

# SUPER BOWL LVII BUSINESS CONNECT NEWSLETTER

ARIZONA SUPER BOWL HOST COMMITTEE • JULY 2022





# NOTES FROM THE NFL



Hi Teammates,

At the NFL, teamwork is our guiding principle. It defines how we work together and is the key to our success. So, from this posting forward, I will refer to you as our teammates. The Business Connect team will work to showcase each of you, to NFL vendors and others, because your talents represent the best event production services, professional expertise, and work ethic of Arizona's local, diverse business community.

NFL vendors have been in and out of Phoenix over the last few months. We know that many of you have received RFPs and others have been visited or interviewed about Super Bowl events. NFL vendors are currently working to identify service providers for barricades, janitorial services, heavy equipment rental, staffing, and more. As event plans and budgets continue to be confirmed, we'll see additional RFPs being issued in the coming weeks and months. The second round of RFPs will focus on adding the *magic* to events and branding the city to make Super Bowl LVII an exciting experience for your hometown and our global audience.

The goal of the Business Connect team is to serve as an advocate for each of you and to provide programming that helps you develop a competitive edge for Super Bowl and beyond. We've got an exciting seven months ahead of us. Let's get to work, team.

We've got this!

**B.J. Waymer**  
NFL Business Connect

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# MEET THE NFL VENDORS WORKSHOP

Throughout June, Business Connect hosted our *Meet the Vendors* workshop series. Born out of the COVID-19 business disruptions leading up to SBLV in Tampa, this virtual workshop series offers an opportunity to hear directly from the NFL vendors in charge of procurement for Super Bowl contracts.

The series kicked off this year with our Caterers as we brought five of the NFL vendors (PPW, BaAm, 1Team, Landmark, and OnLocation) and all 88 of the Business Connect catering suppliers together to talk *food and beverage* for Super Bowl LVII. The vendors spoke frankly about their catering needs this year, what Super Bowl events their teams were in charge of, and the procurement process. As with all of the Meet the Vendor workshops, extra time was spent discussing the details of the ITB/RFP/contracting process. Each vendor handles this in a slightly different way but hopefully, it was helpful to hear some tips and best practices for navigating Super Bowl procurement.

The workshop series also included sessions for Event Production, Staffing & Contract Labor, General Contracting & Trades, Security, and Signage.

Cristine Paull, of SP+ GAMEDAY, was thrilled to join us again this year for the Staffing workshop. In speaking with her after the panel, Cristine told us “we always look forward to the Meet the Vendors workshop every year. I am glad that we were able to do it virtually and provide the suppliers with a snapshot of our operations. SP+ GAMEDAY feels lucky to participate in the program because we have made some long-lasting relationships with suppliers that have carried over to other (non-NFL) operations.”

Other vendors mirrored Cristine’s excitement and shared their eagerness to dive into the RFP process and explore the amazing talent that Arizona and Business Connect have to offer.

All of the *Meet the NFL Vendor* webinars and the corresponding Pro Tip Sheets are posted on the Supplier Only Portal.

**DAVID WAYMER**  
NFL Business Connect



## PRO TIPS

- + Catering and Food & Beverages
- + Event Production
- + General Contracting
- + Security
- + Signage
- + Staffing

## LEARN MORE BY VISITING

<https://www.azsuperbowl.com/supplier-portal/>



# A SPECIAL OFFER FROM THE ARIZONA COMMERCE AUTHORITY

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The Arizona Commerce Authority has created a page for Arizona's Business Connect program members on its ACA Innovation Network! The ACA Innovation Network is an online learning platform that provides Arizona entrepreneurs with business development resources and programming.

Currently utilized for ACA programs including the [Arizona Innovation Challenge](#) and [Small Business Digital Academy](#), the Business Connect cohort page on the ACA Innovation Network will host information every business should understand for success. Topics and resources available to Business Connect members are: Business Fundamentals, Financial Basics, Digital Marketing, Search Engine Optimization (SEO), Strategies for Effective Video Marketing, and much more. In addition to the cohort's training modules, the Innovation Network also provides users with access to web-based templates, exercises, and video conferencing services. Want more to be excited about? Access to the ACA Innovation Network and the Business Connect cohort page is free!

If you would like to learn more about the ACA Innovation Network and the Business Connect cohort, please complete the ACA Innovation Network Interest Form; <https://forms.gle/GyKjpdTBhYAg9G8KA>.

We look forward to providing more Arizona businesses with this impactful resource!

Thanks,

Arizona Commerce Authority Small Business Team





# EVENTS ON THE HORIZON

**Wednesday, August 24**

In-person Business Connect  
Supplier Workshop:  
How to Write an Effective RFP  
Response

We invite you to the ***Super Bowl LVII Business Connect Workshop: How to Write an Effective RFP Response*** on Wednesday, August 24 from 10:00 AM to 12:00 PM (PST) at the Phoenix Convention Center. Local procurement and supplier diversity thought leaders in both the private and public sectors will lead a panel discussion focused on successfully responding to a Request for Proposal (RFP). Each panelist will participate in our Q&A session, all questions must be submitted when you RSVP to the event.

**REGISTER HERE**

**Wednesday, October 5**  
**Business Connect Supplier**  
**Workshop (*in person*)**

*Invite to come in September*

**Check your inbox in September**  
**for the next Business Connect**  
**Newsletter**





# SUPPLIER PORTAL

Don't forget to periodically log on to the BC Supplier Portal! Here, you have access to upcoming events, past workshop videos, pro-tips and more.

**VISIT:** <https://www.azsuperbowl.com/suppliers/>

**LOGIN:** Username: supplier  
Password: SBConnectLVII

# VOLUNTEER OPPORTUNITIES

## JOIN TEAM AZ!

Be a part of the action! TEAM AZ is a group of volunteers that will help the Arizona Super Bowl Host Committee by serving as ambassadors at key areas including airports, hotels, and official Host Committee events.

**JOIN US NOW:** <https://www.azsuperbowl.com/volunteer/>





## JUNE

PRIDE MONTH

Toasted Mallow

Vermillion Events

Avant-Garde Studio



JUNETEENTH

Desert Wall Security

Take It Easley Productions



## JULY

NATIONAL ICE CREAM DAY

Buzzed Bull Creamery

The Cereal Killerz Kitchen

Milk Run Boba

NATIONAL GRILLING MONTH

Brown Bag Burger

Bama BBQ 4 Ever

## SOCIAL MEDIA HIGHLIGHTS

Stay up to date  
with your social  
media pages and  
websites – **YOU  
MAY BE THE NEXT  
HIGHLIGHTED  
SUPPLIER!**

# STAY CONNECTED

@azsuperbowl



# FINAL THOUGHTS



The Arizona Super Bowl Host Committee is responsible for planning and executing a successful Super Bowl LVII in 2023. In partnership with the National Football League and local & national stakeholders, we aim to create a positive experience for all. The Arizona Super Bowl Host Committee plans to deliver a premier Super Bowl LVII experience and drive lasting social and economic impact across our local communities.

Part of that impact is done through the Business Connect program. Your Super Bowl LVII Business Connect Team is an integral part of helping you position your company for growth. We've spent the past several months leveraging our resources and connections to provide you with exclusive access to best practices that help you grow and sustain your business. During the month of June, we facilitated our Business Connect "Meet the NFL Vendor" webinars, allowing access to some of the NFL's biggest vendors for Super Bowl LVII, in which many of you took advantage. We've also worked diligently behind the scenes to find creative ways to showcase your business services and products to NFL contractors and event producers to increase your exposure to business opportunities.

Remember, those companies that engage in Business Connect workshops, are active on social media, and whose websites are up to date, have a more meaningful experience in Business Connect and beyond. Therefore, here are a few tips to continue getting the most out of your Business Connect experience:

- Attend Business Connect webinars and workshops (*if you could not attend the June webinars, be sure to watch the recordings posted on the Supplier Portal*)
- Connect with your Business Connect team and share progress on your business connections
- Stay up to date on all things Business Connect via the Supplier Portal

As you continue to move through this time, your Business Connect team will be here with you every step of the way helping you navigate uncertainties, manage procurement opportunities, and create a thriving business. And if you need a listening ear because growing is painful, don't worry, we'll be here for that too!

With purpose,

A handwritten signature in black ink, appearing to read "Jennie Patel".

JENNIE PATEL  
Head of Social Responsibility & Volunteers  
Arizona Super Bowl LVII Host Committee





# Thank you to our proud supporters:



# Thank you to the Business Connect Advisory Committee:



Adam Gagliardo  
Christina Gonzalez  
Angela Hughey

Robin Reed  
Robert Theobald