches Association and USA Football to provide clinics for **400 youth and high school football coaches** in Nevada that covered best practices in player development and safety, including heat and hydration education, promoting a safer game for all participants.



// The Raiders are making a huge impact on the young girls at Moapa Valley High School and recognizing them for their accomplishments on and off the field. //

- Dave Belcher,
Head Flag Football Coach, Moapa Valley High School

TEAM GROWTH & DEVELOPMENT



ACTIVE PLAYERS GIVING BACK

The Raiders collaborate with our players to identify the issues that resonate most with them and provide opportunities for them to positively contribute to the Las Vegas community we call home. In 2024, our players volunteered 954 hours at Raiders-led community relations events.

PLAYERS INVOLVED IN THE COMMUNITY

High School Sports Medicine Career Day

The Raiders hosted the High School Sports Medicine Career Day at the Intermountain Health Performance Center for 90 local high school students interested in pursuing careers in sports medicine to learn from professionals in the field. Attendees gained valuable insights into the various career paths available in sports medicine through hands-on demonstrations and interactive discussions.



Maxx Crosby was nominated for the 2024 Walter Payton Man of the Year Award in recognition of his outstanding commitment to community service. In 2023, he launched The Maxx Crosby Foundation, focused on providing crucial support for teen substance abuse intervention, youth health and wellness, animal rescue and abuse prevention, along with various other charitable initiatives.



Pro-Football Care Sports Emergency Response Training

In collaboration with Sports Medicine Concepts, the Raiders hosted an in-person program to equip 25 local high school athletic trainers and coaches with the critical skills necessary to handle sports-related emergencies effectively. The training featured interactive demonstrations and simulations that covered important topics such as football equipment removal, cardiac arrest response, and the management of exertional heat stroke.



Alex Mattison, the NFLPA Community MVP for Week 4 of 2024, surprised families with game tickets, VIP experiences, and \$1,000 per household to help with everyday needs at the Raiders September 22 home opener. Through his “Rush 2 Give” Tour and the annual “I Am Gifted” football camp, he supports critical causes like youth empowerment, teen shopping sprees, and school supply donations.



EVENTS FOR MULTIPLE GENRES

1/3 OF ADULTS IN LAS VEGAS attended a professional sporting event last year and 14% have attended a concert

7 MILLION ADULTS (63% OF OVERALL ATTENDEES) traveled to Las Vegas and went to a professional sporting event in the last 12 months

174 MILLION ADULTS (63% OF U.S.) find Allegiant Stadium events appealing



GEORGE STRAIT
CHRIS STAPLETON
LITTLE BIG TOWN



ROLLING STONES

BILLY JOEL STING



MORGAN WALLEN

TWICE *p!nk*

Source: Any interest in: NFL, NCAA, FB, WWE, MLS, Mexican League Soccer, European Soccer, Attended: a concert in the last 12 month, Watched the Pro Bowl in the last 12 months, Watched PAC12 Football in the past 12 months



Allegiant Stadium tops the list of top-grossing stadiums
in the world for concerts, sporting events, and gamedays.



- Billboard, 2022

<https://www.billboard.com/2022-year-end-boxscore-charts/>

LEADING WITH INTEGRITY

The Las Vegas Raiders understand that diverse perspectives, experiences, and backgrounds are the foundation of strong decision-making. We take pride in celebrating our employees, players, and the vibrant communities

who passionately support the Silver and Black. Together, we are committed to fostering an organization that embodies inclusion, integrity, and excellence.



Mark Davis
Owner



Sandra Douglass Morgan
President



Tom Telesco
General Manager



Larry Delsen
Executive Board
Member



Kristen Banks
SVP, Marketing



Justin Carley
SVP, General Counsel



Michael Crome
SVP, Chief Financial
Officer



Heather DeSanto
SVP, Human
Resources



Qiava Martinez
SVP, Chief Sales
Officer



Cheryl Nichols
SVP, Administration,
Facilities and
Ownership

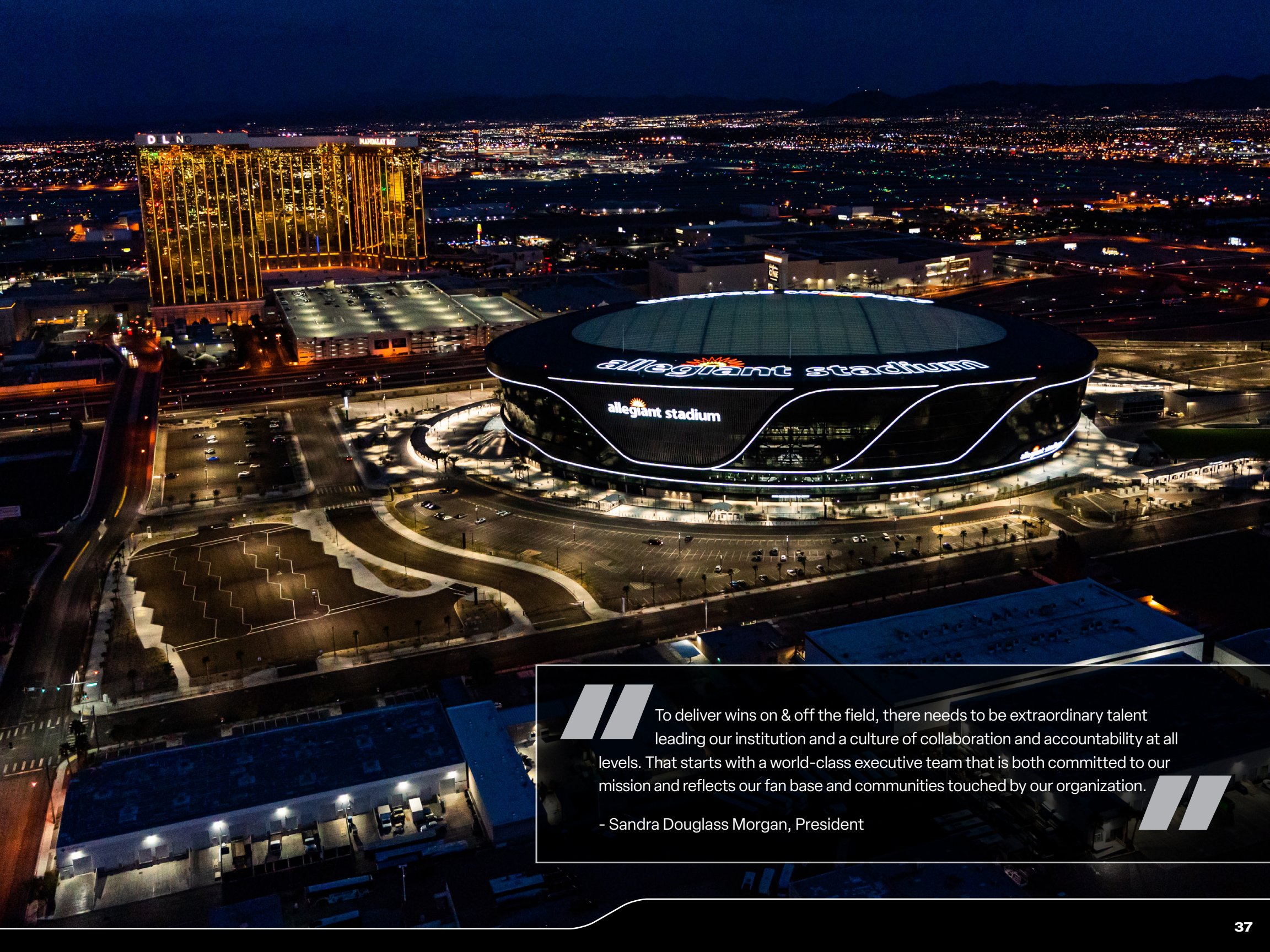


**Piper
Overstreet-White**
SVP, Government
and Community
Relations



Brad Phinney
SVP, Chief
Experience Officer





To deliver wins on & off the field, there needs to be extraordinary talent leading our institution and a culture of collaboration and accountability at all levels. That starts with a world-class executive team that is both committed to our mission and reflects our fan base and communities touched by our organization.

- Sandra Douglass Morgan, President



SUPER BOWL LVIII

When the Raiders built Allegiant Stadium and relocated to Las Vegas in 2020, the vision was always to host a Super Bowl. Less than five years later, that vision became a reality in February of 2024. The influx of fans, media, and revenue for businesses across Las Vegas had a substantial economic impact, solidifying our city's reputation as the premier global events destination.



BY THE NUMBERS

Economic impact of visitor spending totaled **\$1 billion**

Super Bowl visitors spent more than twice the typical traveler

Net visitor spending exceeded **\$600 million**

\$500,000 Donated by the Raiders Foundation & Super Bowl LVIII Host Committee to **20 in-state nonprofit groups**

200 **Small local businesses** supplied event-related products & services

The 2024 Super Bowl at Allegiant Stadium was the first Super Bowl powered with **100%** renewable energy

Super Bowl 58 electrical pull was on Allegiant Stadium's 100 percent Renewable Energy Program.

Super Bowl Waste Diversion Stats

Total Diverted: **72,606.54 Pounds Diverted** away from the landfill stream

Notable diversion streams:

- 35,200 pounds of food scraps sent to a local pig farm to be used as livestock feed
- 17,009 pounds of food was donated to a local food bank
- 55 pounds of unclaimed lost and found was donated to a local women's and children shelter
- 24 unclaimed electronics donated to a nonprofit, benefiting local domestic violence victims via Southern Nevada law enforcement agencies and violence prevention programs

COMMUNITY IMPACT

The opportunity to host Super Bowl LVIII also meant that we had a responsibility to ensure the impact extends well beyond the game. From providing local, diverse businesses with contracting opportunities, to student enrichment programs, our goal is to ensure our efforts have a lasting impact well beyond game day and for years to come.



SUPER BOWL LVIII BUSINESS CONNECT PROGRAM

The Las Vegas Super Bowl LVIII Host Committee, in partnership with the NFL, launched the Super Bowl LVIII Business Connect Program. The supplier diversity program allowed for local, minority, LGBTQ+, disability, and veteran-owned businesses to apply for NFL sub-contracts and to participate in the Super Bowl at Allegiant Stadium.



