Exhibit 2

2026

BROWARD
COUNTY
FLORIDA

2026 SOUTH FLORIDA
HOST COMMITTEE

2026 SOUTH FLORIDA
HOST COMMITTEE

2026 CFP NATIONAL CHAMPIONSHIP AND HOST COMMITTEE OVERVIEW

OVERVIEW

THE EXPANDED COLLEGE FOOTBALL PLAYOFF 12-MODEL

- In 2014-15, the inaugural College Football Playoff (CFP) four-team model began featuring the four best teams
- In December 2022, the CFP Board of Managers voted to expand the playoff to 12-team model beginning in the 2024-25 season
  - The four (4) first-round games will be played at campus sites
  - For the 2024-25 and 2025-26 seasons, the four (4) Quarterfinals and two (2) Semifinals will be rotated amongst the New Year's Six bowls:
    - ✓ Capital One Orange Bowl (South Florida)
    - ✓ Allstate Sugar Bowl (New Orleans, LA)
    - ✓ Chick-fil-A Peach Bowl (Atlanta, GA)
    - ✓ Vrbo Fiesta Bowl (Phoenix, AZ)
    - ✓ Goodyear Cotton Bowl (Dallas, TX)
    - ✓ Rose Bowl presented by Prudential (Pasadena, CA)
  - Currently working on next CFP agreement (2026-27 to 2031-32)

CFP NATIONAL CHAMPIONSHIP GAME - BID PROCESS

- The prestigious CFP National Championship Game is not guaranteed but rather awarded to a different city through a bid process (e.g. Super Bowl, Olympics, World Cup and Final Four)

OVERVIEW

COLLEGE FOOTBALL AT LARGE

- College Football remains essentially tied with Major League Baseball as the second most popular sport in America
- 56% of all Americans ages 12+ are College Football fans – ***155 million people***
- College Sports fans are 1.6 times more likely to have incomes higher than $100K compared to the overall US population
- 48% of fans are female and make up more than half of social media followings in college sports
  - ✓ Economic spending power of Female Known Fan households is upward of $530 billion per year

RECORD-BREAKING RATINGS

- College football on ESPN accounts for the top 15 and more than 50 of the top 100 most-watched cable programs on record (since 1987), with eight of the top 10 directly from Playoff Semifinals or national championship games.
- The 2015 title game between Ohio State and Oregon is the most-watched cable broadcast of all time, with more than 33,000,000 viewers. The 2018 game between Alabama and Clemson is the second most-watched broadcast of all time
- The 2023 College Football Playoff National Championship (featuring Michigan vs. Washington) peaked at 28 million viewers, ranking as a top 15 cable telecast all-time and the fourth-best non-NFL sports telecast since 2018
- College Football Playoff and New Year's Six bowl social media engagements grew to 4.9 million in 2023-24

CFPNCG GAME HISTORY

CFP NATIONAL CHAMPIONSHIP GAME HISTORY AND FUTURE HOST SITES

2015 CFPNCG: NORTH TEXAS
Ohio State 42, Oregon 20
Attendance: 85,689 - sellout

2016 CFPNCG: ARIZONA
Alabama 45, Clemson 40
Attendance: 75,765 – sellout

2017 CFPNCG: TAMPA BAY
Clemson 35, Alabama 31
Attendance: 74,512 - sellout & stadium record

2018 CFPNCG: ATLANTA
Alabama 26, Georgia 23 (OT)
Attendance: 77,430 - sellout

2019 CFPNCG: BAY AREA
Clemson 44, Alabama 16
Attendance: 74,814 - sellout

2020 CFPNCG: NEW ORLEANS
Clemson 25, LSU 42
Attendance: 76,885 – sellout

2021 CFPNCG: MIAMI -SOUTH FLORIDA
Ohio State 24, Alabama 52
Attendance: 14,926 - sellout
*20% capacity due to Covid-19

2022 CFPNCG: INDIANAPOLIS
Georgia 33, Alabama 18
Attendance: 68,311 - sellout

2023 CFPNCG: LOS ANGELES
TCU 7, Georgia 65
Attendance: 72,628 – sellout

2024 CFPNCG: HOUSTON
Washington 13, Michigan 34
Attendance: 72,808 – sellout

2025 CFPNCG: ATLANTA

2026 CFPNCG: MIAMI-SOUTH FLORIDA

HOST COMMITTEE

HOST COMMITTEE

LOCAL ORGANIZING GROUP

- Bid developed by a local organizing group
- Collaborative community effort; diverse group of South Florida leaders
- The Orange Bowl Committee is the lead entity for the Host Committee

RESULTS

- Previously awarded/successfully hosted the 2021 CFP National Championship
- In August 2022, awarded 2026 CFPNCG to be held on ***Mon, Jan 19, 2026***
- South Florida's 22nd National Championship

HOST COMMITTEE

BROWARD COUNTY MEMBERS ON HOST COMMITTEE

- Current board members include the following Broward County community leaders:
  - **John P. (Jack) Seiler, Seiler, Sautter, Zaden, Rimes & Wahlbrink (Chair, Host Committee)**
  - Matt Caldwell, Florida Panthers Hockey Club / Sunrise Sports & Entertainment
  - Henri W. Crockett, The Crockett Foundation
  - David Hoeneymeyer, Seminole Hard Rock
  - Brian Huseman, Amazon
  - Fred Karlinsky, Greenberg Traurig, P.A.
  - Keith Koenig, City Furniture
  - Abdol Moabery, GA Telesis
  - Scott Moss, Moss & Associates
  - Jerry Plush, Chairman & CEO, Amerant Bank
  - Stacy Ritter, Greater Fort Lauderdale Convention & Visitors Bureau
  - Dan Towriss, Group 1001
  - Charlene Zein, Sunshine Health

ECONOMIC IMPACT

SOUTH FLORIDA CHAMPIONSHIP ECONOMIC IMPACT

- Rich tradition of hosting National Championship games delivering significant economic impact to the region
- Anticipate the economic impact of the 2026 CFPNCG will exceed the impact of previous National Championship games

Estimated Impact (based on previous Semifinal and Championship Game Studies)

- 2026 CFPNCG is projected to generate well over $265 million in economic output and media value
- Over $100 million in tremendous media exposure between Aug. 2025 – Jan. 2026
- Approximately 95 percent of attendees are estimated to live outside South Florida, staying an average of 3.8 nights

Hotel Occupancy Rates

- The 2026 College Football Playoff National Championship is projected to generate higher room rates and higher occupancy rates than those typically documented in the third week of January

COMMUNITY BENEFITS

BENEFIT TO THE SOUTH FLORIDA REGION

- South Florida has a rich tradition of hosting National Championship games, historically resulting in significant economic impact generation throughout the region.
- In addition to perpetuating South Florida's key role in postseason college football, the 2026 College Football Playoff National Championship Game is expected to generate hundreds of millions of dollars in economic impact for the region and provide tremendous media exposure.
- A robust series of events and experiences has been developed over the next two years and leading up to the title game on Monday night.

COMMUNITY SUPPORT

- Public and private support from the community is vital to the 2026 Host Committee's success and its ability to provide the maximum possible benefit to South Florida.

2026 MIAMI
HOST COMMITTEE

BROWARD COUNTY SPONSORSHIP BENEFITS

COMMUNICATIONS

OFFICIAL COMMUNITY SPONSOR

- "Official" Community Sponsor of the Host Committee for the 2026 CFP National Championship

HOST COMMITTEE LOGO DESIGN

- As an additional option for the official Host Committee logo, an alternate design has been approved by the CFP for promotional use

- Promotional Rights
  - ✓ Right to use the Host Committee logo in marketing and promotional materials (with Host Committee approval)

2026 MIAMI HOST COMMITTEE

OFFICIAL LOGO

2026 SOUTH FLORIDA HOST COMMITTEE

APPROVED ALTERNATE

COMMUNICATIONS

WEBSITE

- Logo and hyperlink on the Host Committee's website under the "Official" Community Sponsor category
- Dedicated sponsor web banner and link on the Host Committee's website
- Featured links to Greater Fort Lauderdale / Broward County attractions on the CFPNCG
- Greater Fort Lauderdale / Broward County will be presented alongside Miami and Palm Beach
- The traveler will be able to explore a variety of attributes for each destination (beaches, golf, shopping, attractions, arts/culture, nightlife, weather, etc.…)
- Page will also link to the *Visit Lauderdale* website to promote Broward County's assets and qualities
- Host Committee website Things To Do and Getting Around pages

PRINT, DIGITAL AND SOCIAL MEDIA SUPPORT

- The Host Committee will support Broward County's efforts to attract tourism to Greater Fort Lauderdale through its digital and social media outlets
- The Host Committee will execute six (6) social media posts in support of upcoming events, festivals and/or promotions occurring in Broward County outside of Championship Week (Broward County to provide the Host Committee with content)
- Opportunity to conduct a "Social Media Promotion" with the above mentioned inventory (promotion and prize provided by Broward County and approved by Host Committee)
- Championship Celebration events will be listed in official 2026 CFPNCG Host Committee press releases distributed leading up to the game

COMMUNICATIONS

SIGNAGE AND DECOR

- Host Committee will work with the CFP to develop a décor program for the following:
  - ✓ Fort Lauderdale / Hollywood International Airport
  - ✓ Select areas of Greater Ft. Lauderdale and Broward County

ELECTRONIC FAN GUIDE

- Host Committee will produce an electronic fan guide for distribution to all 2026 College Football Playoff National Championship attendees which will include a Broward County feature

HOST COMMITTEE NEWSLETTER

- Host Committee will produce a monthly newsletter including a banner ad spotlighting Broward County.
- In addition, newsletters will include feature stories about Greater Fort Lauderdale / Broward County

IN-STADIUM GAMEDAY MARKETING

- Video "Thank You" to public sector partners including Broward County produced by the CFP

COMMUNITY PROGRAMS
LEGACY PARKS

The Orange Bowl Committee has spearheaded three legacy gift projects in Broward County

ORANGE BOWL FIELD AT CARTER PARK

In partnership with the City of Fort Lauderdale, …
- $1.5MM matching contribution
- Completed in 2012

ORANGE BOWL FIELD AT MITCHELL MOORE PARK

In partnership with the City of Pompano Beach, …
- $1.5MM matching contribution
- Completed in 2022

JIMMY EVERT TENNIS CENTER AT HOLIDAY PARK / ORANGE BOWL INTERNATIONAL TENNIS CHAMPIONSHIPS

In partnership with the City of Fort Lauderdale, …
- $1.5MM contribution
- Annual clay court resurfacing from 2026 – 2040, stadium court scoreboard
- Ensures that Broward County will remain the home of the internationally prestigious Orange Bowl International Tennis Championships

COMMUNITY PROGRAMS EDUCATION

EXTRA YARD FOR TEACHERS

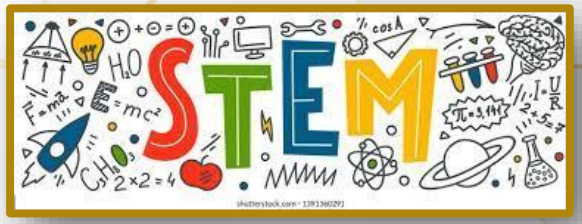
Innovation Learning Space Makeover Program

- The College Football Playoff Foundation, 2026 Host Committee and Orange Bowl Committee and Broward County Public Schools (BCPS) have agreed to a matching investment of up to $500,000 for a total **$1,000,000 investment** in ten (10) Broward County school media centers as part of our *Extra Yard for Teachers Innovation Learning Space Makeover Program*
  - Seven (7) Middle Schools - $120,000 per school project
  - Three (3) Elementary Schools - $40,000 per school project

BROWARD COUNTY HOST COMMITTEE STEM DAY

The 2026 Host Committee will host a Stem Day at a Broward County venue to complement the CFP Foundation initiative to enhance education.

- Associate sponsor of the Broward County Host Committee Stem Day
- Logo inclusion materials created to promote the event
- Opportunity to provide participants with branded promotional items and/or collateral
- Logo inclusion on event signage



COMMUNITY PROGRAMS EDUCATION

EXTRA YARD FOR TEACHERS SUMMIT

- BCPS teachers will be invited to participate in the CFP Foundation's free *Extra Yard for Teachers Summit* (TBD location), hosted during the week leading up to the 2026 CFP National Championship Game in addition to other activities

BCPS FIELD TRIP TO PLAYOFF FAN CENTRAL

- The 2026 Host Committee will work with BCPS to arrange student field trips to Playoff Fan Central on Friday, January 16, 2026

COMMUNITY ENGAGEMENT

HOST COMMITTEE COMMUNITY CELEBRATION

The 2026 Host Committee will host a "Community Celebration" in Broward County. The event, which is free and open to the public, will serve as a platform used by the Host Committee and its partners to encourage families in the community to maintain an active lifestyle, educate attendees on the importance of health screenings, provide information on local clubs and civic organizations, and promote financial literacy.

- Associate sponsor of the Broward County Community Celebration
- Logo inclusion materials created to promote the events
- Opportunity to provide participants with branded promotional items and/or collateral Logo inclusion on event signage
- Opportunity to provide two (2) 4x6 banners
- Exhibit space opportunity

VOLUNTEER PROGRAM

- Host Committee will work with volunteer groups in Broward County to ensure their involvement with Championship events, programs and activities

HOST COMMITTEE EVENTS

HOST COMMITTEE KICK-OFF LUNCHEON

The Host Committee will conduct an interactive luncheon in Broward County featuring prominent celebrities in College Football. The intimate Q & A session will provide the South Florida Business Community with a preview of the upcoming college football season and highlight teams who could potentially make their way to South Florida to participate in the 2026 College Football Playoff National Championship Game.

- Associate sponsor of the Host Committee Kick-Off Luncheon
- Name and/or logo recognition on the following:
  - ✓ Event signage
  - ✓ Promotional materials
- Exhibit space opportunity
- Opportunity to distribute promotional materials

HOST COMMITTEE EVENTS

HOST COMMITTEE KICK-OFF PARTY

As part of the weeklong celebration showcasing the South Florida community, the 2026 Miami Host Committee will host an evening specifically to celebrate the kick-off to our week of festivities leading up to the College Football Playoff National Championship Game at Seminole Hard Rock Hotel.

- Associate sponsor of the Host Committee Kick-Off Party
- Name and/or logo recognition on the following:
  - ✓ Event signage
  - ✓ Promotional materials
- Exhibit space opportunity
- Opportunity to distribute promotional materials

SPONSOR ASSETS

HOSPITALITY

- Twenty-four (24) tickets to the 2026 CFP National Championship Game
- Opportunity to purchase ten (10) additional game tickets
- Twelve (12) tickets to the Host Committee VIP Pre-Game Party
- Twelve (12) parking passes to the 2026 CFP National Championship Game

PARTNERSHIP TERMS

INVESTMENT

- Broward County to provide the Host Committee with $1,000,000 on a mutually agreed upon payment schedule.

CLOSING

THANK YOU!