



HALL OF FAME VILLAGE

powered by

Johnson Controls



HALL OF FAME VILLAGE MEDIA

HOFL



HALL OF FAME

RESORT & ENTERTAINMENT CO.

Investor Presentation
June 2021

Who We Are

WHAT WE DO

As a world-class resort and sports entertainment company, we do what no other company can through our unique brand partnerships and direct access to exclusive content. By doing this, we create exceptional experiences across multiple platforms that honor the past and inspire the future. With this unwavering purpose, we strive to maximize shareholder value and pursue excellence.

*Honor the Past,
Inspire the Future*

What We Are

A MULTI-DIMENSIONAL SPORTS & ENTERTAINMENT COMPANY



THEMED, EXPERIENTIAL DESTINATION ASSETS

Themed Attractions
Hospitality
Live Entertainment

MEDIA

Original Content
High-Profile Partnerships
Sponsorships

GAMING

Fantasy Sports
eGaming
Sports Betting

Competitive Advantage

UNIQUE POSITIONING AND MULTIMEDIA APPROACH

Our **unique position** and **multimedia approach** makes us the **ONLY** company of our kind fully poised to **capitalize** on the **Popularity of Football**.

INTEGRATED
DESTINATION + MEDIA + GAMING

MULTIPLE POINTS OF
MONETIZATION WITHIN
EACH BUSINESS VERTICAL

NEW, INTERACTIVE EXPERIENCES
AND CONTENT FOR THE WORLD'S
MOST LOYAL FANS

ABILITY TO CREATE
UNLIMITED UNIQUE CONTENT

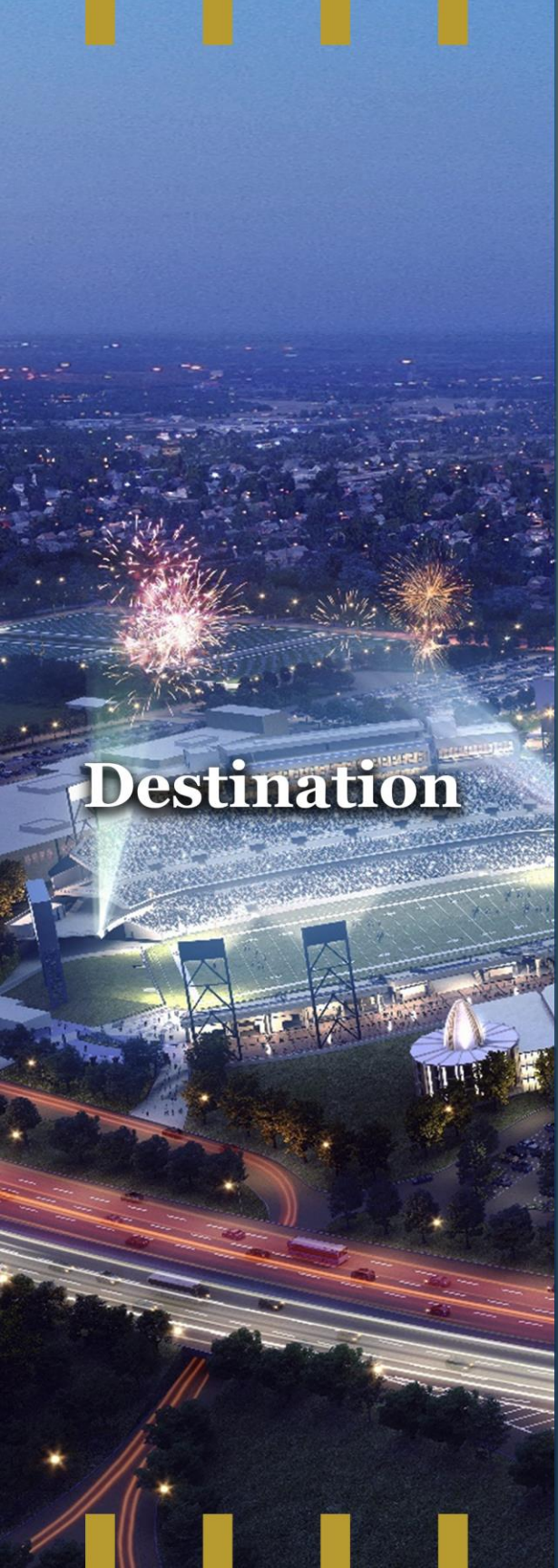
ACCESS TO
UNPRECEDENTED
PARTNERSHIPS



Present & Future Revenue Streams

CREATING A MULTI-DIMENSIONAL ENTERTAINMENT & MEDIA COMPANY





Destination



Media

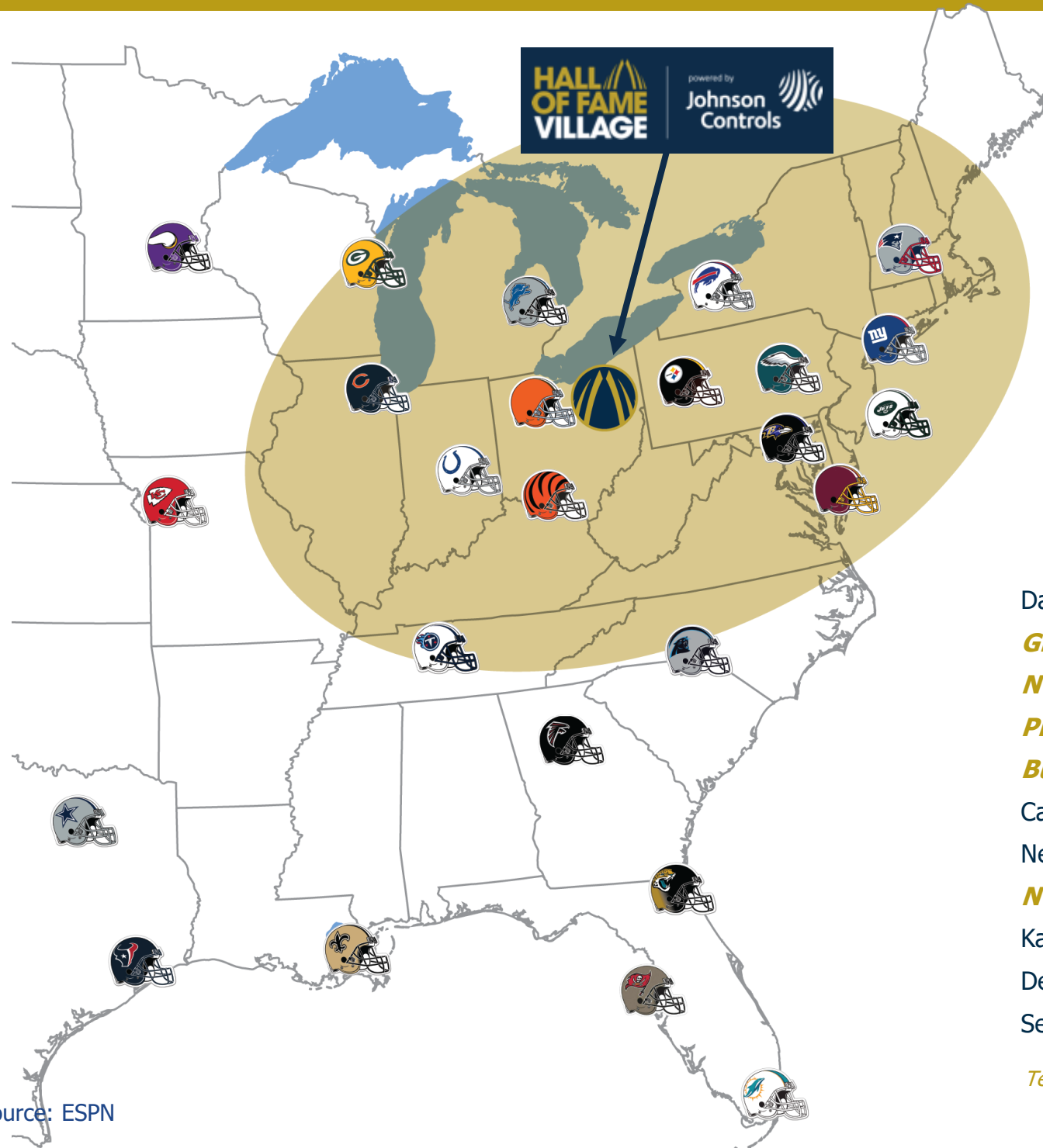


Gaming

HALL OF FAME
RESORT & ENTERTAINMENT CO.

Birthplace of Professional Football

STRATEGIC LOCATION TAPS INTO FOOTBALL FANDOM



Nearly half of NFL franchises are located within an 8-hour drive

32 million people live within a 5-hour drive of Hall of Fame Village powered by Johnson Controls.

Akron/Canton Airport provides *direct flights to 10 major cities.*

2019 Total Attendance per NFL Team (figures in thousands)

Dallas Cowboys	1,289	Washington	1,101	Jacksonville Jaguars	1,014
Green Bay Packers	1,154	Atlanta Falcons	1,099	Detroit Lions	1,011
NY Giants	1,143	Baltimore Ravens	1,091	Arizona Cardinals	1,000
Philadelphia Eagles	1,139	New England Patriots	1,086	Chicago Bears	991
Buffalo Bills	1,123	San Francisco 49ers	1,080	Pittsburgh Steelers	986
Carolina Panthers	1,122	Houston Texans	1,076	Indianapolis Colts	965
New Orleans Saints	1,117	Cleveland Browns	1,075	Las Vegas Raiders	950
NY Jets	1,116	Minnesota Vikings	1,070	Tampa Bay Buccaneers	949
Kansas City Chiefs	1,115	Miami Dolphins	1,066	Cincinnati Bengals	907
Denver Broncos	1,104	Los Angeles Rams	1,063	Los Angeles Chargers	760
Seattle Seahawks	1,102	Tennessee Titans	1,047		

Teams in gold are located within 8-hour drive of location

Destination-Based Entertainment Assets



Located within an opportunity zone & Ohio's only tourism development district

Phase I

Completed • \$250M Assets already created

- 1 Pro Football Hall of Fame
- 2 Tom Benson HOF Stadium
- 3 National Youth Football & Sports Complex
- HOF Village Media*

Phase II**

- 4 HOF Indoor Waterpark
- 5 The Eleven, a Hilton Tapestry Hotel
- 6 Constellation Center for Excellence
- 7 Center for Performance
- 8 Retail Promenade
- 9 Play-action Plaza

Phase III

Up to *\$300 Million* in new assets across *600 acres* of available land.

May include a potential mix of residential space, additional attractions, entertainment, dining, merchandise and more.



*HOF Village Media is not a physical part of the Hall of Fame Village powered by Johnson Controls but is a Phase I asset of the company.
 **DoubleTree by Hilton hotel opened in downtown Canton in November 2020.

Tom Benson Hall of Fame Stadium

KEY 2021 EVENTS

Women's Football Alliance Division Championships

- July 23-24, 2021
- 5-year partnership starting in 2021
- Largest, longest running, & most competitive women's tackle football league in the world



Enshrinement Week powered by Johnson Controls

- August 5-9, 2021
- Annual Hall of Fame NFL Football Game – 2021 is Steelers vs. Cowboys
- Gold Jacket Ceremony, Two Enshrinement Ceremonies & Concert for Legends



Black College Football Hall of Fame Classic

- September 3-5, 2021
- Annual event since 2019
- Grambling State University vs. Tennessee State University



Highway 77 Music Festival

- September 12, 2021
- All-day event featuring Dan + Shay, Dustin Lynch, Maddie & Tae, Eric Paslay, and Tyler Farr



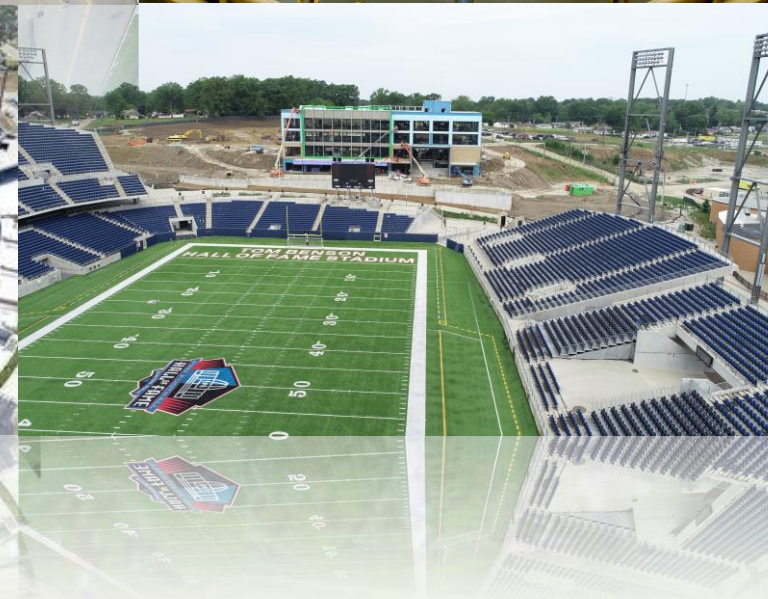
OHSAA Football Championships

- Fall 2021
- 3-year agreement to host OHSAA's state football championships across seven divisions



2021 Stagg Bowl – Division III Football Championship Game

- December 2021



Tom Benson Hall of Fame Stadium Hosting 17 Large Events in 2021

Hall of Fame Village - Phase II Development

ANNUAL PROJECTIONS OF 2-5 MILLION PEOPLE ON OUR CAMPUS



**2020
Hilton
Legacy
Award**

Doubletree By Hilton

- \$30M in renovations
- 164 guest rooms
- 11K sq. ft. of meeting space
- Opened November 2020
- 5 minutes from HOFV campus



The Eleven, A Hilton Tapestry Hotel

- Upscale, football-themed hotel
- 180 rooms
- 10K sq. ft. of meeting space



Center for Performance

- Home to NFL Alumni Academy
- World-class offices, training facilities & practice fields



Indoor Water Park

- Technology-driven, football-themed experiential attraction
- 85K sq. ft. of indoor waterpark wet space



UNDER CONSTRUCTION

Constellation Center for Excellence

- 75K sq. ft. vibrant mixed-use setting
- Includes dynamic office space & retail pads



Play-Action Plaza

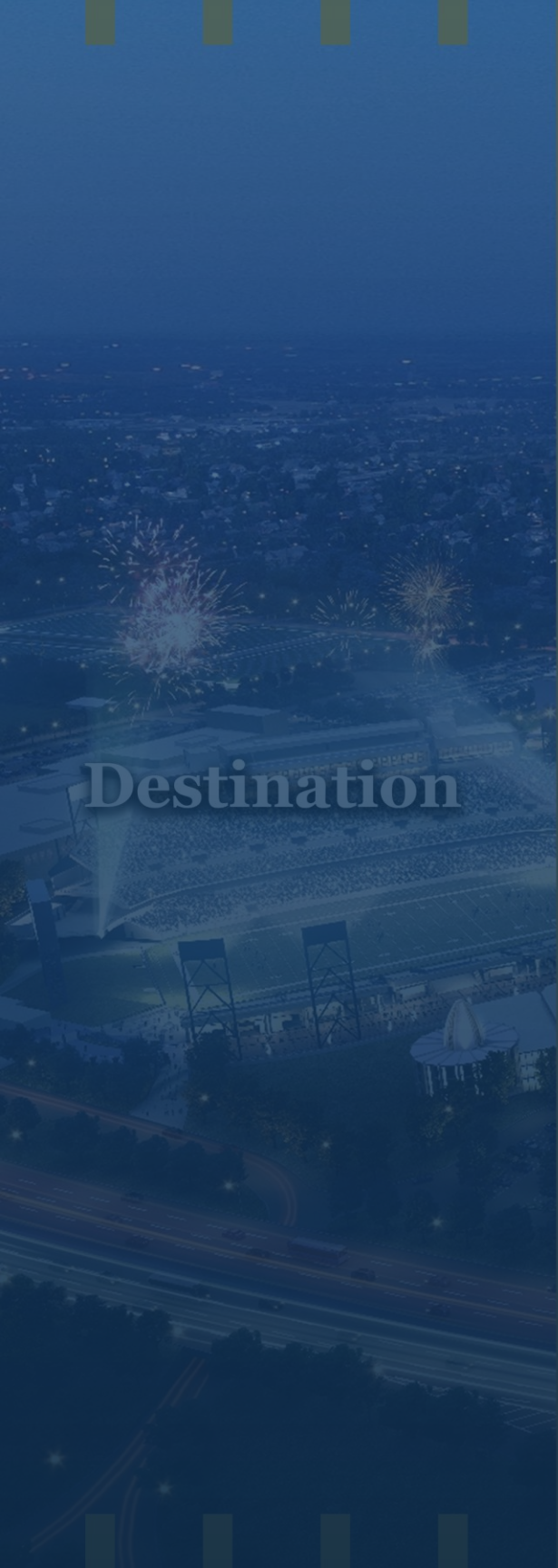
- 3.5-acre green space
- Adjacent to Retail Promenade
- Fun, football-themed area for recreation, events & informal gatherings



Retail Promenade

- 82K sq. ft. of unique restaurant & retail offerings
- Sports entertainment & themed, experiential offerings

Located within an Opportunity Zone & Ohio's Only Tourism Development District



Destination



Media



Gaming

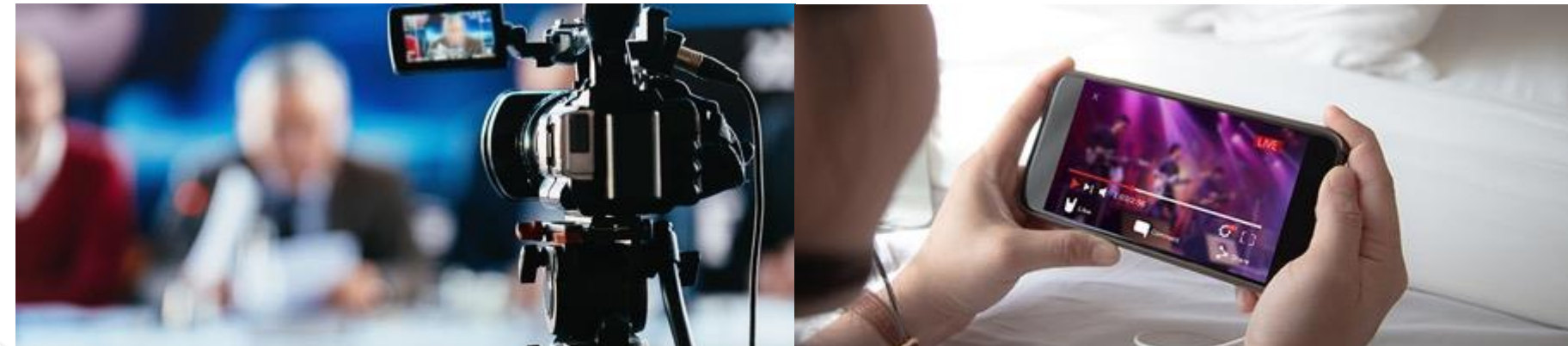
HALL OF FAME
RESORT & ENTERTAINMENT CO.

Hall of Fame Village Media

WORLD-CLASS CONTENT COMPANY

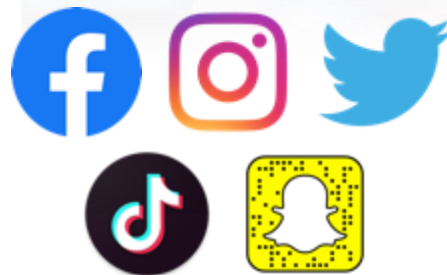
Bringing HOFV and Pro Football Hall of Fame assets, brand attributes and core values to life through premium content and storytelling across all genres, formats and platforms

HALL OF FAME VILLAGE MEDIA



CONTENT DISTRIBUTION OPPORTUNITIES

SOCIAL MEDIA



BROADCAST OVER-THE-TOP



STREAMING



Media Content Initiatives

CONTENT CREATION ACROSS MULTIPLE CHANNELS

The Academy

Docuseries on the NFL Alumni academy and its process of funneling players to the NFL during the season

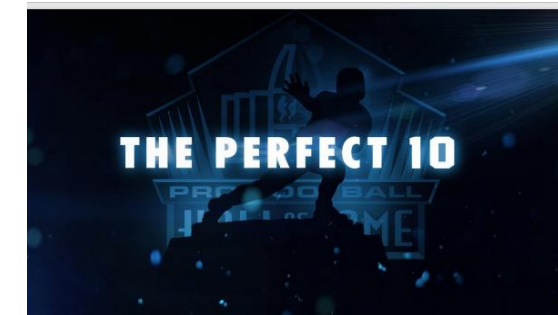


Inspired

A celebration of inspirational NFL figures who have used their platform to help those in need while bringing people and their communities together

The Perfect Ten

Profiles the exclusive group of NFL athletes who are both Heisman Trophy winners and Pro Football Hall of Fame inductees



Hometown MVP

15-episode series highlighting the tremendous community impact made by some of the NFL's biggest stars



World Chase Tag

Co-Producing the World Chase Tag special televised on ESPN. Event will be held on August 6th and hosted at Hall of Fame Village powered by Johnson Controls



Hall of Fantasy

Weekly play-by-play and a behind-the-scenes look at the world's first Professional Fantasy Football League



HQ Trivia/Hall of Trivia

A weekly sports and fantasy themed trivia show that airs live on the HQ app to thousands of participants and awards winners with cash prizes



Partnerships

NFL ALUMNI ACADEMY



NFL Alumni Academy kicked off during 2020 NFL season

- Successfully launched Academy in Canton, Ohio despite pressures from COVID-19
- Focus on three position groups for first year: Offensive Linemen, Defensive Linemen, Running Backs; will expand in future years
- Signed Media Agreement with Sports Illustrated Studios to produce a docuseries based on the Academy
- Social Media presence helps to enhance HOFV's visibility
- Utilizing HOFV assets like Tom Benson Stadium and DoubleTree

Success Stories

- 30+ participants
- Well-known coaches prepare athletes for realizing their NFL dreams
- Had 10+ players signed to NFL team rosters in 2020-2021 NFL season

Non-Fungible Tokens (NFTs)

Next Generation Content

New Business Launch

- Launched NFT business in partnership with Dolphin Entertainment, one of the world's leading entertainment public relations and marketing agencies
- First set of NFTs featuring Hall of Famer Tim Brown went on sale Monday, May 17 on OpenSea.io

Next Steps

- Significant learnings from initial release
- Additional Hall of Famers and other NFL legends in the pipeline for regular NFT releases in upcoming months



Ability to Monetize Assets & Increases Company Awareness



Destination



Media



Gaming

HALL OF FAME
RESORT & ENTERTAINMENT CO.

Hall of Fantasy League

FRANCHISE



FRONT OFFICE

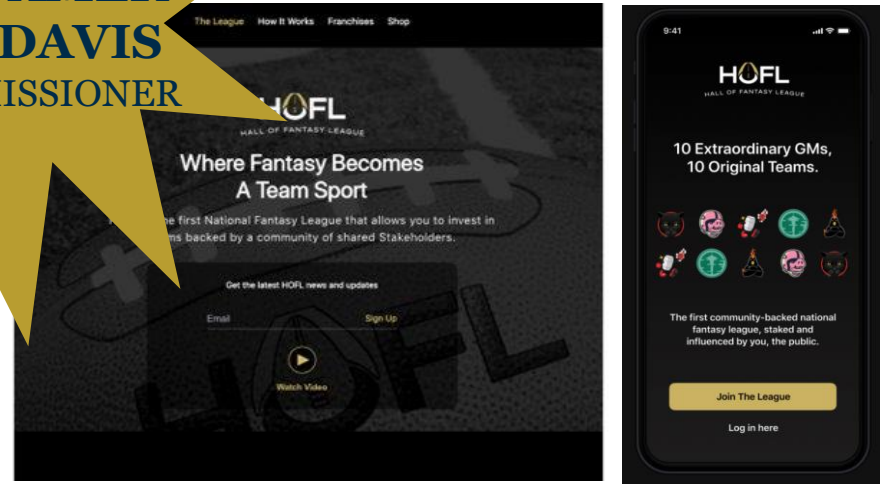


STAKEHOLDERS



OUR APPROACH

- Acquired a majority interest in The Crown League, now rebranded to Hall of Fantasy League, the first professional fantasy football league
- The league, launching in Fall 2021, will have geo-based franchises professionally managed with ownership and influence from the public
- Industry expertise will be provided by experienced fantasy analysts, NFL Hall of Famers and NFL Alumni
- Partnership with StakeKings enables the public to partially stake any franchise --- allows team stakeholders to exclusive content, communications and team governance features plus pro rata to their team's winnings



The First National Fantasy Football League

Hall of Fantasy League Ecosystem

ADDITIONAL REVENUE STREAMS



LAUNCH OF THE HOFL PODCAST
BI-WEEKLY PODCAST FOCUSED
ON FANTASY FOOTBALL

HOFL



NEW WEBSTORE WITH
FRANCHISE & LEAGUE
BRANDED MERCHADISE

Hall of Fame Village Gaming

SPORTS BETTING AND GAMING



ENHANCES FAN
ENGAGEMENT

PHYSICAL PRESENCE AND
POTENTIAL TO CONNECT
THROUGH HOFV ECOSYSTEM

SPORTS BETTING IS
AN OPPORTUNITY

AS A SPORTS AND ENTERTAINMENT COMPANY, WE WILL CREATE A UNIQUE AND ENGAGING EXPERIENCE THAT WILL APPEAL TO ALL SPORTS AND GAMING FANS

Note: Sports betting is currently not legal in Ohio

Partnerships

CURRENT PARTNERSHIPS

We have built a roster of world-class partners to guide the development of our physical assets and assist in leveraging the power of pro football into unique and immersive experiences across a wide range of platforms.

OPERATIONAL



CONTENT



CONSTRUCTION | DELIVERY



RETAIL



Sponsorships

CURRENT SPONSORSHIPS

***Committed sponsors represent over \$120M of value.
Projecting \$28M of annual Sponsorship Revenue in 2026.¹***



**FOUNDING PARTNER &
OFFICIAL NAMING RIGHTS
PARTNER**



OFFICIAL ENERGY PARTNER



**OFFICIAL PROCESSING &
PAYMENT SOLUTIONS PARTNER**



**OFFICIAL SOFT DRINK, WATER &
SPORTS HYDRATION PARTNER**



**PREFERRED WASTE & RECYCLING
PARTNER**

NOTE: Does not include two new sponsorship agreements signed since COVID-19, including printing and signage companies.

1. Sponsorship projections based on benchmarks from similar industries and venues and includes extrapolations of growth as assets are developed and attendance and market share of audience are contemplated to increase.

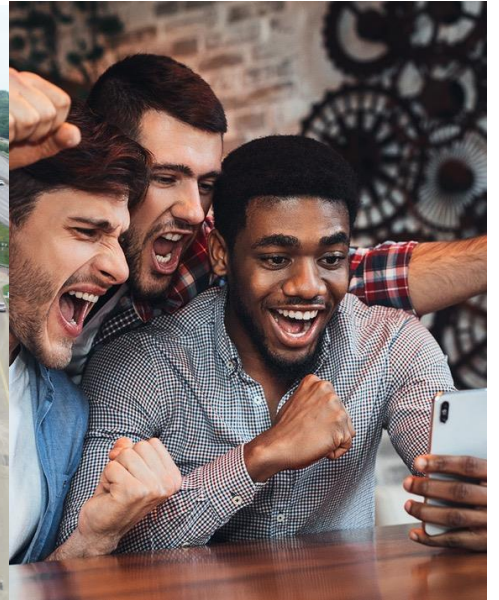
FINANCIALS

HALL OF FAME
RESORT & ENTERTAINMENT CO.

Financial Results

KEY FY20 FINANCIAL RESULTS

(\$ in millions, except per share data)	FY20 ¹	FY19
Revenue	\$7.1	\$7.9
Loss from Operations	(\$32.7)	(\$33.0)
Adjusted EBITDA	(\$21.4)	(\$10.1)
Net Loss	(\$45.5)	(\$55.9)
EPS	(\$1.71)	(\$10.28)



*See page 36 for Adjusted EBITDA reconciliation
 1. FY20 results were restated to reflect the impact of the SEC statement "Staff Statement on Accounting and Reporting Considerations for Warrants Issued by Special Purpose Acquisition Companies" on April 12, 2021

Capital Raises

EQUITY RAISES ACHIEVED MULTIPLE BENEFITS

\$ in millions	Gross Proceeds
GPAQ Trust	\$31.0
November Equity Offering	\$28.7
February Equity Offering	\$34.5
Series B Preferred Shares	\$15.0
Total	\$109.2

**STRENGTHENING
BALANCE
SHEET**

**GREATER
FINANCIAL
FLEXIBILITY**

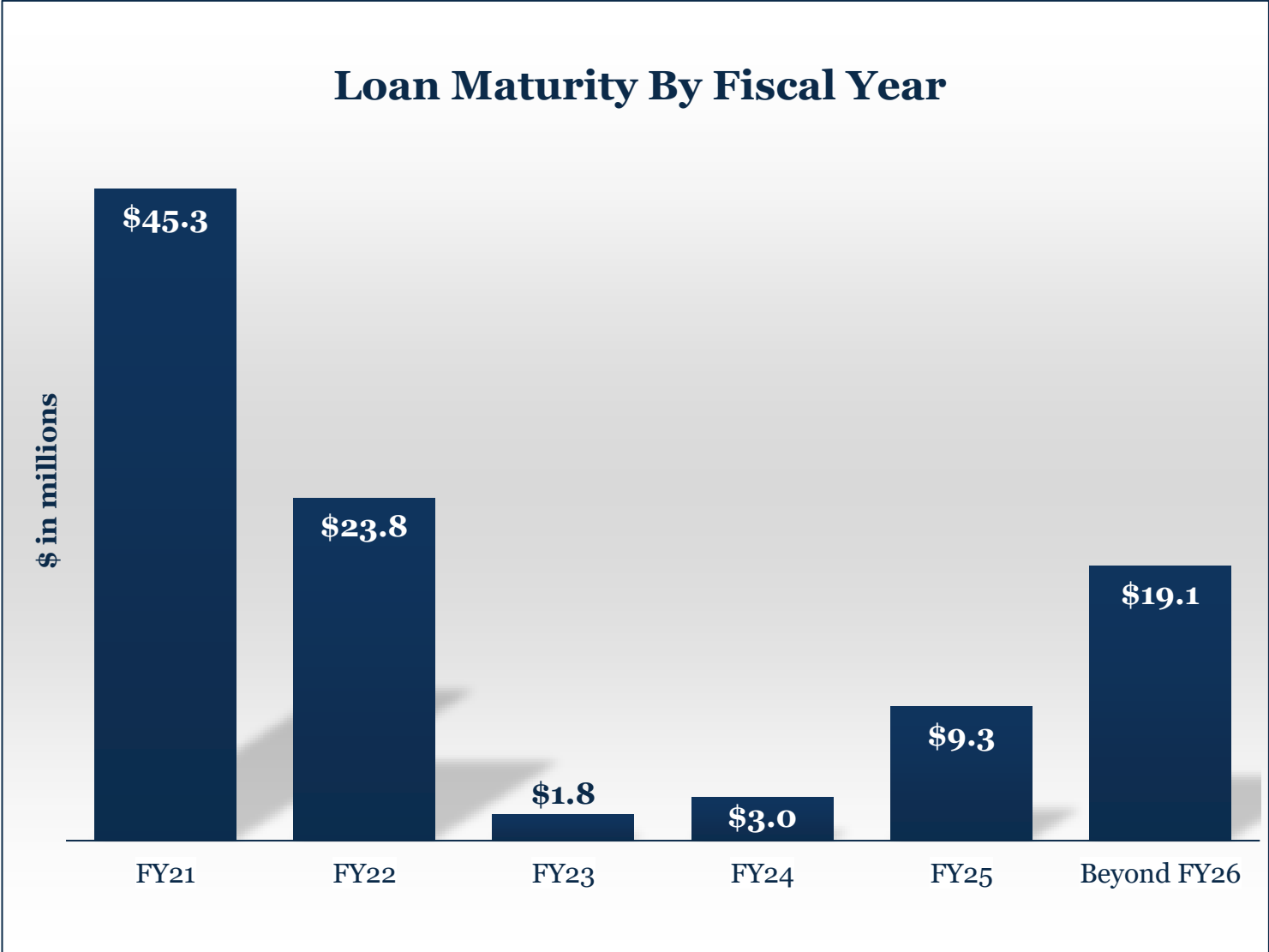
**ENHANCED
OPERATIONAL
CAPABILITIES**

Debt Profile

NET DEBT AS OF MARCH 31, 2021

ENGAGED IN ACTIVE CONVERSATIONS TO COMPLETE CONSTRUCTION LOAN THAT BENEFITS SHAREHOLDERS

FOCUSED ON COMPLETING REMAINDER OF CAPITAL STACK THROUGH PRIVATE AND PUBLIC FINANCING



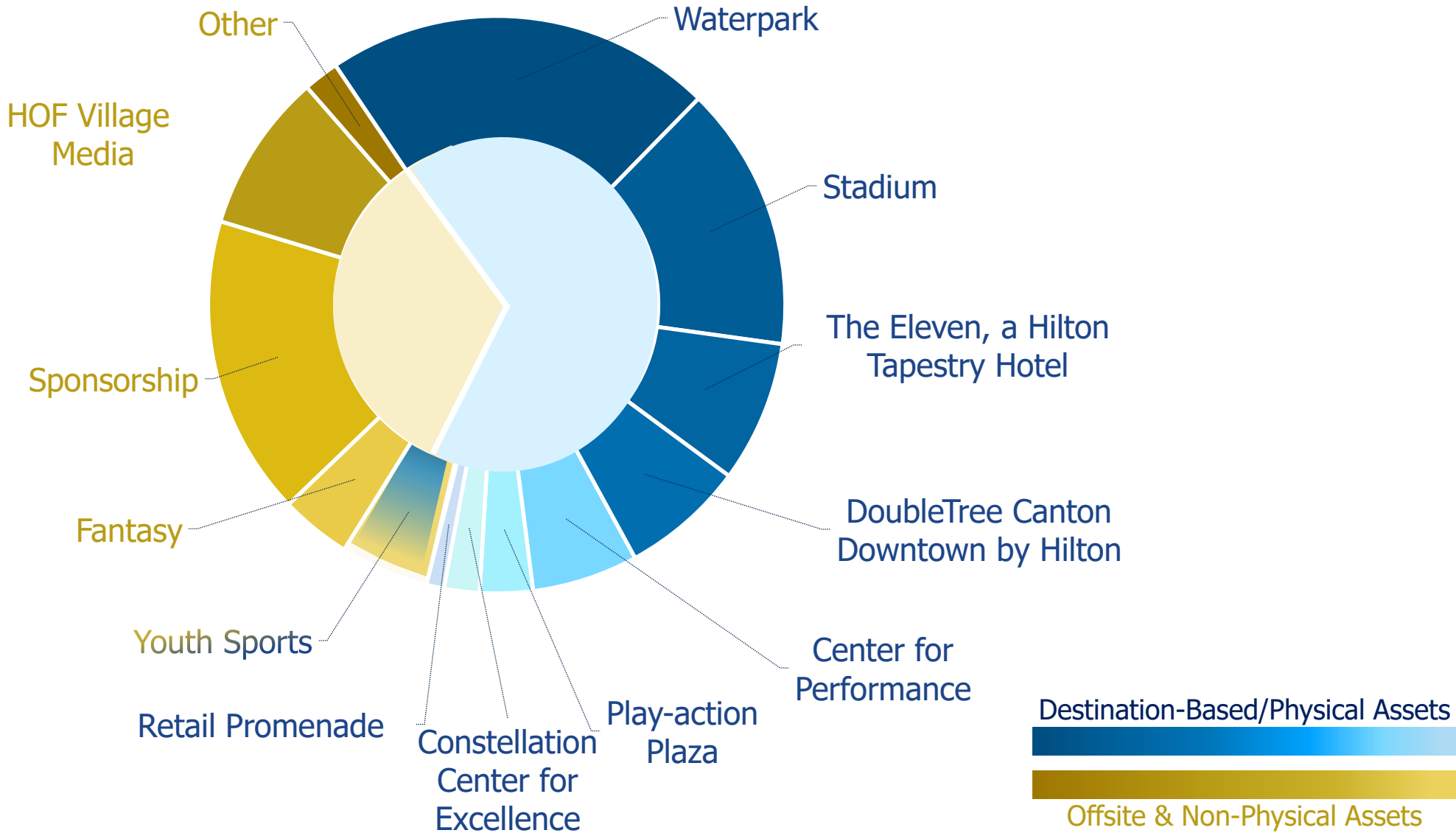
Long-Term Financial Targets

REITERATE FY26 FINANCIAL OBJECTIVES

FY26E REVENUE BREAKDOWN

\$150M
Long-term Annual Revenue Target

\$50M
Long-term Adjusted EBITDA Target



**SPONSORSHIP/AFFILIATE
RELATIONSHIPS**

**HALL OF FAME VILLAGE
DESTINATION**

LIVE EVENTS

HALL OF FAME
RESORT & ENTERTAINMENT CO.

**BRAND
PARTNERSHIPS**

**GAMING & HALL OF
FANTASY LEAGUE**

MEDIA & CONTENT



APPENDIX

HALL OF FAME
RESORT & ENTERTAINMENT CO.

Forward-Looking Statements

This presentation, and the accompanying oral presentation, contain “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words and phrases such as “opportunity,” “future,” “will,” “goal,” and “look forward” and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company’s control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Important factors, among others, that may affect actual results or outcomes include the inability to recognize the anticipated benefits of the business combination; costs related to the business combination; the inability to obtain or maintain the listing of the Company’s shares on Nasdaq; the Company’s ability to manage growth; the Company’s ability to execute its business plan and meet its projections; potential litigation involving the Company; changes in applicable laws or regulations; general economic and market conditions impacting demand for the Company’s products and services, and in particular economic and market conditions in the resort and entertainment industry; the potential adverse effects of the ongoing global coronavirus (COVID-19) pandemic on capital markets, general economic conditions, unemployment and the Company’s liquidity, operations and personnel, as well as those risks and uncertainties discussed from time to time in our reports and other public filings with the SEC. The Company does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. We are unable to reconcile forward-looking projections of adjusted EBITDA to its nearest GAAP measure because the nearest GAAP measure is not accessible on a forward-looking basis.

Non-GAAP

Hall of Fame Resort and Entertainment Company (“HOFV”) reports its financial results in accordance with accounting principals generally accepted in the United States (“GAAP”) and corresponding metrics as non-GAAP financial measures. The presentation includes references to the following non-GAAP financial measures: EBITDA and adjusted EBITDA. These are important financial measures used in the management of the business, including decisions concerning the allocation of resources and assessment of performance. Management believes that reporting these non-GAAP financial measures is useful to investors as these measures are representative of the company’s performance and provide improve comparability of results. See the attached scheduled for definitions of the non-GAAP financial measures referred to above and corresponding reconciliations of these non-GAAP financial measures to the most comparable GAAP financial measures. Non-GAAP financial measures should be viewed as additions to, and not as alternatives for HOFV’s results prepared in accordance with GAAP. In additional, the non-GAAP measures HOFV uses may differ from non-GAAP measures used by other companies, and other companies may not define the non-GAAP measures the company uses in the same way.

Additional Information

The following trademarks and corresponding logos are the trademarks of their respective owners: Four Seasons Hotels and Resorts Ltd, The Walt Disney Company, Big Lots!, Inc., The Hershey Company, Abercrombie & Fitch, Stanley Black & Decker, Inc., Pro Football Hall of Fame, SB Nation, FOX, Comcast Sportsnet, Cleveland Cavaliers, Buffalo Bills, Cleveland Browns, The Timken Company, The CW Network, The Women’s Football Alliance, Black College Football Hall of Fame, OHSAA, Tupelo Honey, World Chase Tag, Facebook, Instagram, Twitter, Snapchat, NFL Network, CBS All Access, Disney+, HBO Max, Netflix, Hulu, Twitch, Amazon.com, Youtube TV, Dolphin Entertainment, Johnson Controls International PLC, Constellation Energy, Sports Illustrated, 101 Studios, HQ Trivia, NFL Films, American Standard, Robertson Kitchen and Bath Gallery , AVI Food systems, Crestline Hotels & Resorts, Hilton Worldwide Holdings Inc, Republic Services, Inc, Spectra Partnerships, Turner, AECOM Hunt, PMC, Topgolf, Shula’s Restaurants, Fiserv,Inc., and PepsiCo,Inc.

NFL Football Teams: New England Patriots, New York Giants, New York Jets, Washington Football Team, Baltimore Ravens, Philadelphia Eagles, Buffalo Bills, Pittsburgh Steelers, Detroit Lions, Cleveland Browns, Cincinnati Bengals, Indianapolis Colts, Chicago Bears, Green Bay Packers, Minnesota Vikings, Kansas City Chiefs, Tennessee Titans, Carolina Panthers, Atlanta Falcons, Jacksonville Jaguars, Tampa Bay Buccaneers, Miami Dolphins, New Orleans Saints, Houston Texans, and Dallas Cowboys

Leadership Team

OVER 165 YEARS COMBINED EXPERIENCE WITH TOP BRANDS



Mike Crawford
President & CEO



Jason Krom
CFO



Tara Charnes
General Counsel



Anne Graffice
Executive Vice President,
Public Affairs



Erica Muhleman
Executive Vice President,
New Business Development / Marketing & Sales



Mike Levy
President of Operations,
Hall of Fame Village



Olivia Steier
Executive Vice President,
Media Content Development / Distribution



Scott Langerman
Executive Vice President,
Media Business Development



Lisa Gould
Vice President,
Human Resources



Board of Directors

EXCEPTIONAL LEADERSHIP



Tony Buzzelli, CPA
AUDIT COMMITTEE CHAIR
Deloitte & Touche
Somerset, VA



Michael Crawford
CHAIRMAN OF THE BOARD
President & CEO,
HOFREco
Canton, OH



David Dennis
Retired, KPMG
Longwood, FL



Jim Dolan
VICE CHAIRMAN
CEO,
Voyager Holdings II, LLC
Naples, FL



Karl Holz
NOMINATING AND CORPORATE
GOVERNANCE COMMITTEE CHAIR
Karl Holz Advisors, LLC
Orlando, FL



Stuart Lichter
President and Chairman,
IRG
Los Angeles, CA



Curtis Martin
Pro Football Hall of
Famer
New York, NY



Mary Owen
Life Trustee,
Ralph C. Wilson, Jr. Foundation
Trophy Club, TX



Edward Roth
President and CEO,
Aultman Health Foundation
Canton, OH



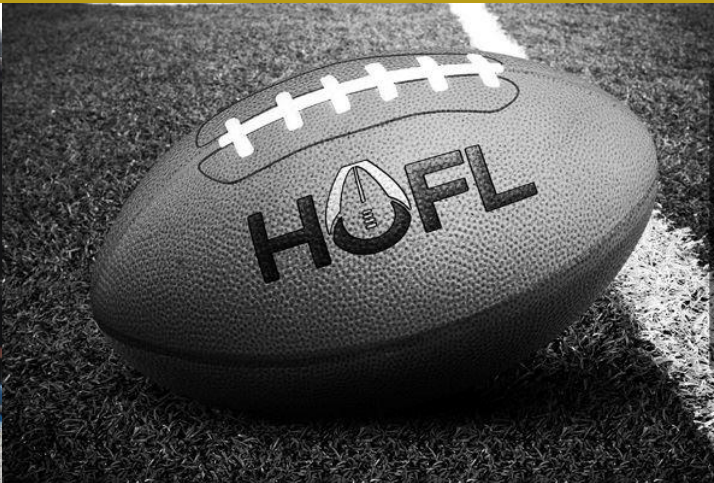
Lisa Roy
VICE PRESIDENT, COMMERCIAL SALES, BSNA
Johnson Controls
Lafayette, LA



Kimberly Schaefer
COMPENSATION COMMITTEE CHAIR
President,
Two Bit Circus
Los Angeles, CA

Key Plays

EVENTS ACHIEVED IN FOURTH QUARTER 2020



October 2020

Announced Don Shula's Restaurant will be an anchor tenant of the Retail Promenade



October 2020

Introduced the Hall of Fantasy League



November 2020

Signed media deal with Sports Illustrated Studios and 101 Studios



November 2020

Closed \$25M public stock offering



December 2020

Secured \$40M loan from Aquarian Holdings replacing a matured bridge loan



October 2020

Announced TopGolf Swing Suites will be featured at HOFV



October 2020

Spectra Partnerships named official partner in sourcing new partnerships



November 2020

Opened DoubleTree by Hilton Canton Downtown; first Phase II asset to open



November 2020

Announced Multi-year partnership with Republic Services



December 2020

Partner with StakeKings to bring the staking concept to HOFL

Key Plays

EVENTS ACHIEVED IN FIRST QUARTER 2021



January 2021
Tickets.com selected as official digital ticketing provider for live events

January 2021
Collaboration with Tim Brown and Elite Team Holdings to develop H2H

February 2021
Closed \$34.5M public stock offering

March 2021
Signed partnership with Dolphin Entertainment to create non-fungible tokens (NFTs)



January 2021
Partnership with Tupelo Honey to produce *Inspired: Heroes of Change*

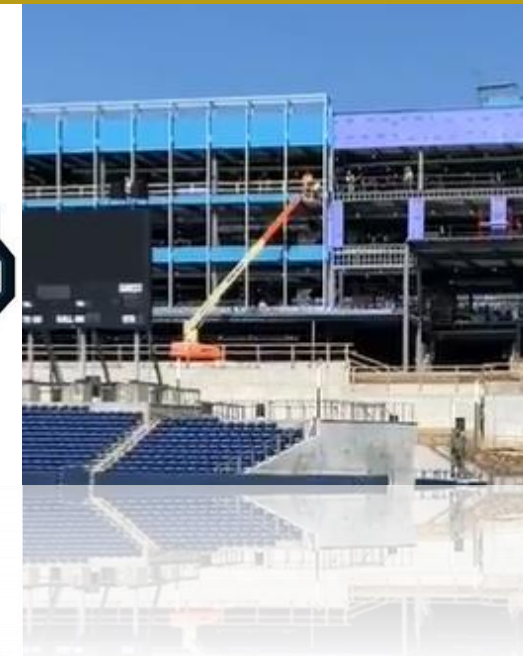
January 2021
Announced inaugural Highway 77 music festival

February 2021
Announced multi-year partnership with Women's Football Alliance to host championship week

March 2021
Announced cities, team names, and logos for HOFL

Key Plays

RECENT AND UPCOMING EVENTS



April 2021
Extended agreement with PepsiCo Beverage North America

May 2021
Announced 3-year partnership with American Standard

June 2021
Announced Terrell Davis as Commissioner of the HOFL

Women's Football Alliance Championships

HOFL Draft

Enshrinement Weekend

Black College Football Hall of Fame Classic



April 2021
Announced first NFT offerings will be of Tim Brown, Doak Walker, and Earl Campbell

May 2021
Launched first NFT featuring Tim Brown on OpenSea

Announcement of HOFL front offices;
Launch of HOFL app

Completion of Tom Benson Hall of Fame Stadium east endzone renovation

Opening of *Constellation Center for Excellence*

Highway77 Music Festival

Non-GAAP Reconciliation

Adjusted EBITDA reconciliation (\$ in millions)	Year Ended December 31, 2020	Year Ended December 31, 2019
Net loss attributable to HOFRE stockholders	(\$45.5)	(\$55.9)
(Benefit from) provision for income taxes	0	0
Interest expense	5.7	9.4
Depreciation expense	11.1	10.9
Amortization of note discounts	10.6	13.3
EBITDA	(\$18.1)	(\$22.3)
Loss on abandonment of project development costs	\$0	\$12.2
Loss on extinguishment of debt	4.3	0
Business combination costs	19.1	0
Change in fair value of warrant liability	(26.7)	0
Adjusted EBITDA	(\$21.4)	(\$10.1)

HALLOF FAME

RESORT & ENTERTAINMENT CO.

VISION

Inspiring unique and exhilarating sports and entertainment experiences that **maximize growth and fan engagement.**

MISSION

We create exceptional sports-inspired destination, media, and gaming experiences that uniquely **leverage brand partnerships and direct access to exclusive content.**

VALUES

With our connection to sport, we exemplify these values:
Inspiration, Teamwork, Respect, Integrity, Excellence

For more information, please contact:

Investor Relations

(330)-458-9176

Investor.Relations@hofreco.com

2626 Fulton Drive NW

Canton, OH 44718

www.ir.hofreco.com