

GRAEBEL TACKLES SUPER BOWL LOGISTICS

FOR SECOND CONSECUTIVE YEAR EXCEEDS EXPECTATIONS

CASE STUDY



With a solid offensive plan months in advance of the big game, Graebel performed winning moving logistical services with its exclusive contract for the Super Bowl XLVI. Having achieved top-scoring results during the previous year's Super Bowl, the National Football League selected Graebel for the second year running because of its proven proactive approach to service delivery and unmatched game-plan execution.

THE CHALLENGE

To be equipped and ready on a moment's notice to handle any logistical moving request, large or small, that the NFL had during a 7-day span leading up to and after Super Bowl XLVI, held in Indianapolis, Indiana at the Lucas Oil Stadium.

THE SOLUTION

In November, 2011 before the NFL playoffs took place, Graebel created the playbook for what would be a week-long event to take place in two-months. While the AFC and NFC teams fought to make it to the Super Bowl in February,

Graebel worked diligently to strategically position its Xs and Os to ensure cost-effective and seamless execution.

Security is naturally heightened for such a high-profile event. Access badges were required by all Graebel team members in order to enter restrictive locations at the Indianapolis International Airport, Lucas Oil Stadium, Indiana University-Purdue University Indianapolis (IUPUI) and the Colts' practice facility.

(continued on reverse)

THE CUSTOMER

The National Football League (NFL) acts as a trade association for 32 franchise owners. Among the league's functions, the NFL governs and promotes the game of football, sets and enforces rules, and regulates team ownership. Founded in 1920 as the American Professional Football Association, the league has been known as the NFL since 1922.

www.NFL.com

PROJECT SCOPE

To blitz the non-stop relocation of the New England Patriots' and the New York Giants' equipment; transport luggage for over 1,300 support staff, VIP guests and family members; and rapidly respond to a variety of special, quick-turn NFL requests.

WHY GRAEBEL

The National Football League has trusted Graebel to quarterback move logistics for the Super Bowl on multiple occasions. This marked the second consecutive year and third time that Graebel has successfully huddled with the NFL to perform this service for the highly-anticipated professional sporting event. Graebel was also selected for over six-decades of moving and storage experience and proven ability to, without hesitation, respond to the high-priority requests that the National Football League demands from service providers.

THE SOLUTION (continued)

As a relocation industry leader, security tops the priority list for Graebel. Worldwide, Graebel employee candidates and drivers are extensively background-checked and substance-tested prior to employment, with random, ongoing evaluations required after people have joined the organization. An additional Federal Bureau of Investigation (FBI) level of clearance was also conducted on every Graebel employee identified to work at each of the three venues.

From its 40 moving and storage centers across the U.S., Graebel drafted 32 crew members for its highly-skilled employee roster from six of its company-operated centers in:

- > Dallas > Indianapolis
- > Miami > Nashville
- > Tampa Bay > St. Louis

Countdown to the World's Most Anticipated Sporting Event

Eleven days before the Super Bowl, Rick Schmidt, Graebel veteran and team coach for the event, arrived in Indianapolis to manage pre-game on the ground efforts in tandem with the local Graebel Indianapolis center and general manager, Matt Bailey from the Graebel South Florida center. To ensure a smooth delivery from start to finish, Schmidt and his team met with:

- > NFL transportation crew
- > Up to 5 contacts from the Giants and Patriots
- > Hotel management for 5 hotels
- > Airport officials and security
- > Lucas Oil Stadium management and security

One week prior to the Super Bowl, NFL players and support staff from both teams began arriving in Indianapolis. The Graebel crew was prepared and ready on the airport tarmac when all five, 260 passenger charter planes, arrived. Because the teams were staying at five different hotels, as each plane arrived, Graebel immediately tagged and delivered luggage to the hotels and made certain that every piece was placed in the room.



Graebel loads and delivers luggage for more than 1,300 Super Bowl VIPs at Indianapolis International Airport

The best offense is a great defense and Graebel anticipated and was prepared for any scenario with the understanding that every inch was more than a first down, it counted toward the win. Football practice for the Patriots took place at the Indianapolis Colts' practice facility and the Giants trained at IUPUI every day during the week leading up to the Super Bowl. Graebel transported gear and equipment to and from the practice facilities and the Lucas Oil Stadium for various other events.

Tuesday, January 31 was the world's Media Day and non-stop action for the Graebel crew. All uniforms and other necessary equipment were relocated, round-trip, from IUPUI and the Colts' practice facility to Lucas Oil Stadium in downtown Indianapolis.

Equip for an Audible

On the same Media Day, Graebel received an urgent call at 11:00 a.m. that a truckload of footballs in Nashville (300 miles away) required delivery to Lucas Stadium for the next day. Graebel set the play in motion and on the spot sent a crew to Tennessee. The crew returned and unloaded the shipment within hours of the initial call on the same day.

Additional requests included round trips for:

- > 30 coat racks
- > 150 chairs
- > Exercise bikes and equipment

72-hours prior to Super Bowl Sunday, a second wave of charter planes arrived. Family members and other guests that totaled more than 1,300 began arriving at the airport just as the players and staff did earlier in the week. Graebel positioned 14 straight trucks to handle the massive inbound rush of VIPs. Here too, luggage was tagged and delivered promptly to the appropriate hotel rooms.

Game-Day

The Giants beat the Patriots 21-17 with a last-minute score to win Super Bowl XLVI. Graebel loaded and delivered both teams' equipment for departure at the Indianapolis International airport.

Immediately after the on-field award ceremony, Graebel securely transported and hand-delivered the Lombardi trophy to the New York Giants' team charter plane.

Post-Game

Super Bowl XLVI may have been over, but Graebel's plays continued. The following day, the players, team staff, family members and guests were homeward bound. Eighteen Graebel straight trucks received and transported the luggage and equipment from the five hotels to the airport.

THE RESULTS

Graebel remains the Super Bowl reigning logistics champion, scoring numerable planned and special service delivery touchdowns for each team and the NFL. Game-planning efforts were proven successful, efficient, and the Graebel logistics team soared through the end-zone.



#1 in the "HRO Today" Relocation Baker's Dozen - Two Years Running, 2010 and 2011.

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