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79,694 followers 2w We're Hiring for the 2025 Season! The San Francisco 49ers are seeking passionate, driven individuals to join our team and help create unforgettable moments. Seasonal roles are available across multiple departments, including event operations, fan engagement, guest services, and more—apply today to be part of the team. Stay up to date on new opportunities at www.49ers.com/employment/ The 49ers have moved around a bit during their history when it comes to training camp.For most casual fans, any given team's training camp is just a blip on the calendar that doesn't amount to too much. All that counts are the regular-season games.However, for the die-hard fans, training camp is the unofficial opening of the upcoming season. It's a ramp-up to those games, the two-plus weeks of practices that lead to the excitement witnessed by millions any given Sunday. The San Francisco 49ers have held a training camp of one kind or another since their inception way back in 1946 when they were indoctrinated into the now-defunct AAFL. But fans might be surprised to find out the Niners have held their training camps in a number of different areas over the years, some locales within the Bay Area and others pretty far away. History of 49ers training camp locationsMenlo College (1946-1956)Similar to how seeing the 49ers play at Kezar Stadium seems like lifetimes ago, the thought of their training camp being at Menlo College in the town of Atherton, California, carries the same kind of weight.Menlo, a small school on the Peninsula about 30 minutes south of San Francisco proper, isn't exactly known for churning out NFL players. But it did host the Niners for camp over the first 11 years of their existence.Interestingly enough, San Francisco briefly rostered a Menlo College alumnus, wide receiver Nate Jackson, back in 2002. St. Mary's College (1955-1967)In 1955, the team moved across the bay to nearby Moraga, California, to hold training camp at St. Mary's College, known better now for its NCAA Men's Basketball teams rather than football programs. For 13 years, the 49ers stayed in the East Bay as part of their preparation for the regular season.University of California, Santa Barbara (1968-1975)Known more affectionately by locals as UCSB, the Southern California school that's still a major part of the state's UC program played host to Niners camp from 1968 through 1975.The warm weather and coastal environment must have done some good, since San Francisco thrice made it into the playoffs to kick off the 1970s.San Jose State University (1976-1978)Perhaps being so far removed from Northern California was a drawback during the 1970s, or it was just simpler and probably cheaper to hold training camp at nearby San Jose State, whose ancient Spartan Stadium played host beginning in 1976.Despite serving as the 49ers' hosts for late summer for only three seasons (and those were some pretty bad years), this marked the first venue in Santa Clara County where the team would hold camp.It wouldn't be the last.Santa Clara University (1979-1980)Staying within the county for the next two years, the Niners would uproot briefly and head over to Santa Clara University (Go Broncos! Sincerely, this SCU alumnus).Of note, this was the first year under legendary head coach Bill Walsh, who earlier that spring, had drafted two less-heralded players, wide receiver Dwight Clark, and a lanky mid-tier quarterback by the name of Joe Montana.SCU has long since abandoned its college football program, although it's important to note one of the greatest tight ends in franchise history, Brent Jones, also attended this Jesuit school with a rich history.One has to wonder if any of those San Francisco squads visited SCU's favorite watering hole, The Hut, nearby.Sierra College (1981-1997)While 1979 was special in 49ers history, the 1981 season marked the first Super Bowl championship year for the franchise.So, perhaps, moving to Sierra Community College in Rocklin, a suburb of Sacramento, California, must have been a good decision.At the time, Rocklin was a sparsely populated town about 30 minutes northeast of downtown Sacramento with little to offer. But many of the players enjoyed partaking in the local community college's facilities and nearby amenities."It's better than San Jose or Santa Clara by a long shot," running back Paul Hofer said. "The fields are perfect, the rooms in the dorms are nice, there are saunas and swimming pools. The heat? Well it's definitely hot."Apparently, there even used to be fishing competitions at a nearby fountain there.Yes, it does get hot in the greater Sacramento Valley. But those great Niners teams of the 1980s and 1990s seemed to thrive there, winning all five of the franchise's Super Bowls during this span.University of the Pacific (1998-2002)Opting to move south while staying in the Central Valley, Stockton, California, became home to San Francisco's training camp sessions from 1998 through 2002.At the noted University of the Pacific, which has also produced some quality NCAA Men's Basketball teams, some additional great 49ers teams managed to prepare for their upcoming seasons amid the oft-scorching heat before moving back to the Bay Area in 2003.San Francisco 49ers Training Facility (2003-2013)More or less, the Niners have stayed put in Santa Clara ever since 2003, going back for training camp at what was then called the San Francisco 49ers Training Facility, not too far from SCU.Despite still playing at Candlestick Park in South San Francisco, this facility was nevertheless located approximately 45 minutes drive time to the south, and it would be the official headquarters of the team, which remains the case to this day. Related story: List of every single stadium the 49ers have called 'home'When the 49ers struggled to get a new stadium built in San Francisco proper, the logical conclusion ended up being to build it right on the site of where the Niners held their practices.SAP Performance FacilityIn 2014, the 49ers debuted a brand-new Levi's Stadium in Santa Clara, which was located right adjacent to their previous camp facilities, ones that are still in use today but have been renamed the SAP Performance Facility.If you were to stand outside the eastern concourses of Levi's Stadium, you'd see the practice fields right there.There's certainly a lot of convenience to having training camp located next door to San Francisco's home stadium, even if the team hasn't been in San Francisco for over a decade now. Players no longer have to travel different lengths to get from camp and then to games, while fans attending training camp know exactly where to go. Until Levi's Stadium becomes no more, it doesn't seem likely the 49ers will move training camp anywhere else anytime soon.Read more from Niner Noise Skip to content Training Camp Locations Table From To Location City State 20142023SAP Performance FacilitySanta ClaraCalifornia 20032013San Francisco 49ers Training FacilitySanta ClaraCalifornia 19982002University of the PacificStocktonCalifornia 19811997Sierra CollegeRocklinCalifornia 19791980University of Santa ClaraSanta ClaraCalifornia 19761978San Jose StateSan JoseCalifornia 19681975UC-Santa BarbaraSanta BarbaraCalifornia 19551967St. Mary's CollegeMoragaCalifornia 19461954Menlo CollegeAthertonCalifornia Thank you to Andrew McKillop for providing this data for us to use on the site. Players who have left the San Francisco 49ers this offseason include Dre Greenlaw, Talanoa Hufanga, Charvarius Ward, Deebo Samuel Sr., and Javon Hargrave. The Niners will appear different in 2025, given how many players have left the franchise. Even if the 49ers didn't add enough players through free agency to cover for their offseason losses, they still have a good chance of qualifying for the playoffs in 2025. However, completing the training camp — the dates have already been set— is a stage the team has to first pass. Here, we'll look at the 2025 49ers training camp schedule, ticket pricing, and other information. • Although the 49ers' full training camp schedule is still not available, we already know that the rookies are scheduled to report on July 15 to the SAP Performance Facility in Santa Clara, California. The veterans will also report to camp one week later on July 22, and on July 23, they will have their first full team practice together. It is common for rookies to arrive at training camp before veteran players in the NFL. This typically affords the rookies time to adjust to the NFL. An additional week of practice seems warranted for the Niners, who have added up to 11 rookies this offseason. The 49ers usually host open practices prior to the start of their preseason schedule; however, no official information has been made public for this year's edition. The 49ers and the Denver Broncos will practice together on August 7 as part of their training camp plan. The two teams will later face off for their first preseason game in Santa Clara on August 9. The 49ers will leave town to hold another joint practice with the Raiders on August 14 before facing the Las Vegas outfit for their second preseason game on August 16. San Francisco 49ers 2025 training camp tickets The dates and availability of tickets for the 49ers' public training camp sessions have yet to be announced. During camp, Niners fans normally have free access to the facilities, although tickets are still necessary.Since there is a limited amount of space and tickets are distributed on a first-come, first-served basis, the team typically needs supporters to book mobile tickets through the official app.In previous years, fans were allowed to claim up to four tickets per day after ticket information was made available in mid-July, right before camp started. About the author Quick Links Edited by Krutik Jain Jun 19, 2025 | Quick-Service & Casual Dining RestaurantsAs of 2025, international fast food giants Subway and McDonald's were the quick service restaurant (QSR) brands with the highest number of locations across Australia, with over 1,240 Subway locations and over 1,050 McDonald's locations recorded. While the number of Nando's restaurants has been growing in some countries, such as England, where the brand is highly popular, the number of locations across Australia has flatlined over the past few years. Guzman y Gomez, on the other hand, witnessed a rise in store openings in Australia due to a growing appetite for Mexican food across the country. Will Wendy’s take Australia’s QSR market by storm? Australia’s quick service restaurants (QSRs) are popular among consumers due to their convenient and affordable meal offerings served at a rapid pace. In 2023, the country’s fast food and takeaway food services revenue reached over 23 billion Australian dollars, marking the highest revenue recorded in the past decade. Large international fast food brands, such as McDonald’s and KFC, dominate Australia’s QSR landscape. Nonetheless, local brands, including Red Rooster, Pie Face, and Guzman y Gomez, also draw in many customers. With American fast food outlet Wendy’s opening its first store in the Australian marketplace in 2025, the country’s QSR market could become even more competitive, with the company set to open around 200 stores. In the coming years, taste, affordability, speed of service, variety of food, and collaboration with food delivery platforms will be pivotal to the success of QSRs across the country. Are Australian consumers’ appetite for fast food decreasing? While fast food consumption remains high across Australia, many consumers are becoming more health-conscious and, as a result, are demanding more ‘healthy’ but convenient meals from fast food outlets. Therefore, QSRs providing healthier alternatives and diverse menus catering to the Australian population’s various dietary requirements, including plant-based, gluten-free, and low-fat, may find more success. National Football League franchise in Santa Clara, California San Francisco 49ers Current season San Francisco 49ers logo San Francisco 49ers wordmark Logo Wordmark Uniforms Basic infoEstablishedJune 4, 1944; 81 years ago (1944-06-04)[1]StadiumLevi's StadiumSanta Clara, CaliforniaHeadquarteredSAP Performance FacilitySanta Clara, CaliforniaColorsMontana Red, Gold Rush Gradient, Heritage Cream, Primetime Black, white[2][3][4][5] MascotSourdough SamWebsite49ers.comPersonnelOwner(s)DeBartolo-York family (majority)ChairmanDenise DeBartolo YorkJohn York (co-chairs)[6]CEOJed YorkPresidentAl GuidoGeneral managerJohn LynchHead coachKyle ShanahanNicknames Niners Team history San Francisco 49ers (1946–present) Home fields Kezar Stadium (1946–1970) Candlestick Park (1971–2013) Levi's Stadium (2014–present) Temporary stadiums 1989 due to the Loma Prieta earthquake: Stanford Stadium (one game) 2020 due to restrictions related to the COVID-19 pandemic in the San Francisco Bay Area:[7] State Farm Stadium (three games) League / conference affiliationsAll-America Football Conference (1946–1949) Western Division (1946–1948) National Football League (1950–present) National Conference (1950–1952) Western Conference (1953–1969) Coastal Division (1967–1969) National Football Conference (1970–present) NFC West (1970–present) ChampionshipsLeague championships: 5 Super Bowl championships: 51981 (XVI), 1984 (XIX), 1988 (XXIII), 1989 (XXIV), 1994 (XXIX) Conference championships: 8 NFC: 1981, 1984, 1988, 1989, 1994, 2012, 2019, 2023 Division championships: 22 NFC West: 1970, 1971, 1972, 1981, 1983, 1984, 1986, 1987, 1988, 1989, 1990, 1992, 1993, 1994, 1995, 1997, 2002, 2011, 2012, 2019, 2022, 2023 Playoff appearances (30) AAFC: 1949 NFL: 1957, 1970, 1971, 1972, 1981, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 2001, 2002, 2011, 2012, 2013, 2019, 2021, 2022, 2023 Owner(s) Tony Morabito (1944–1957) Morabito estate (1957–1977) Edward J. DeBartolo Jr. (1977–2000) John and Denise DeBartolo York (2000–2024) Jed York (2024–present) The San Francisco 49ers (also written as the San Francisco Forty-Niners and nicknamed the Niners)[8] are a professional American football team based in the San Francisco Bay Area. The 49ers compete in the National Football League (NFL) as a member of the National Football Conference (NFC) West division. The team plays its home games at Levi's Stadium in Santa Clara, California, located 38 miles (61 km) southeast of San Francisco. The team is named after the prospectors of the California gold rush.[9] The team was founded in 1946 as a charter member of the All-America Football Conference (AAFC) and joined the NFL in 1949 when the leagues merged.[10][11][12] The 49ers were the first major professional sports team based in San Francisco. They are the 10th oldest franchise in the NFL, and have been owned and operated by Italian Americans (Morabito and DeBartolo families) since their inception.[13][14] The team began play at Kezar Stadium in San Francisco before moving to Candlestick Park in 1971 and then to Levi's Stadium in 2014. Since 1988, the 49ers have been headquartered in Santa Clara. The 49ers won five Super Bowl championships between 1981 and 1994. Four of those came in the 1980s, and were led by Hall of Famers Joe Montana, Jerry Rice, Ronnie Lott, Steve Young, Charles Haley, Fred Dean, and coaches Bill Walsh and George Seifert.[15] They have been division champions 22 times between 1970 and 2023, making them one of the most successful teams in NFL history.[16][17] The 49ers sit alone in NFL history for most playoff wins (38), having been in the league playoffs 30 times (29 times in the NFL and one time in the AAFC), and have also played in the most NFC Championship games (19), hosting 11 of them, also an NFC record. The team has set numerous notable NFL records, including most consecutive away games won (18), most consecutive seasons leading the league in scoring (4), most consecutive games scored (420 games from 1977 to 2004),[18] most field goals in a season (44), most games won in a season (18), and most touchdowns (8) and points scored (55) in a Super Bowl.[19] According to Forbes, the 49ers are the sixth most valuable team in the NFL, valued at $6.8 billion as of August 2024.[20] In June 2023, the enterprise branch of the 49ers completed the acquisition of English soccer club Leeds United[21] and in May 2025, it acquired 51% of Scottish soccer club Rangers F.C.[22] 49ers team headquarters in Santa Clara Main article: History of the San Francisco 49ers The San Francisco 49ers, an original member of the new All-America Football Conference (AAFC), were the first major league professional sports franchise based in San Francisco, and one of the first major league professional sports teams based on the Pacific Coast.[23] In 1946, the team joined the Los Angeles Dons of the AAFC and the Los Angeles Rams of the rival National Football League as the first three teams playing a "big four"-sport in the Western United States,[23] eventually becoming part of the NFL themselves in 1950. Kezar Stadium was the team's home venue from 1946 to 1970. In 1957, the 49ers enjoyed their first sustained success as members of the NFL. After losing the opening game of the season, the 49ers won their next three against the Rams, Bears, and Packers before returning home to Kezar Stadium for a game against the Chicago Bears on October 27, 1957. The 49ers fell behind the Bears 17–7. 49ers owner Tony Morabito (1910–1957) collapsed of a heart attack and died during the game. The 49ers players learned of his death at halftime when coach Frankie Albert was handed a note with two words: "Tony's gone". The 49ers scored 14 unanswered points to win the game, 21–17. Dicky Moegle's late-game interception in the end zone sealed the victory. After Tony's death, 49er ownership went to Victor Morabito (1919–1964) and Tony's widow, Josephine V. Morabito (1910–1995). The 49ers' special assistant to the Morabitos, Louis G. Spadia (1921–2013) was named general manager.[24] Joe Perry played for the 49ers for 14 seasons. During the decade of the 1950s, the 49ers were known for their so-called "Million Dollar Backfield", consisting of four future Hall of Fame members: quarterback Y. A. Tittle and running backs John Henry Johnson, Hugh McElhenny, and Joe Perry. They became the only full-house backfield inducted into the Pro Football Hall of Fame.[25] For most of the next 13 years, the 49ers hovered around .490, except for 1963 and 1964 when they went 2–12 and 4–10 respectively.[26][27] Key players for these 49ers included running back Ken Willard, quarterback John Brodie, and offensive lineman Bruce Bosley. During this time the 49ers became the first NFL team to use the shotgun formation. It was named by the man who devised the formation, San Francisco 49ers' coach Red Hickey, in 1960. The formation, where the quarterback lines up seven yards behind the center, was designed to allow the quarterback extra time to throw. The formation was used for the first time in 1960 and enabled the 49ers to beat the Baltimore Colts, who were not familiar with the formation.[28] In 1961, primarily using the shotgun, the 49ers got off to a fast 4–1 start, including two shutouts in back-to-back weeks. In their sixth game they faced the Chicago Bears, who by moving players closer to the line of scrimmage and rushing the quarterback, were able to defeat the shotgun and in fact shut out the 49ers, 31–0. Though the 49ers went only 3–5–1 the rest of the way, the shotgun eventually became a component of most team's offenses and is a formation used by football teams at all levels. In 1962, the 49ers had a frustrating season as they won only 6 games that year. They won only one game at Kezar Stadium while on the road they won five of seven games. After posting a losing record in 1963. Victor Morabito died May 10, 1964, at age 45. The 1964 season was another lost campaign. According to the 1965 49ers Yearbook, the co-owners of the team were: Mrs. Josephine V. Morabito Fox, Mrs. Jane Morabito, Mrs. O.H. Heintzelman, Lawrence J. Purcell, Mrs. William O'Grady, Albert J. Ruffo, Franklin Mieuli, Frankie Albert, Louis G. Spadia and James Ginella. The 1965 49ers rebounded nicely to finish with a 7–6–1 record.[29] They were led that year by John Brodie, who after being plagued by injuries came back to become one of the NFL's best passers by throwing for 3,112 yards and 30 touchdowns.[30] In 1966, the Morabito widows named Lou Spadia team president.[24] For the 1968 season, the 49ers hired Dick Nolan, who had been Tom Landry's defensive coordinator with the Dallas Cowboys, as their head coach.[31] Nolan's first two seasons with the 49ers had gone much the same as the previous decade, with the 49ers going 7–6–1 and 4–8–2.[32] The 49ers started out the 1970 season 7–1–1, with their only loss a one-point defeat to Atlanta. After losses to Detroit and Los Angeles, the 49ers won their next two games before the season finale against the Oakland Raiders. Going into the game, the 49ers had a half-game lead on the Rams and needed either a win or a Giants victory against the Rams in their finale to give the 49ers their first-ever divisional title.[32] In the early game, the Giants lost to the Rams 31–3, thus forcing the 49ers to win their game to clinch the division. In wet, rainy conditions in Oakland, the 49ers won against the Raiders, 38–7, giving the 49ers their first divisional title, which made them champions of the NFC West. The 49ers won their divisional playoff game 17–14 against the defending conference champion Minnesota Vikings, thus setting up a matchup against the Dallas Cowboys for the NFC Championship. In the final home game for the 49ers at Kezar Stadium, the 49ers kept up with the Cowboys before losing 17–10, which resulted in the Cowboys going to Super Bowl V. The 49ers sent five players to the Pro Bowl that season, including MVP veteran quarterback John Brodie, wide receiver Gene Washington, and linebacker Dave Wilcox. Nolan was also named NFL Coach of the Year for 1970. Following the 1970 season, the 49ers moved from Kezar Stadium to Candlestick Park. Despite being located on the outskirts of the city, Candlestick Park gave the 49ers a much more modern facility with more amenities that was easier for fans to access by highway.[33]:166 The 49ers won their second straight divisional title in 1971 with a 9–5 record. The 49ers again won their divisional playoff game, this time against the Washington Redskins, by 24–20. This set up a rematch against the Dallas Cowboys in the NFC Championship game, this time played in Dallas. Though the defense again held the Cowboys in check, the 49ers offense was ineffective, and the eventual Super Bowl champion Cowboys beat the 49ers again, 14–3. In 1971, eight 49ers made the Pro Bowl, including defensive back Jimmy Johnson and Gene Washington, both for the second year in a row, as well as defensive end Cedric Hardman, running back Vic Washington, and offensive lineman Forrest Blue.[34] The 49ers won their third consecutive NFC West title in 1972 with five wins in their last six games, making them the only franchise to win their first three divisional titles after the 1970 AFL–NFL merger. Their opponents in the divisional playoffs were the Dallas Cowboys, making it the third consecutive year the teams faced each other in the playoffs. Vic Washington took the opening kickoff 97 yards for a score, and the 49ers took a 21–6 lead in the second quarter. After the 49ers took a 28–13 lead in the fourth quarter, Tom Landry sent quarterback Roger Staubach, who was backing up Craig Morton, into the game. Staubach quickly led the Cowboys on a drive to a field goal, bringing the score to within 28–16, and as the game wound down it appeared that this would be the last points the Cowboys would get. However, Dallas completed the comeback in the last two minutes. Just after the two-minute warning, Staubach took just four plays to drive 55 yards in only 32 seconds, hitting Billy Parks on a twenty-yard touchdown pass to bring the score to 28–23. Cowboys kicker Toni Fritsch then executed a successful onside kick that was recovered by Mel Renfro, giving the Cowboys the ball at midfield with 1:20 left on the clock. With the 49ers on the ropes, Staubach scrambled for 21 yards, then completed a 19-yard sideline pass to Billy Parks who went out of bounds at the 10-yard line to stop the clock. Staubach then completed the comeback with a 10-yard touchdown pass to Ron Sellers with only 52 seconds left, giving the Cowboys a dramatic 30–28 victory; it was the third straight season the Cowboys had defeated the 49ers in the postseason. It would also be their last postseason appearance for nine years. The 49ers run at the top of the NFC West ended in 1973 with the 49ers falling to a 5–9 record, their worst since 1969. The team lost six of its last eight games, including games to the also-ran New Orleans Saints and Detroit Lions. In the final season of his career, longtime 49ers quarterback John Brodie split playing time with two other quarterbacks, most notably longtime backup Steve Spurrier. The team also suffered from not having a dominant running back, with Vic Washington leading the team with only 534 yards rushing. In 1974, the 49ers drafted Wilbur Jackson from the University of Alabama to be the team's primary back. Jackson enjoyed a fine rookie year, leading the 49ers with 705 yards rushing. He and fellow running back Larry Schreiber combined for over 1,300 yards rushing. With Steve Spurrier injured and missing nearly the entire year, the 49ers did not have a regular quarterback but did put together a respectable 6–8 record. Following the season, longtime tight end Ted Kwalick left the 49ers to join the World Football League, then the Oakland Raiders upon the WFL's dissolution.[32] The 49ers dropped to 5–9 in what would be Dick Nolan's final season as coach in 1975, losing their final four games of the season. Wilbur Jackson was hurt much of the year and Delvin Williams led the 49ers in rushing with 631 yards rushing. Following the 1975 season the 49ers traded for New England Patriots quarterback Jim Plunkett, former Heisman Trophy winner from nearby Stanford University (which was also the alma mater of John Brodie). Though Plunkett had shown promise with the Patriots, he had not won there, and it was thought that he needed a change of scenery. Monte Clark was also brought on as 49ers head coach.[32] The 49ers featured one of the best running games in the NFL in 1976. Delvin Williams emerged as an elite back, gaining over 1,200 yards rushing and made the Pro Bowl. Wilbur Jackson also enjoyed a resurgence, rushing for 792 yards. Once again Gene Washington was the team's leading receiver with 457 yards receiving and six scores. The 49ers started the season 6–1 for their best start since 1970. Most of the wins were against second-tier teams, although the 49ers did shut out the Rams 16–0, in Los Angeles on Monday Night Football. In that game the 49ers recorded 10 sacks, including 6 by Tommy Hart. However, the 49ers lost four games in a row, including two against divisional rivals Los Angeles and Atlanta that proved fatal to their playoff hopes. Lou Spadia retired from the 49ers in 1977 upon the team's sale to the DeBartolo Family. The team was sold to Edward J. DeBartolo Jr. in March 1977, and despite finishing the season with a winning record of 8–6, Clark was fired after just one season by newly hired general manager Joe Thomas, who oversaw the worst stretch of football in the team's history.[32] Under coach Ken Meyer the 49ers lost their first five games of the 1977 season, including being shut out twice.[35] Though they won five of their next six, they lost their last three games to finish the season 5–9. Playing in San Francisco did not revive Plunkett's career as he had another disappointing season, throwing only 9 touchdown passes. Bright spots for the 49ers included defensive linemen Tommy Hart and Cleveland Elam, who made the Pro Bowl, and running backs Wilbur Jackson and Delvin Williams, who combined for over 1,600 yards rushing. Gene Washington again led the team in receiving in 1977, his final year with the 49ers.[36] The 1977 offseason was marked by a number of questionable moves by Joe Thomas that backfired badly. Thomas's big offseason acquisition was running back O. J. Simpson from the Buffalo Bills. As with Plunkett two years previously, it was thought that rescuing Simpson from a bad situation and bringing him to the west coast where he had been raised would rejuvenate his career. To create playing time for Simpson, Thomas traded Delvin Williams to the Miami Dolphins for wide receiver Freddie Solomon. Thomas also released Jim Plunkett, giving up on him after two seasons. Finally, Thomas fired Meyer after only one season, and replaced him with Pete McCulley, his third coach in three seasons.[37] The 1978 season was a disaster for the 49ers, as they finished 2–14, their only wins coming against the Cincinnati Bengals and Tampa Bay Buccaneers. Simpson indeed led the team in rushing, but with less than 600 yards.[38] It became apparent that Simpson's knees and body were worn out, and he was near the end of his career. Wilbur Jackson also missed the entire season due to injury. Even worse for the franchise was that their first pick of the 1979 draft was traded to the Bills as part of the O. J. Simpson deal. Joe Thomas was fired following the season. Some of the key players that became part of the 49ers stunning rise began their 49ers career in 1978. Rookie quarterback Steve DeBerg, Joe Montana's first mentor, was the 49ers' starting quarterback. Running back Paul Hofer and center/guard Randy Cross also started with the 49ers in 1978.The headquarters of The DeBartolo Corporation in Boardman, Ohio, with the 49ers logo on the building, signifying the team's ownership by the Youngstown-based DeBartolo-York family The team was led in its turnaround from late 1970s doormat by new owner Edward J. DeBartolo Jr. and head coach Bill Walsh. The former head coach of Stanford University was known for stockpiling draft picks, making excellent draft selections, and patching roster holes by acquiring key free agents. Bill Walsh was hired to be the 49ers head coach in the 1978 off-season.[39] Walsh was a disciple of Paul Brown, and served as Brown's offensive coordinator with the Cincinnati Bengals from 1968 to 1975. However, Brown did not appoint him as his successor upon his retirement, choosing another assistant, former 49ers center Bill "Tiger" Johnson. Walsh was hired by Stanford University in 1977. He went 17–7 in two seasons for the Cardinal before being hired by the 49ers in 1979.[40] Walsh is given credit for popularizing the 'West Coast offense'. The Bill Walsh offense was actually created and refined while he was an assistant coach with the Bengals. The offense utilizes a short, precise, timed passing game as a replacement/augmentation of the running game. The offense is extremely difficult to defend against as it is content to consistently make 6–8-yard gains all the way down the field. (The other West Coast offense—more focused on the vertical, or downfield, passing game—was actually created by 1960s L.A. / San Diego coach Sid Gillman, and San Diego State coach Don Coryell, who also employed a version of it as head coach of the St. Louis (football) Cardinals and San Diego Chargers during a period where it garnered the nickname "Air Coryell".)[41] In Walsh's first draft, the 49ers had targeted Notre Dame quarterback Joe Montana as an early-round pick. Montana had enjoyed a storied college career, leading the Fighting Irish to the 1977 national title and a number of dramatic comeback victories, the most stunning of all being his final game, at the 1979 Cotton Bowl Classic. Playing the University of Houston in an ice storm, and with Montana suffering from a bad flu, Notre Dame was down 34–10 in the third quarter. However, Montana led a magnificent rally that culminated with him throwing a touchdown pass on the game's final play to give Notre Dame the 35–34 win. Joe Montana in 2006 Despite this, most scouts did not peg Montana as a top prospect. Although 6'2" and 190–200 lbs., Montana's arm strength was considered suspect as was the consistency of his play. Although he did get his share of the credit, most thought of him as a system player surrounded by a great team. In the 1979 draft, the Dallas Cowboys were placed just ahead of the 49ers. The Cowboys' draft strategy through that time was to take the highest-ranked player on their draft board at the time of their selection, regardless of position. When the Cowboys' turn came up in the third round, the highest-rated player on their board was Montana. However, feeling that the quarterback position was in excellent long-term shape with Roger Staubach and Danny White, and desperately needing a tight end, the Cowboys went off their strategy and drafted Doug Cosbie. The 49ers took Montana. The 49ers' other notable draft choice of the 1979 draft was wide receiver Dwight Clark in the 10th round. Walsh discovered the unheralded Clark while scouting quarterback Steve Fuller of Clemson University as Clark ran routes for Fuller during Walsh's evaluation of the quarterback. Walsh's serendipitous discovery of Clark proved to be an early glimpse into his philosophy for picking talent.[42] As Walsh implemented his strategies and game plan, the 49ers had another year of losing, finishing 2–14 like the previous season. There were, however, a number of bright spots. Despite throwing more interceptions (21) than touchdowns (17), Steve DeBerg blossomed under Walsh, throwing for over 3,600 yards and completing 60% of his passes. Freddie Solomon also had a good year, with over 800 yards receiving. The running game was patchwork, with Paul Hofer leading the team with 615 yards and O. J. Simpson, in his final season, rushing for only 460 yards and being sidelined with injuries. The 49ers got off to a strong start in 1980, winning their first three games of the season. However, the team, still maturing, lost their next eight games in a row. Many of those games though were close, and the 49ers acquitted themselves well. During the season Walsh alternated DeBerg and Montana at quarterback. Though DeBerg had played well for the 49ers, Walsh felt the team's best chance to win in the long run was with Montana. He alternated the two quarterbacks, giving Montana some experience while keeping opponents off guard. This strategy of alternating quarterbacks from game to game and during games is rare in football, although it had been employed by other successful teams in the past, specifically the Dallas Cowboys of the early 1970s who alternated Roger Staubach and Craig Morton, and the Los Angeles Rams of the late 1940s alternating Norm Van Brocklin and Bob Waterfield. In all DeBerg started nine games, going 4–5 with 1,998 yards, 12 touchdowns and 17 interceptions. Montana started seven games, going 2–5 with 1,795 yards, 15 touchdowns, and nine picks; Montana also had a better completion percentage at 64.5 to DeBerg's 57.9.[43] The highlight of the 1980 season, and a sign of good things to come, came in Week 14. The 49ers trailed the New Orleans Saints, who at the time were winless at 0–13, 35–7 at halftime. However, led by Joe Montana, the 49ers made (what was then) possibly the greatest comeback in NFL history, coming back to tie the score in regulation and winning the game in overtime with a field goal by Ray Wersching to give the 49ers an incredible 38–35 victory. It was this game, which marked Montana's first big NFL comeback win, that won Montana the quarterback job full-time. A number of key players emerged for the 49ers in 1980. Among them were Dwight Clark, who led the 49ers with 82 receptions and just under 1,000 yards receiving, and running back Earl Cooper, who ran for over 700 yards. See also: 1981 San Francisco 49ers season and The Catch (American football) Head coach Bill Walsh led the 49ers to their first NFL championship, defeating the Bengals 26–21 in Super Bowl XVI. With the offense playing well consistently, Walsh and the 49ers focused on overhauling the defense in 1981. Walsh took the highly unusual step of overhauling his entire secondary with rookies and untested players, bringing on board Ronnie Lott, Eric Wright and Carlton Williamson and giving Dwight Hicks a prominent role. He also acquired veteran linebacker Jack "Hacksaw" Reynolds and veteran defensive end and sack specialist Fred Dean. These additions, when added to existing defensive mainstays like Keena Turner, turned the 49ers into an offensively and defensively balanced, dominant team. After a 1–2 start, the 49ers won all but one of their remaining games to finish with a 13–3 record; at this time, it was the team's best regular-season win–loss record. Dean made the Pro Bowl, as did Lott and Hicks. Led by Montana, the unusual offense was centered on the short passing game, which Walsh used as ball control. Dwight Clark and Freddie Solomon had excellent years receiving; Clark as the possession receiver, and Solomon as more of a deep threat. The 49ers' running game, however, was among the weakest in the league. Ricky Patton led the 49ers with only 543 yards rushing. The 49ers' most valuable running back, however, might have been Earl Cooper, whose strength was as a pass catching back. The 49ers faced the New York Giants in the divisional playoffs and won, 38–24. This set up an NFC championship game match-up with the Dallas Cowboys, whom the 49ers historically could not beat during their playoff runs in the early 1970s. The 49ers played the Cowboys tough, but the Cowboys forced six turnovers and held the lead late. The 49ers were down 27–21 and on their own 11-yard line with 4:54 remaining. As Montana had done for Notre Dame and the 49ers so many times, he led the 49ers on a sustained final 89-yard drive to the Cowboys' 6-yard line. On a 3rd-and-3 play, with his primary receiver covered, Montana rolled right and threw the ball off balance to Dwight Clark, who leaped in the end zone and caught the ball to tie the game at 27 ("The Catch"), with the extra point giving the 49ers the lead. The Cowboys had one last chance to win. On the first play of the next possession, Cowboys receiver Drew Pearson caught a pass from Danny White and reached midfield before he was pulled down by the jersey at the 49ers' 44-yard line by cornerback Eric Wright, who prevented a winning touchdown. On the next play, White was sacked by Lawrence Pillers and fumbled the ball, which was recovered by Jim Stuckey, giving the 49ers the win and a trip to their first-ever Super Bowl, against the Cincinnati Bengals, who were also in their first Super Bowl. In Super Bowl XVI The 49ers took a 20–0 halftime lead and held on to win 26–21 behind kicker Ray Wersching's four field goals and a key defensive stand. In the '81 season, the defense had been a significant reason for the team's success, despite hiding in the shadow of the then-innovative offense. Montana won MVP honors mostly on the strength of leading the 49ers on a 92-yard, 12-play drive culminating in a touchdown pass to Earl Cooper. The 49ers completed one of the most dramatic and complete turnarounds in NFL history, going from a 2–14 season and a 6–10 season to a Super Bowl championship.[44] The 1982 season was a retrogression; the team lost all five games at Candlestick Park en route to a 3–6 record in a strike-shortened season.[45] This year was the 49ers' last losing season for the next 17 years. Joe Montana was the one highlight, passing for 2,613 yards in just nine games, highlighted by five straight games in which he broke the 300-yard barrier.[46] Roger Craig (middle) and Joe Montana (right) led the 49ers to their second Super Bowl victory (XIX) in four seasons. In 1983, the 49ers won their final three games and finished 10–6, winning their second NFC Western Divisional Title in three years.[47] Leading the rebound was Joe Montana with another stellar season; he passed for 3,910 yards and 26 touchdowns. In the NFC Divisional Playoffs, the 49ers hosted the Detroit Lions. The 49ers jumped in front early and led 17–9 entering the 4th quarter, but the Lions roared back, scoring two touchdowns to take a 23–17 lead. However, Montana led a comeback, hitting wide receiver Freddie Solomon on a game-winning 14-yard touchdown pass with 2:00 on the clock and putting the 49ers ahead 24–23. The game ended when Lions placekicker Eddie Murray missed a game-winning FG attempt. The next week, the 49ers came back from a 21–0 deficit against the Washington Redskins in the NFC championship game to tie the game, before controversial penalties and a late Mark Moseley field goal sent the Redskins to a 24–21 victory and Super Bowl XVIII.[48] In 1984, the 49ers had one of the greatest seasons in team history by finishing the regular season 15–1, setting the record for most regular-season wins that was later equaled by the 1985 Chicago Bears, the 1998 Minnesota Vikings, the 2004 Pittsburgh Steelers, the 2011 Green Bay Packers and finally broken by the 2007 New England Patriots (with 16 regular-season victories). Their 18 wins overall is also still a record, tied by the 1985 Bears and the 2007 New England Patriots (who won 18 straight, but lost Super Bowl XLII to the New York Giants). The 49ers' only defeat in the 1984 season was a 20–17 loss to the Steelers; a late field goal attempt in that game by San Francisco kicker Ray Wersching went off the uprights and was no good. In the playoffs, they beat the New York Giants 21–10, shut out the Chicago Bears 23–0 in the NFC championship, and in Super Bowl XIX the 49ers shut down a record-setting year by NFL MVP Dan Marino (and his speedy receivers Mark Clayton and Mark Duper), beating the Miami Dolphins 38–16. Their entire defensive backfield (Ronnie Lott, Eric Wright, Dwight Hicks, and Carlton Williamson) was elected to the Pro Bowl—an NFL first. In the 1985 NFL draft, the team received the 28th overall pick after winning the Super Bowl the previous year. On draft day, the 49ers traded its first two picks for New England's first-round choice, the 16th selection overall (the teams also swapped third-round picks as part of the deal), and selected Jerry Rice from Mississippi Valley State. It was reported that the Dallas Cowboys, who had the 17th selection overall, were intending to pick him. In the 1985 season, the 49ers were not as dominant as in 1984, finishing the regular season with a 10–6 record and a wild card berth. Jerry Rice struggled at times (dropping numerous passes), but he still impressed the NFL in his rookie season for the 49ers in 1985, especially after a 10-catch, 241-yard game against the Los Angeles Rams in December. Rice was named NFC Offensive Rookie of the Year after recording 49 catches for 927 yards, and averaging 19.9 yards per catch, Roger Craig became the first NFL player to gain 1,000 yards rushing and 1,000 yards receiving in the same season. In the 1985 playoffs, the 49ers were quickly eliminated from the playoffs by the New York Giants 17–3.[49] In the 1986 NFL season, the 49ers got off to a quick start after a 31–7 win over the Tampa Bay Buccaneers on opening day. But the win was costly; Joe Montana injured his back and was out for two months, the injury was to a spinal disc in Montana's lower back and required immediate surgery. The injury was so severe that Montana's doctors suggested that Montana retire. On September 15, 1986, the 49ers placed Montana on the injured reserve list, Jeff Kemp became the starting quarterback, and the 49ers went 4–3–1 in September and October. Rice's No. 80 jersey from December 1987, when he set a new record for touchdowns and receptions with the 49ers Montana returned to the team on November 6 of that year. In his first game back from injury, Montana passed for 270 yards and three touchdown passes in a 43–17 49er victory against the St. Louis Cardinals. The 49ers caught fire, winning the next 5 of the final 7 games, including a 24–14 win over the Los Angeles Rams, to clinch the NFC West title. Jerry Rice continued to show improvement from the previous season catching 86 passes for a league-leading 1,570 yards and 15 touchdowns. Montana was co-recipient of the 1986 NFL Comeback Player of the Year Award, which he shared with Vik

University of Miami. Gore ran for a franchise record of 1,695 rushing yards, which led the NFC, along with 8 touchdowns.[137] He was awarded his first Pro Bowl appearance.[138] They also swept division rival and defending NFC Champion, Seattle Seahawks, and kept the Denver Broncos from a playoff berth in the last game of the season. However, the team finished 7–9, their fourth consecutive losing season.[139] 49ers' former quarterback Alex Smith In the off-season, the 49ers signed cornerback Nate Clements and safety Michael Lewis to improve their secondary.[140] Clement's contract was worth $80 million for eight years, the largest contract given to a defensive player in NFL history at the time.[141] In the NFL draft, the 49ers made another key addition to their defense, selecting middle linebacker Patrick Willis with the 11th overall pick.[142] Willis would eventually be named the 2007 AP NFL Defensive Rookie of the Year.[143] Before the beginning of the 2007 season, Hall of Fame coach Bill Walsh died of complications from leukemia.[144] The 49ers started the season 2–0, for the first time since 1998. In the fourth game of the season, against the Seattle Seahawks, Alex Smith suffered a separated shoulder on the third play of the game, an injury that severely hampered his play and ultimately led to an early end to his 2008 campaign after having shoulder surgery.[145] Chiefly due to back-up quarterback Trent Dilfer's struggles and Alex Smith's injury, the 49ers lost eight straight consecutive games from week three through week twelve, ending the year with a disappointing 5–11 record.[146] Questions were raised about the future of Alex Smith, whose first three seasons had been plagued by inconsistent play, injuries, and never having had the same offensive coordinator from one year to the next. Head coach Mike Nolan and new offensive coordinator Mike Martz stated that a competition between Smith, Shaun Hill, and NFL journeyman J. T. O'Sullivan would run through the first two preseason games of 2008.[147] O'Sullivan was named the 49ers starter because of his familiarity with the Martz offense and after performing better than Smith or Hill in the first three preseason games.[148] On October 20, 2008, after a 2–5 start, Mike Nolan was fired. Assistant head coach Mike Singletary, a Hall of Fame linebacker with the Chicago Bears, was named as the interim head coach.[149] Singletary proved to be a fan favorite when after his first game as head coach he delivered a memorable post-game interview. Singletary said of their loss: "... right now, we've got to figure out the formula. Our formula. Our formula is this: We go out, we hit people in the mouth."[150] The team went 5–4 overall under Singletary, winning five of its final seven games and ending the season with a 7–9 record.[151] After the last game of the season, Singletary was named permanent head coach by Jed York, who had been appointed as team president just days before. Jed York is the son of John York and Denise DeBartolo York.[152] Trent Dilfer (#12) quarterbacks the 2007 49ers. On April 25, 2009, the 49ers selected Texas Tech wide receiver Michael Crabtree, a player many people thought would go in the top five, with the 10th pick in the first round of the 2009 NFL draft.[153] The 2009 training camp became the first since 2005 that the 49ers failed to have all drafted rookies signed and in training camp on time, as Crabtree held out trying to reach a contract. He finally reached a contract agreement on October 7, 2009, having missed the first four games of the regular season. The 49ers posted an 8–8 record after a frustrating season, losing only 2 games by more than a touchdown.[154] Nevertheless, it was the team's first non-losing season since 2002.[155] Despite missing the playoffs for the seventh straight season, several key players showed signs of improvement. Alex Smith regained his role as the 49ers' starting quarterback (after Shaun Hill had won the starting job in training camp), passing for more than 2,000 yards with 19 touchdowns, while Frank Gore collected his fourth consecutive 1,000-yard season, a 49ers record. Safety Dashon Goldson showed signs of potential in his first year as full-time starter, as he tallied 94 tackles, four interceptions, three forced fumbles, and two sacks. Vernon Davis in particular had a breakthrough year at tight end, earning Pro Bowl honors with 965 yards and 13 touchdowns (tying the NFL record for his position).[156] 2010 saw five 49ers go to the Pro Bowl: Patrick Willis, Vernon Davis, Frank Gore, Justin Smith, and punter Andy Lee.[157] The 2010 season started with the 49ers heavy favorites to win the NFC West after Cardinals quarterback Kurt Warner retired early in the offseason, but the season was a disaster. They started 0–5, their worst start since the dark days of 1979.[158] In week 3, the 49ers fired offensive coordinator Jimmy Raye, who had been hand-picked by Singletary in the 2009 offseason.[159] Starting safety Michael Lewis demanded to be released after he was demoted in favor of rookie safety Taylor Mays. By mid-season, Singletary was switching quarterbacks between Alex Smith and Troy Smith, who had been picked up in free agency after the preseason, but with little effect. On December 27, 2010, the 49ers fired Mike Singletary as head coach, naming defensive line coach Jim Tomsula as interim head coach for the last game of the season.[160] The 49ers finished 6–10 that season.[161] On January 4, 2011, Jed York promoted interim General Manager Trent Baalke to be the permanent general manager. Baalke had taken over the role after former general manager Scot McCloughan was relieved of his duties the year before. Two days later, on January 7, 2011, former head coach of Stanford University Jim Harbaugh was named the 49ers new head coach.[162] In the 2011 NFL draft, the 49ers selected defensive end/linebacker Aldon Smith from the University of Missouri with the seventh pick of the first round. The 49ers also selected quarterback Colin Kaepernick from the University of Nevada, Reno with the 36th overall pick in the second round.[163] Jim Harbaugh took over as head coach in 2011. After the end of a labor dispute that nearly threatened to postpone or cancel the 2011 season the 49ers made a controversial decision to re-sign Alex Smith to a one-year $4.8 million contract.[164] Because of the decision to retain Smith, and a shortened offseason with an entirely new coaching staff being hired, the team was expected to be among the league's worst by NFL prognosticators. Despite this, Harbaugh's first season was a huge success. After 10 weeks the 49ers were 9–1, highlighted by road wins against the Philadelphia Eagles, where the team came back from a 20-point deficit in the second half, and the previously unbeaten Detroit Lions. The 49ers' defense became one of the most intimidating in the league, particularly against the run – not allowing a 100-yard rusher or a single rushing touchdown until week 16 of the regular season.[165] Alex Smith blossomed in the new system, reviving his career while playing for yet another new offensive coordinator – his sixth in six years. In week 13 the 49ers won the NFC West with a victory against the St. Louis Rams, finally ending their nine-year playoff drought. The 49ers finished the season with a 13–3 record, earning the second overall seed in the NFC Playoffs. In the Divisional Playoffs they defeated the New Orleans Saints 36–32 after a touchdown pass from Alex Smith to Vernon Davis in the closing seconds of the game. The team reached the NFC championship for the first time since 1997 and faced the New York Giants. They lost to the Giants with a 20–17 score in overtime after two critical fumbles by backup return man Kyle Williams.[166] In 2012, the 49ers were predicted to be the NFC West champions and possibly make a run for the Super Bowl. Starting the season 6–2, the 49ers went on to face the rival St. Louis Rams in Week 10. Alex Smith suffered a concussion in the second quarter and exited the game. He was replaced by 2011 second-round pick Colin Kaepernick, who led the 49ers back to tie the game. The next week, Kaepernick and the 49ers blew out the Chicago Bears 32–7, and Harbaugh chose Kaepernick as the starter next week against the New Orleans Saints, despite Smith being cleared to play. A quarterback controversy began. Despite Smith leading the NFL in completion percentage (70%) and passer rating (104.1), Kaepernick was considered more dynamic with his scrambling ability and arm strength.[167][168] Kaepernick eventually started the rest of the season, going 5–2. Kaepernick set the record for rushing yards for a quarterback in the playoffs with 181 rushing yds against the Green Bay Packers.[169] The 49ers defeated the Packers and Atlanta Falcons in the playoffs and advanced to Super Bowl XLVII, but were denied their sixth Super Bowl win against the Baltimore Ravens, who were coached by John Harbaugh, 34–31.[170] Another storyline towards the end of the 2012 season was the reliability of kicker David Akers. Towards the end of the season, he began to show signs of decline, missing one field goal of 20–30 yards, two field goals of 30–40 yards, and six field goals of 40–50 yards for a below-average conversion percentage of 69%.[171] Akers was released on March 6, 2013.[172] Shortly afterwards, the 49ers signed veteran kicker Phil Dawson.[173] The 49ers would also trade a sixth round draft pick for wide receiver Anquan Boldin from the Baltimore Ravens, the team that had beaten them in the Super Bowl.[174] The 49ers finished 12–4 in the 2013 regular season and enter the playoffs as a wildcard, with their first game at Lambeau Field against the Green Bay Packers.[175] On January 5, 2014, San Francisco 49ers defeated Green Bay Packers 23–20. On January 12, 2014, the 49ers defeated the Carolina Panthers 23–10, thus advancing to their third straight NFC championship game.[176] However, the 49ers' season ended at CenturyLink Field in Seattle, when a pass intended for Michael Crabtree was tipped by cornerback Richard Sherman and intercepted by linebacker Malcolm Smith, losing to the Seattle Seahawks, 23–17.[177] After the Niners had their first 8–8 season in 4 years, which included losses to the Bay Area rival Oakland Raiders, Chicago Bears, and St. Louis Rams, the collapse of a once-dominant offensive line, failing to reach the playoffs, Harbaugh and the 49ers decided to part ways on December 28, 2014, after the season's final game, against the Arizona Cardinals, which the 49ers won 20–17.[178] On November 8, 2006, reports surfaced that the 49ers ended negotiations with the city of San Francisco about building a new stadium and plan to do so in Santa Clara, a suburb of San Jose; Santa Clara already hosts the team's administrative headquarters and training facility. The Yorks and then-San Francisco mayor Gavin Newsom had been talking over the last few months about building a privately financed stadium at Candlestick Point that was intended to be part of the city's bid for the 2016 Summer Olympics. The 49ers' final decision to move the stadium ended the San Francisco bid for the 2016 Summer Olympics. San Francisco, Los Angeles, and Chicago were the three cities competing to be the U.S. Olympic Committee's choice to bid on the 2016 games, with Chicago emerging as the eventual victor.[179] The 49ers sponsored Measure J, which appeared on the June 8, 2010, Santa Clara ballot, to build a new stadium as the future home of the San Francisco 49ers in that city. The measure passed with 58.2% of the total vote. This was seen as the first step for the 49ers stadium relocation to a new venue to be built in Santa Clara.[180] The 68,490-seat venue, Levi's Stadium, landed rights for its first event. The stadium was home to the Fight Hunger Bowl.[181] On the 49ers website, the team's owner, businessman John York had a letter stating that after a stadium is constructed in Santa Clara, the team would retain its name "San Francisco" even though the team would no longer be located within Metro San Francisco.[182] United States Senator Dianne Feinstein and other leaders threatened an attempt to prevent the team from using "San Francisco" or the "49ers" in the team name, but probably would not have succeeded without changes to state or federal law.[183][184] York later confirmed in a press conference on November 9, 2011, that the team would build a new state of the art stadium in Santa Clara in time for the 2014 season. Groundbreaking for the new stadium took place on April 19, 2012.[185] On May 8, 2013, the NFL's San Francisco 49ers announced that San Francisco-based Levi Strauss & Co. had purchased the naming rights to their new stadium in Santa Clara. The naming rights deal calls for Levi's to pay $220.3 million to the city of Santa Clara and the 49ers over 20 years, with an option to extend the deal for another five years for around $75 million.[186] Jim Tomsula was hired on January 14, 2015, to replace Jim Harbaugh. Subsequently, Geep Chryst was promoted to offensive coordinator and Eric Mangini was hired as defensive coordinator. On March 10, 2015, All-Pro linebacker Patrick Willis announced his retirement from the NFL due to repeated injuries to both feet.[187] A week later on March 17, linebacker Chris Borland, Patrick Willis' presumed replacement, announced his retirement from the NFL due to fears of the effects of head trauma.[188] These two retirements left the 49ers linebackers position group weakened as they headed into an offseason under first year head coach Jim Tomsula. Two other developments during the 49ers off season, the retirements of starters defensive end Justin Smith,[189] and right tackle Anthony Davis,[190] and the uncertainty of linebacker Aldon Smith's[191] availability due to his legal issues.[192][193] The 49ers signed running back Reggie Bush, wide receiver Torrey Smith, and defensive tackle Darnell Dockett.[194] Tomsula employed new coaching practices, which included giving his players breaks to check social media during meetings, shorter, easier practices,[195] and more days off.[196] The result was one of the worst offenses in team history. Scoring only 238 points,[197] the 49ers struggled to a 5–11 season, with Colin Kaepernick ending the season on injured reserve after being benched. The 49ers would ultimately be eliminated from postseason contention in Week 14 of the 2015 regular season. On January 4, 2016, the 49ers fired Tomsula after he led them to a 5–11 record.[198] On January 14, 2016, Chip Kelly was hired as head coach.[199] Kelly's tenure began with an emphatic 28–0 victory over the Los Angeles Rams on Monday Night Football.[200] However, the team went on to lose a franchise-record 13 straight games until they narrowly defeated the Rams 22–21 on December 24, 2016.[201] On October 21, 2016, in an ESPN ranking of professional sports franchises, the 49ers were ranked the worst franchise in North America.[202] The 49ers ended up firing Kelly and Baalke following the conclusion of the regular season, finishing with a 2–14 record.[203] In 2016, Kaepernick started a trend of kneeling during the playing of the national anthem.[204] Intended to protest the treatment of minorities in the United States,[204] the trend spread throughout the NFL and stirred political controversy.[205] President Donald Trump spoke out against the protests a number of times, and Vice President Mike Pence walked out of a 49ers game in October 2017 upon seeing players kneel.[206][207] After hiring John Lynch as general manager and Kyle Shanahan as head coach, the 49ers started the 2017 season with nine consecutive losses.[208][209] During this time, they traded for New England Patriots backup quarterback Jimmy Garoppolo.[210] After a win over the New York Giants and a loss to the Seattle Seahawks, Garoppolo was named the starter after rookie C. J. Beathard suffered an injury.[211] The 49ers won their last five games with Garoppolo at the helm and finished the season 6–10. After the season, the 49ers signed Garoppolo to a five-year, $137.5 million contract extension. This made him the highest-paid player in NFL history on a per-year basis at the time.[212] During the third-week matchup between the 49ers and Kansas City Chiefs, Garoppolo tore his ACL, and was ruled out for the rest of the 2018 season.[213] The 49ers struggled to a 4–12 record in the 2018 season.[214] The 49ers started the 2019 season with an 8–0 record.[215] This was the first time they had gone 8–0 since 1990, where they started the season 10–0 and eventually lost in the NFC Championship Game. In Week 7, the 49ers defeated the Washington Redskins at FedExField in a game referred to as a Mud Bowl with a final score of 9–0. This was the first time the 49ers shut out an opponent since Week 1 of the 2016 season, versus the Los Angeles Rams. In Week 8, the 49ers defeated the Carolina Panthers, 51–13, making it the 12th time the team has scored 50 points or more against opponents in the regular season. The 49ers' undefeated record was broken in Week 10 with an overtime loss against the Seattle Seahawks, giving them an 8–1 record. They went on to beat the Arizona Cardinals, the Green Bay Packers, and the New Orleans Saints, while losing to the Baltimore Ravens by a last-second field goal, dropping them to 11–2. The 49ers then lost their next game in the final seconds to the Atlanta Falcons.[216] The 49ers defeated the Los Angeles Rams 34–31 and advanced to 12–3, eliminating the Rams from playoff contention in the process. On December 29, 2019, the 49ers defeated the Seahawks 26–21 in the Week 17 regular-season finale thereby clinching the NFC West in addition to the number one seed for the first time since 1997.[217] In their first playoff game since 2013, against the Minnesota Vikings, they dominated the Vikings, defeating them 27–10.[218] This victory ensured them a spot in the NFC Championship game, in Levi's Stadium, where they played the Green Bay Packers. On January 19, 2020, they beat the Packers 37–20, advancing to their first Super Bowl since 2012.[219] The 49ers also became the first team to reach the Super Bowl following four straight seasons with 10+ losses. In Super Bowl LIV, the 49ers led the Kansas City Chiefs 20–10 with seven minutes remaining in the fourth quarter but lost the game by the final score of 31–20, resulting in the Chiefs' first championship victory since 1969.[220] The 49ers had a 6–10 record in 2020, usually attributed to the number of injuries on the team.[221][222] In 2021, they had a 10–7 record and advanced to the playoffs as the #6-seed.[223] On January 16, 2022, they defeated the Dallas Cowboys 23–17 in the Wild Card Round.[224] The next week, in the Divisional Round, they defeated the Green Bay Packers 13–10, the winning margin from a field goal on the game's last play.[225] On January 30, they faced the Los Angeles Rams for the NFC championship, where the Rams overcame a ten-point deficit in the fourth quarter to win 20–17, assisted in part by a costly Jimmy Garoppolo interception and a critical interception dropped by Jaquiski Tartt.[226] In 2022, they overcame their 3–4 status at the beginning of the season and vaulted into 13–4, giving them the division title.[227] Trey Lance, who was the original starter for the Niners, was injured within the first three games and replaced by Garoppolo.[228] However, after an injury during a game against the Miami Dolphins, Garoppolo was replaced by third-string quarterback Brock Purdy, who became a star within the team, winning all of his starts with 13 touchdowns and 4 interceptions in the final 5 games to clinch the NFC 2nd seed and a spot in the playoffs.[229][230] In the Wild Card Round, the 49ers defeated the Seahawks 41–23.[231] In the Divisional Round, they defeated the Dallas Cowboys 19–12.[232] However, in the NFC Conference Championship Round, both Purdy and fourth-string quarterback Josh Johnson suffered injuries. The 49ers were mostly unable to acquire offensive points as they lost 31–7 to the Philadelphia Eagles, who would move on to lose to the Kansas City Chiefs in Super Bowl LVII.[233][234] This was the last season for both Trey Lance and Jimmy Garoppolo, who were traded to the Dallas Cowboys and signed by the Las Vegas Raiders, respectively, making Brock Purdy the titular quarterback for the 2023 season.[235][236] They opened the season with a five-game winning streak, but then lost to the Cleveland Browns off a last-minute missed field goal, setting up a 3-game losing streak heading into the bye week.[237] After the bye week, the team went on a 6-win streak and clinched the NFC West after beating the Arizona Cardinals 45–29.[238] Two weeks later, the 49ers clinched the 1st seed in the NFC by beating the Washington Commanders, combined with losses from the Detroit Lions and the Philadelphia Eagles, ending the regular season with a record of 12–5.[239] In the postseason, they defeated the Green Bay Packers in a close game 24–21 to reach the NFC Championship Game for the third consecutive season, and their fourth in five seasons.[240] In the NFC Championship Game, after being down 24–7 at halftime against the Detroit Lions, the 49ers rallied off a 27–7 run to win 34–31, allowing them to reach Super Bowl LVIII, which was a rematch of Super Bowl LIV with the Chiefs.[241] The 49ers would lose the game 25–22 in the second-ever Super Bowl to go into overtime.[242][243][244] In March 2024, Jed York acquired enough of his mother's equity in the 49ers to become principal owner, though his parents stayed on as co-chairs.[245] In a 2024 season marred by injuries, the 49ers finished with a 6–11 record.[246] The 49ers have won five Super Bowls, tied for most of any NFC team, their first three under Bill Walsh. Walsh retired after winning his third in 1988, but first-year head coach George Seifert did not miss a beat, winning the Super Bowl in his first year in 1989. He would also win one more in 1994.[247][248] Year Head coach Super Bowl Location Opponent Score Record Ref 1981 Bill Walsh XVI Pontiac Silverdome (Pontiac, MI) Cincinnati Bengals 26–21 16–3 [249] 1984 XIX Stanford Stadium (Stanford, CA) Miami Dolphins 38–16 18–1 [250] 1988 XXIII Joe Robbie Stadium (Miami) Cincinnati Bengals 20–16 13–6 [251] 1989 George Seifert XXIV Louisiana Superdome (New Orleans) Denver Broncos 55–10 17–2 [252] 1994 XXIX Joe Robbie Stadium (Miami) San Diego Chargers 49–26 16–3 [253] Total Super Bowls won: 5 Year Head coach Location Opponent Score Record Ref. 1981 Bill Walsh Candlestick Park (San Francisco) Dallas Cowboys 28–27 16–3 [254] 1984 Chicago Bears 23–0 18–1 [255] 1988 Soldier Field (Chicago) Chicago Bears 28–3 13–6 [256] 1989 George Seifert Candlestick Park (San Francisco) Los Angeles Rams 30–3 17–2 [257] 1994 Dallas Cowboys 38–28 16–3 [258] 2012 Jim Harbaugh Georgia Dome (Atlanta) Atlanta Falcons 28–24 13–5–1 [259] 2019 Kyle Shanahan Levi's Stadium (Santa Clara) Green Bay Packers 37–20 15–4 [260] 2023 Detroit Lions 34–31 14–5 [261] Total NFC championships won: 8 Main article: Logos and uniforms of the San Francisco 49ers The original 49ers logo was a mustached 49er gold miner from the 1849 California Gold Rush, dressed in plaid pants and a red shirt, jumping in midair with his hat falling off, and firing pistols in each hand: one nearly shooting his foot, and the other pistol forming the word "Forty-Niners" from its smoke.[262] An alternate logo with a shield-shaped crest formed from the number "49", with a football in the upper right quadrant and "SF" in the lower-left quadrant was created in 1965 and used for marketing purposes until 1972. From 1962, the 49ers' logo has been the iconic "SF" within the center of a red oval; throughout the years the logo has had minor modifications, such as a black outlining on the intertwined "SF" that was added in 1989 and a gold trimming inside the oval that was added in 1996. 2021 home uniform, worn by former 49ers running back Raheem Mostert2021 road uniform, worn by George Kittle The San Francisco 49ers have two different uniforms: red and gold home uniforms and white, red, and gold road uniforms. However, the 49ers have changed uniform designs and color combinations quite often throughout their history. From the team's inception in 1946, they wore dark or cardinal red, switching to scarlet red jerseys and gold pants for the 1948 season, with a gold helmet with one red stripe, with solid red socks and pants with no stripes. Entering the 1949 season, the first in the NFL, the 49ers adopted three stripes to their red jerseys, wearing gold helmets and pants, with no stripes and red socks with three white stripes. In the 1953, '54, and '55 seasons, the 49ers wore red helmets with a gold stripe in the middle, with silver pants with one single stripe of red. The socks also added the three stripes similar to the jersey's. 1955 was also unique in that the 49ers wore white pants with a black stripe bounded by two red stripes, and shadow drop numbers on their red jerseys, with black shadow drop borders on the white numerals. The following season, 1956, the team wore white helmets with no stripes, and white pants with a red stripe. In 1957 the 49ers wore red jerseys, a gold helmet with no stripes, and gold pants with no stripes; for the first time the 49ers wore white on the road, as dictated by the NFL for all teams, to have at least one team wearing a light-colored jersey during games. The first white jersey had two red stripes with a gold in the middle, as was their road socks: white, with two red stripes and gold in the middle. San Francisco wore red and gold in 1958 as well, with their white jersey having a single shoulder loop stripe, as well as adding TV numbers to the sleeves of their home and away jerseys. And in contrast to the socks at home, red with three red stripes, the away socks were solid red. In 1959 the team switched to red and platinum gold (looking more like silver), and for the next several years afterwards, with their white jerseys having double shoulder loop stripes (mimicking UCLA's), but continuing with the three white stripes on the sleeves above the elbow and below the TV numbers, with the red home jerseys. In 1960, the team added "Northwestern" red stripes to their helmets (a thicker middle stripe bordered by two thinner stripes), and that changed in 1962, with the addition of the helmet design the team has mostly worn since: white stripe bounded by two red, with the red oval and SF logo on the sides of the helmet. In 1964 the team's colors then changed again. All silver elements were changed to what was called "49er Gold;" helmets were gold. New beige-gold pants with a red-white-red tri-stripe in the same style as the helmet were introduced. Uniform's basic design would be worn for practically the next 30 seasons with only some minor changes and adjustments, such as a gradual change over from sans-serif to serifed block numerals from 1970 to 1974 and a switch from thin stripes to a very thick pant striping in 1976 (during which white jerseys were also worn at home for most of that season). The uniform ensemble of red and white jerseys, and beige-gold pants with thick striping were worn until 1995 with a few minor changes. During the 1994 season, many NFL teams wore "throwback uniforms" on occasional games to celebrate the NFL's 75th anniversary (a corresponding diamond-shaped 75th Anniversary patch was also worn by all teams) . The 49ers chose to wear a version of their 1955 uniforms as their throwbacks, with simpler sans-serif block numerals that were outlined and shadowed in black with White pants with thinner red-black-red striping were also worn, along with the old striped red socks. The regular 1989–95 design gold helmet was worn with this uniform, as there was no logo on the 1955 helmet. In 1996, the 49ers celebrated their 49th anniversary by designing a commemorative jersey patch based on the earlier shield-crest logo. The team also debuted a substantially new uniform design, most notably changing the shade of red used in their jerseys from bright scarlet to a deeper, cardinal red a black dropshadow effect (along with gold trim) was added to the jersey numerals (which remained in the blocked serif style). As in 1994, the Niners donned white pants full-time for the 1996 season (also wearing them for the 1997 season and 1998 preseason,) though this time the pant stripes were marginally thicker and the colors were reversed to black-cardinal red-black (matching the striping on the helmets). For the 1998 regular-season opener, the team switched back to gold pants, with a more metallic gold rather than the previous beige-matte gold of the past. The striping along the side of the pants remained black-cardinal red-black, though a thin gold trimming was added, along with further oval "SF" logos placed on both sides of the hip.[263] The 1996 helmet and jersey design with the 1998 gold pants was worn as the team's regular uniforms until the end of the 2008 season. The 49ers once again changed uniforms in 2009, which are very similar to the classic design, albeit with several significant changes. The sleeve stripes are now set at an angle to accommodate the even shorter sleeves of modern jerseys, (though the stripes appear straight and parallel to the ground when worn by the players themselves).[264] An updated 49ers uniform with improved fit, and more breathable and moisture-resistant fabrics was debuted (alongside the rest of the NFL teams) by new league uniform manufacturer Nike on April 3, 2012.[265] On April 30, 2015, at their NFL draft rally, the team unveiled their first ever alternate uniform (as opposed to a throwback design). The uniform consists of black jerseys and pants with red numerals and striping. Nike logos are in gold, while the standard solid red socks will be worn. These uniforms will be worn a maximum of two games a year, per league rules.[266][267] In 2018, the 49ers unveiled a new alternate uniform, discarding their all-black alternates in favor of an all-white alternate.[268] It was made in the style of 1994, with the letters and numerals larger and more pronounced shadows. The helmets were the solid gold, but were used with the old 49ers logo (no striping and shadows). They wear the uniforms once every season, normally on Alumni Day. However, the 49ers wore the uniform once on the road, in their week 17 finale at Seattle in 2019. They also lobbied the NFL to wear them in Super Bowl LIV, but the request was denied. The NFL cited that the teams' uniforms with the patch were already being sold. In 2021, the 49ers unveiled a red version of the 1994 throwback uniforms for use in select home games, with the white version now worn exclusively on the road.[269] In 2022, the 49ers unveiled a new version of the uniforms. This included a saloon font and a 3 stripe jersey.[270] Main article: San Francisco 49ers Gold Rush The 49ers' official cheerleading squad is called the Gold Rush.[271] Started in the early 1980s, the first squad consisted of 14 dancers.[272] In November 2018, shortly before the start of a game against the Oakland Raiders, a cheerleader for the San Francisco 49ers appeared to kneel during the US national anthem, becoming the first NFL cheerleader to do so.[273] The act of kneeling during the national anthem began with the quarterback Colin Kaepernick to raise awareness about racism and police brutality.[274] Sourdough Sam in September 2021 The 49ers' official mascot is Sourdough Sam. He wears jersey number 49.[275] Main article: 49er Faithful 49er fans often take pride in their longstanding devotion to the franchise; given their extensive franchise success dating back into the early 1980s. The fanbase has spanned multiple generations since the Walsh-Montana/Seifert-Young era teams had won them five championships. Their fans are often referred to as the 49er Faithful, Niner Gang, or utilizing the acronym FTTB an abbreviation of Faithful To The Bay. A common chant utilized by the fans in recent years is the chant of "Bang! Bang! Niner Gang!" popularized by Bay Area rapper E-40 in 2019.[276][277] Main article: 49ers–Rams rivalry The rivalry between the Los Angeles Rams and the San Francisco 49ers is considered by many to be one of the greatest NFL rivalries ever, placing No. 8 on Sports Illustrated's "Top 10 NFL Rivalries of All Time" list, compiled in 2008.[278] After the Rams moved to St. Louis, Roger Craig stated in Tales from the San Francisco 49ers Sideline that the Rams would always remain the team's arch-rival, regardless of location.[279] The Rams are the only team to have played the 49ers twice every season for the last 58 seasons[280] to combine for more than 100 regular season games; the all-time regular season lead is held by the 49ers 72–67–3.[281] The rivalry regained geographic animosity following their return to Los Angeles in 2016. The rivalry has also regrown a fierce element of animosity between fans,[282][283] coaches,[284] and players alike.[285][286][287][288] The two teams have met twice in the postseason; in the NFC Championship Game. The first meeting came on January 14, 1990, when the 49ers crushed the Rams 30–3 at Candlestick Park to advance to the team's historic victory in Super Bowl XXIV.[15] Both teams later met again on January 30, 2022, when the Rams rallied from a 10-point deficit in the fourth quarter to beat the 49ers 20–17 at SoFi Stadium, ending a 6-game loss-streak to the 49ers and ultimately proceeding to win Super Bowl LVI.[289] As of 2024, the 49ers lead the all-time series 78-71-3. Main article: 49ers–Seahawks rivalry During the 2010s, the Seattle Seahawks quickly grew an intense rivalry with 49ers. The two teams began an exchange of heated regular season matchups following the NFL's realignment in 2002 that relocated both teams into the same division. Prior to 2002, the teams played each other almost every season during the pre-season, but only every three years during the regular season as part of the league scheduling algorithm. The rivalry began to intensify after the 49ers hired Jim Harbaugh out of Stanford in 2011, as he and Seahawks and former USC head coach Pete Carroll had been involved in a lengthy feud. The matchups regularly grew in intensity through the 2010s, culminating in the two teams meeting in the 2013 NFC Championship which saw Seattle advance and ultimately on to win Super Bowl XLVIII.[290] As of the 2023 season, the Seahawks lead the all-time series 31–23.[291] Main article: 49ers–Cardinals rivalry Though the 49ers and Cardinals initially met in 1951 and would meet occasionally until 2000, this would not develop into a full-fledged rivalry until both teams were placed in the NFC West division in 2002. Longtime-Quarterback Steve Young suffered a career-ending concussion in a game against the Cardinals on September 27, 1999, after taking a brutal hit from Arizona cornerback Aeneas Williams.[292][293] While still a close rivalry in wins; it is often lopsided on both ends. After the 49ers won nine of ten meetings between 2009 and 2013, the Cardinals won eight straight meetings between 2014 and 2018. San Francisco currently leads the series 36–31.[294] The two teams have yet to meet in the playoffs. Main article: 49ers–Packers rivalry The Green Bay Packers rivalry emerged in the mid-1990s when the Packers upset the 49ers in the 1995 NFC Divisional game at Candlestick Park, ending any chance of a Super Bowl repeat. From that point, the Packers beat the 49ers four more times including two post-season games. San Francisco was finally able to exact revenge in the 1998 NFC Wild Card round, a game that is remembered for a 25-yard game-winning touchdown reception by Terrell Owens off a Steve Young pass (referred to by some as "The Catch II"), lifting the 49ers over the Packers 30–27. Since that game, the Packers had beaten the 49ers eight straight times including once in the 2001 post-season, a streak that came to an end in the 2012 season when the 49ers beat the Packers in Lambeau Field week 1 for the first time since 1990, and again in the NFC Divisional game that same season. In the 2019 season the 49ers and Packers met in the 2020 NFC Championship game at Levi's Stadium where the 49ers won 37–20, but went on to lose Super Bowl LIV to the Kansas City Chiefs. The Packers also proceeded to lose to the 49ers in the Divisional Round in the 2021–2022 season. The 49ers trail the all-time series with a record of 34–39–1, though San Francisco holds a 6–4 lead in the postseason, winning the last five meetings.[295] Main article: 49ers–Cowboys rivalry The rivalry between the Dallas Cowboys and the 49ers has lasted since the 1970s. The NFL Top 10 ranked this rivalry to be the tenth best in NFL history. San Francisco has played Dallas in nine postseason games. The Cowboys defeated the 49ers in the 1970 and 1971 NFC championship games, and again in the 1972 Divisional Playoff Game. The 1981 NFC championship game in San Francisco, which saw the 49ers' Joe Montana complete a game-winning pass to Dwight Clark in the final minute (now known as The Catch), is one of the most famous games in NFL history. The rivalry became even more intense during the 1992–1994 seasons. San Francisco and Dallas faced each other in the NFC championship game three separate times. Dallas won the first two match-ups, and San Francisco won the third. In each of these pivotal match-ups, the game's victor went on to win the Super Bowl. Both the Cowboys and the 49ers are third all-time in Super Bowl victories to the Pittsburgh Steelers and New England Patriots with five each. The 49ers–Cowboys rivalry is also part of the larger cultural rivalry between California and Texas. In recent years, this once-great rivalry has greatly softened, with the struggles of both the Cowboys and 49ers. However, in its prime especially in the 1990s, this rivalry was a very bitter one as both teams were the class of the NFL during this time. In what was believed to be the greatest upset in the team's rivalry in the modern era, the 49ers upset the Cowboys in the 2021 Wild Card Round. The 2022 49ers would go on to continue their winning streak against the Cowboys winning the divisional round game 19–12. The Cowboys' loss to the 49ers was their seventh straight in the divisional round, which is the longest streak in the second round of the NFL playoffs. In Week 5 of 2023–24 season, the 49ers beat the Cowboys 42–10, making it the largest win margin for the 49ers in the history of the rivalry. The 49ers lead the all-time series at 21-19-1, although they trail the Cowboys 4–5 in the playoffs.[296] Main article: 49ers–Giants rivalry The New York Giants have the most playoff meetings versus the 49ers (eight). The playoff series is currently tied at four wins a piece, and in five of their eight meetings, the winning team has gone on to win the Super Bowl. This rivalry is rooted in the 1980s when both teams were on the rise. In the first two playoff meetings between these two teams, the Joe Montana-led 49ers won both meetings, 38–24 in 1981 and 21–10 in 1984 both in the divisional round at Candlestick Park; the 49ers went on to win their first two Super Bowl championships both seasons. The Giants won the next three playoff meetings, which included a 49–3 rout at Giants Stadium in 1986, and the 1990 NFC championship, where they upset the 49ers 15–13, ruining the 49ers hopes of a Super Bowl three-peat after Roger Craig lost a fumble late in the fourth quarter and let the Giants score on a last-second field goal. Giants also went on to win their first two Super Bowl championships both seasons. The 49ers defeated the Giants 44–3 in 1993 in the divisional round.[297] In the 2002 NFC wildcard game, the Giants were ahead 38–14 late in the third quarter; however, the 49ers came back from the 24-point deficit to beat the Giants with a 39–38 victory. The teams met again in the 2011 NFC championship at Candlestick Park, and just like the 1990 NFC championship, it was a low-scoring game; the Giants won the game on a Lawrence Tynes 31-yard field goal in overtime, 20–17. In an eerie similarity to Roger Craig's fumble 21 years earlier, Kyle Williams fumbled a punt in the crucial minutes of the game, and just like the last two times, the Giants beat the 49ers in the playoffs, they went on to win the Super Bowl. San Francisco leads the all-time series 22–21.[298] This section possibly contains original research. Please improve it by verifying the claims made and adding inline citations. Statements consisting only of original research should be removed. (January 2013) (Learn how and when to remove this message) The Atlanta Falcons were also division rivals with the 49ers until the Falcons moved to the NFC South in 2002 after the realignment.[120] Just like the Saints, the 49ers had dominated the Falcons when they played in the NFC West, but the Falcons won their first four games (spanning nine seasons) against the 49ers since moving to the NFC South. Both teams met in the divisional round of the 1998 playoffs. Garrison Hearst suffered an ankle break after his foot was caught in the Georgia Dome turf and twisted severely as he tried to spin away from Falcons' defensive end Chuck Smith on the first play from scrimmage; the 49ers lost that game 20–18. They met in the 2012 NFC championship, in which the 49ers, led by quarterback Colin Kaepernick, defeated the top-seeded Falcons in Atlanta by a score of 28–24. The next year, the Falcons played against the 49ers in the final home game at Candlestick Park ever. The game ended in a dramatic interception return for a touchdown by 49ers linebacker NaVorro Bowman, known as "The Pick at the 'Stick".[299][300] The 49ers maintain an overall 48–33–1 against the Falcons, but are tied 1–1 in the postseason.[301] Main article: 49ers–Raiders rivalry The Oakland Raiders were the 49ers' geographic rivals when the Raiders were located in Oakland. As a result, games between the two were referred to as the "Battle of the Bay".[302] The first exhibition game played in 1967, ended with the NFL 49ers defeating the AFL Raiders 13–10. After the 1970 merger, the 49ers won in Oakland 38–7. The rivalry still remained heated when the Raiders moved to Los Angeles, leaving many Raider fans in Northern California bitter over the move, and some of them becoming 49er fans, added with the antagonism between Northern and Southern California. The Raiders notably upset the defending Super Bowl champion 49ers in San Francisco in 1982, winning 23–17. In addition, both teams have shared a number of players, most notably Jim Plunkett, Jerry Rice, Ronnie Lott, Michael Crabtree, Tom Rathman, and Charlie Garner.[303] On August 20, 2011, in the third week of the pre-season, the pre-season game between the rivals was marked by fights in restrooms and stands at Candlestick Park including a shooting outside the stadium in which several were injured. The NFL decided to cancel all future pre-season games between the Raiders and 49ers. The final regular season matchup of the "Battle of the Bay" was won by San Francisco by a score of 34–3 on November 1, 2018, leaving the series tied 7–7. In 2020, the Raiders began playing their home games at Allegiant Stadium in Las Vegas, effectively ending the geographic rivalry. The San Francisco 49ers would meet with the Raiders for the first time in Las Vegas on January 1, 2023. The 49ers would take a slim overtime win in with a field goal ending the game 37–34. The 49ers lead the all-time series 8–7.[304] In the AAFC, the only other competitive team other than the 49ers was the Cleveland Browns, who they played twice each of the four years the league was in service; Cleveland lost four games in the AAFC, and San Francisco was responsible for two of them, including the one that broke a 29-game streak where Cleveland did not lose a game. The final game in AAFC history matched the two for the AAFC Champion

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Harris, David (2008). The Genius: How Bill Walsh Reinvented Football and Created an NFL Dynasty. Random House. ISBN 978-0-345-49912-7. Lazarus, Adam (2012). Best of Rivals. Joe Montana, Steve Young and the Inside Story behind the NFL's Greatest Quarterback Controversy. DA Capo Press. ISBN 978-0-306-82135-6. Myers, Gary (2009). The Catch: One Play, Two Dynasties, and the Game That Changed the NFL. Crown Archetype. ISBN 978-0-307-40908-9. Newhouse, Dave (2015). Founding 49ers: The Dark Days Before the Dynasty. Kent State University Press. ISBN 978-1-60635-254-0. Wikimedia Commons has media related to San Francisco 49ers. Official website San Francisco 49ers at the National Football League official website Franchise Encyclopedia at Pro Football Reference Portals: American football San Francisco Bay Area California Retrieved from " Training camp typically begins at the end of July. The dates for the "open to the public" sessions are announced anywhere between early to mid July. In the past, there have typically been about 10 open sessions to the public. However, since 2014, there have been fewer open practices with as little as three being held at Levi's Stadium. How do I get tickets? Tickets typically become available around mid July on a first come, first serve basis. Tickets to the practices are typically free and you just need to register for them online. They announce the signup URL in July as well. Often, the San Francisco 49ers pair up with the San Jose Mercury News to give out tickets to the first open training camp date. Season ticket holders also typically get first chance to obtain tickets. Where is training camp? All team training camp sessions typically take place at the team's headquarters. It is located at the following address: 4949 Marie P. DeBartolo WaySanta Clara, CA 95054 However, training camp sessions that