



SECURITY, ATHLETICS, FACILITIES, AND EVENTS MANAGEMENT

SAFEMANAGEMENT.NET



THE ABILITY OF S.A.F.E. MANAGEMENT TO SEAMLESSLY BLEND SECURITY AND GUEST SERVICES to deliver superior results is what makes them an industry leader. The success of our security program is directly linked to our relationship with S.A.F.E. Management and the partnership their team has fostered throughout our organization. We are looking forward to many more years of working together to achieve superior results that are only attainable through an association with S.A.F.E. Management.

– **Joe Coomer**, *Vice President of Security, Mercedes-Benz Stadium*

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FORD FIELD, ONE OF THE PREMIERE ENTERTAINMENT FACILITIES IN THE WORLD, OPENED IN 2002 and S.A.F.E. has been our exclusive event staffing and 24/7 security provider since day one. What separates S.A.F.E. from the rest of the industry is their ability to adapt to the changing times and their focus on continuously improving the service that is provided to our daily building tenants and stadium guests.

–Todd Argust, Vice President of Operations



S.A.F.E. HAS PROVIDED THE NATIONAL FOOTBALL LEAGUE WITH SUPER BOWL GAME DAY EVENT SECURITY AND GUEST SERVICE STAFFING SINCE 2005. S.A.F.E has been responsible for total shift security during the preparation and post Super Bowl phases at the host stadium and has staffed and managed the NFL Experience, the Media Center, Media Day and sponsored events hosted by the league.

ABOUT S.A.F.E.

OUR FOUNDATION:

In 1994, Jim McIntyre, founder and CEO of S.A.F.E. Management had a desire and vision to develop a new wave of Crowd Management – bridging the gap between solid Security measures with unmatched Guest Service delivery. The goal was to develop an organization of “thinkers” that solved issues analytically rather than the traditional one-dimensional event staff company that intimidated guests and attempted to solve issues physically. Jim was committed to surrounding himself with individuals who recognized the importance of Guest Services and who were willing to go the extra step to achieve the difference between good and great. A key to this plan was to seek out honest and transparent partnerships which allowed for open dialogue and lead to creative solutions. To this day, S.A.F.E. has differentiated itself from the typical Security and Event Staffing companies by building on those very principles.



WHEN WE ENTERED THE INDUSTRY... Security and Guest Services in 1994 were two separate concepts. Crowd Management companies did not see the importance in training Guest Services staff in basic Security practices. Additionally, Event Security staff was not trained in the most basic Guest Service practices. They were essentially mutually exclusive. After spending extensive time at the Disney Institute and learning how imperative the Guest Service approach has been to Disney’s long-term success, we knew that S.A.F.E. could provide a high-end Guest Service concept while not compromising Security efforts.

The Disney style philosophy of Guest Services is something that we hold deep in our roots. Creating a culture that Security and Guest Services goes hand in hand is a formula that has proven to be very successful. Our facilities are SAFE, but we keep guests coming back! Ultimately that’s what our clients want – their clients (the guests) to have a positive experience and keep coming back.



JIM MCINTYRE
Founder and CEO, S.A.F.E. Management



OUR MISSION:

Throughout the past 25 years S.A.F.E.'s philosophy and approach has concentrated on three different key aspects that were developed by our founder:

▫ CREATING AND MAINTAINING AN ENJOYABLE AND SAFE ENVIRONMENT

▫ COMMUNICATING CORRECT INFORMATION

▫ PROMOTING A PROFESSIONAL IMAGE

OUR PRESENT:

Although our organization has grown, adapted and dramatically innovated over the past 25 years, S.A.F.E.'s leadership has managed to keep the company's philosophy and approach the same - Providing quality Event Security that maintains a philosophy of intense focus on high level guest interactions.

Today, S.A.F.E. is a specifically tailored Security, Guest Services, Crowd Management, Consulting and Parking Staffing Company that specializes in Sport Facility and Special Event Management. S.A.F.E. is currently represented in five states nationwide and is proud to have grown into the Nation's most trusted and dependable Event Security and Guest Service Staffing Company.



OUR FUTURE:

S.A.F.E.'s business model and fundamental philosophy centers on searching for the "right fit" partner that will compliment, support, and work hand-in-hand with S.A.F.E to accomplish each other's goals. S.A.F.E.'s leadership has always worked from a platform that our ultimate goal is not to build the largest Event Staffing firm, but to deliver a product of quality over quantity. Our leadership believes this approach will allow the company to continue achieving our definition of success – "finding the right clients and keeping them."

S.A.F.E. SOLUTIONS

EVENT SECURITY:

- Entry Point Inspection (Walk-through Metal Detection; Handheld Metal Detection; Pat downs; Bag and content screening)
- Access Control
- Asset Protection
- Crowd Management
- Talent/VIP Escorts
- Bike Patrols
- Alcohol Compliance Officers



GUEST SERVICES:

- Greeters
- Ushers
- Ticket Takers or Scanners
- Escalator/Elevator Attendants
- Concierges/Guest Service Booth Representatives
- Suite/Premium Seating Attendants
- Directional and/or Wayfinding Personnel
- Parking Attendants/Supervisors



COURTESY TEAMS:

- The Courtesy Team is a group of individuals that has the diversity and experience to adapt to any scenario an event may present and react efficiently and effectively to address it.
- Although the Courtesy Teams specialize in quickly mobilizing to respond to varying scenarios, its approach is one of proactivity in an effort to eliminate potential issues before they ever arise.
- These teams are made up of a unique blend of backgrounds and specialties including guest services, security, and crowd management.
- Individuals work in a group of two or three and provide support to the general Team Members, Event Security, Guest Service Personnel, Supervisors, Managers and Management.
- Each team is assigned pre-event, event and post-event responsibilities to maximize efficiently during various stages in an event.

SECURITY CONSULTING:

- Create comprehensive security plans
- Develop staffing plans tailored to events or venues
- Provide risk management through event preparedness
- Coordinate crowd management operations
- Assist with event command center coordination

YOU CAN DESIGN AND CREATE, AND BUILD the most wonderful place in the world. But it takes people to make the dream a reality.

WALT DISNEY



“STATE FARM STADIUM IS AN ICONIC VENUE AND HOME TO THE ARIZONA CARDINALS Football Club (NFL), annual Fiesta Bowl, and the largest touring concerts in the country. Since opening the doors in 2006, S.A.F.E. Management has been our exclusive Guest Services, Event Security, and 24/7 Security provider. S.A.F.E. Management’s consistent job performance and partnership has allowed us to consistently be at the forefront of the event security industry.”

– Sam Cornejo, Director of Security



“THE BALTIMORE RAVENS ARE COMMITTED TO PROVIDING ITS FANS A FIRST CLASS EVENT EXPERIENCE. S.A.F.E. Management has been a partner of ours since 1996 and has helped the Ravens provide its fans a safe, fan friendly environment to enjoy NFL Football.”

– Roy Sommerhof, Vice President of Stadium Operations.

LOCATIONS & EXPERIENCE

LOCATIONS

S.A.F.E. Management provides Event Staffing to some of the most high-profile venues and events in the world, including the Nation's Greatest Sporting Event – the Super Bowl. Currently, we have regional offices in:

- Arizona
- Florida
- Georgia
- Maryland / Washington D.C.
- Michigan
- Nevada
- NFL Super Bowl Hosting Cities



FACILITY EXPERIENCE

S.A.F.E. Management currently provides Security, Guest Services and Parking staff to a diverse group of entertainment venues.

Listed below encompass:

- NFL Stadiums
- MLB Stadiums
- Arenas
- Speedways
- Convention Centers
- Universities and Colleges
- Concerts
- Festivals
- Fairs
- Expositions
- Commercial buildings

SPECIAL EVENT EXPERIENCE

S.A.F.E. has experience providing Event Staffing and Consulting to some of the world's most well recognized events. S.A.F.E.

recently celebrated completion of the companies 15th Super Bowl.

Additional events include:

- Super Bowl (Since 2005)
- Super Bowl Media Day
- Pro Bowl
- MLS Cup
- MLS All-Star
- NCAA Football National Championship
- NCAA National Events
- BCS National Championship Game
- SEC Championship
- Chick-fil-A Kickoff Game
- Tostitos Fiesta Bowl
- Peach Bowl
 - Numerous other College Football Bowl Games
- Fire Fly Music Festival
- NCAA Men's Basketball Final Four
- NCAA Men's Lacrosse Final Four
- NCAA Frozen Four
- Florida v. Georgia
- Army vs Navy Football Classic
- Preakness Stakes IMAGE

WHY PARTNER WITH S.A.F.E.?

QUALITY OVER QUANTITY:

Since 1994 S.A.F.E. Management has built its foundation off of a concentrated effort on quality over quantity. S.A.F.E. has distinguished itself in an industry where the majority of companies base their success on the quantity of the accounts, they manage rather than the quality of the partnerships and relationships they have built. Our leadership's goal has never focused on becoming the largest event staffing company in the nation, but rather to maintain a reputation of quality and loyalty. When taking on a new client we want to ensure that your event or facility will always be our priority in that particular region. We can guarantee that your event or facility will always be our priority because we have the national experience and resources to provide the highest level of services in the world, but we are also small enough to provide the intimate care your event or facility deserves.

BRANCH MANAGEMENT AND STRUCTURE:

When selecting a branch manager for a new project S.A.F.E. has always selected internally! 95% of our current branch managers have started with the company right out of college. At S.A.F.E we believe in educating our employees in a progressive manner. Although we have always welcomed individual growth, we pride our leadership on experience and integrity. Providing the highest quality of branch management in the industry.



At S.A.F.E. Management we differentiate ourselves from the competition by changing the way events are managed. We believe in THINKERS who can lead and educate their team to ensure your venue is a success from the moment we begin the project. This entire process starts with experienced and skilled branch managers that have strong business backgrounds coupled with vast event operations experience. In addition to the strongest branch management, S.A.F.E. provides the most effective and efficient operations structure in the industry. We focus on management and supervision and believe in providing our Team Members with the highest level of support.

EVENT PREPARATION DEDICATION:

Preparation is Power! And we would challenge you to find a company that is more dedicated to thoroughly preparing for events than S.A.F.E. Part of our preparation is buying into a quote that is famous around our offices: “We have two ears and one mouth so that we can listen twice as much as we speak.” For us this translates into a motto of listening intently to our clients wants and needs during pre-event meetings so that we can successfully communicate to our Team Members what will make for a successful event day. We recognize the importance of information dissemination and we work tirelessly to prepare so that we can properly communicate to our Team Members the information they need to be successful.

IMAGE:

You have to look good to play good! That not only applies on the field, court, or stage, but also in the stands. S.A.F.E.’s mission explicitly focuses on “promoting a professional image” and we pride ourselves on providing Team Members that look good and play good.



“THE S.A.F.E. MANAGEMENT TEAM IS RESPECTFUL of its Team Members and they make the job fun – Not something every employer can do! In addition to the exciting work environment in Baltimore, S.A.F.E. has provided me the opportunity to grow professionally and personally by giving me the opportunity to travel and work Super Bowls. Working with Team Members from other regions and gaining experience through detailed training makes the Super Bowl an experience I will look forward to every year.”

– Bill Ingham, Jacksonville Manager since 2005

**“Success is finding
the **RIGHT CLIENTS**
and **KEEPING THEM**”**



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