

# SUPER BOWL LVII BUSINESS CONNECT NEWSLETTER

ARIZONA SUPER BOWL HOST COMMITTEE • SEPTEMBER 2022





# NOTES FROM THE NFL



Hi Teammates,

While it is still early in the Super Bowl LVII procurement process, we are seeing a lot of contract activity this year. August and September have been busy months. NFL vendors and event producers have been in and out of Phoenix securing venues, working to finalize event logistics, interviewing, and already signing contracts with Business Connect suppliers.

We are also hearing from associates outside of the NFL vendor group expressing interest in working with Business Connect suppliers and asking for the Resource Guide. David and I are working to track their engagement with Business Connect member companies, but we could use your help. Please let Summer know if you are in conversations with someone about a Super Bowl contract or if you've already signed.

The Business Connect team continues to learn about new contract opportunities each week. Please know that we are aggressively advocating on your behalf. We are proud to share your talent with our vendors and to showcase the experience and expertise you can bring to their Super Bowl projects.

Together we are a strong team. STAY READY!

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

**Congratulations to Urban Phoenix who was awarded this year's first contract! Urban Phoenix will cater F&B service for the Gameday Broadcast Compound staff and TV talent.**

## CONTACT US



**Arizona Super Bowl Host Committee**  
201 E. Washington Street, Suite 1400  
Phoenix, AZ 85004

## ARIZONA

### JENNIE PATEL

Head of Social Responsibility & Volunteers  
Arizona Super Bowl Host Committee  
Phone: (480) 326-7433  
Email: [jpatel@azsuperbowl.com](mailto:jpatel@azsuperbowl.com)

### SUMMER BOLAND

Manager, Social Responsibility  
Arizona Super Bowl Host Committee  
Phone: (480) 375-5559  
Email: [sboland@azsuperbowl.com](mailto:sboland@azsuperbowl.com)

## NFL

### BJ WAYMER

Program Lead, Business Connect National  
Football League  
Phone: (704) 614-6352  
Email: [BJ.Waymer@NFL.com](mailto:BJ.Waymer@NFL.com)

### DAVID WAYMER

Program Specialist, Business Connect  
Phone: (704) 614-3171  
Email: [David.Waymer@NFL.com](mailto:David.Waymer@NFL.com)

### ALISON DEGROOT

NFL Events  
Phone: (212) 450-2231  
Email: [Alison.DeGroot@NFL.com](mailto:Alison.DeGroot@NFL.com)

[AZSUPERBOWL.COM](https://azsuperbowl.com)

# PRO TIPS

## How to write an Effective RFP Response

### Here are our favorite takeaways

#### Best Practices:

- Read the RFP thoroughly. Make a checklist of everything the document asks you to answer or attach to your submission.
- Be responsive to calls and emails from your contact during the RFP and job process.
- If you have questions about the RFP, send them to your vendor. They will answer your questions.
- Send your RFP response in BEFORE the deadline – missing materials or deadlines will get you eliminated from consideration.

#### Things to Think About When Responding to an RFP:

- Keep a marketing mindset when applying for an RFP. Marketing is selling. It teaches you to tell your story about what differentiates your products and services from others.
- Apply for certifications. Some contractors give points to certified companies during the evaluation process.
- The lowest-priced bid is not always the winning bid. All companies are looking for good partners. Incomplete bids are always rejected.

The full list of pro tips from our panelists can be found on the Supplier Portal [Here!](#)

#### Contact the Panelists:

Tim Castro

Director of Business Development, Local First AZ

[tim@localfirstaz.com](mailto:tim@localfirstaz.com)

Linda Duarte

Contract Specialist Lead, City of Phoenix

[linda.duarte@phoenix.gov](mailto:linda.duarte@phoenix.gov)

Sandra Marks

Senior Vice President, Clayco

[MarksSa@Claycorp.com](mailto:MarksSa@Claycorp.com)

Danny Ayala

Interim State Director, Small Business Development Center

[daniel.ayala@domail.maricopa.edu](mailto:daniel.ayala@domail.maricopa.edu)



# SUPPLIER OPPORTUNITY

## ARIZONA COMMERCE AUTHORITY

At the Business Connect RFP Workshop, Robert shared some resources that the Arizona Commerce Authority (ACA) has available for this group.

First, We have the ACA Innovation Network. The ACA Innovation Network is an online learning platform that provides Arizona entrepreneurs with business development resources and programming. The Arizona Commerce Authority has created a cohort page for the Arizona Super Bowl NFL Business Connect suppliers on its ACA Innovation Network and will begin onboarding businesses in September! If you would like to learn more about the ACA Innovation Network and the NFL Business Connect cohort, please complete the ACA Innovation Network Interest Form (link <https://forms.gle/33LanoNZ7xNiPBqo8>).

Second, we want to let everyone know that we are opening the applications for our next Small Business Digital Academy. Here is a link to additional information about this program: <https://www.azcommerce.com/small-business/small-business-digital-academy/>. Applications will be opening on September 6th. This cohort will wrap up by mid-November, just in time for you to maximize the holiday season and lead into the new year. If we have enough interest from all of you, we can create a separate cohort just for this group.

**THERE ARE NO COSTS FOR EITHER OF THESE PROGRAMS.** We want to make sure you have access to these tools to help your businesses growth and have success.

If you have any questions about these programs, please contact Robert Theobald at [RobertT@azcommerce.com](mailto:RobertT@azcommerce.com) or Faith Ritchie at [FaihtR@azcommerce.com](mailto:FaihtR@azcommerce.com).

Thanks,

Arizona Commerce Authority Small Business Team

[AZSUPERBOWL.COM](http://AZSUPERBOWL.COM)

# INSIGHTS

From the Business Connect Team

**We are excited to see our Business Connect Suppliers receiving contracts! If you have not yet been contacted for a contract – DO NOT WORRY! This is only the beginning, and we have gathered up some tips & tricks to help your chances of securing a contract:**

**Do not let voicemails sit in your voicemail box for more than a day.** To receive a contract opportunity, you must be ready to call back and say "YES!" Don't let an opportunity fly by just because you missed a call and didn't call back.

**Clean out your voicemail box regularly.** Time and time again, contract opportunities are missed simply because we can't get the great news to suppliers! Make sure to clear out all unnecessary spam voicemails and leave some room to receive an exciting opportunity!

**Keep your websites updated.** Every month or so, have a friend or an employee go to your website and click through every page. Make sure none of the links are broken (social media links, page navigation, etc.).

**If you need to partner with another company to complete an event, notify your contract point of contact immediately.** Event production for Super Bowl is an exercise in teamwork. Everyone needs to communicate and deliver their part of the event on time and at the highest quality

**Any RFP you respond to is one piece of a multi-supplier mosaic that involves a lot of suppliers representing various business lines and moving pieces that will eventually come together to produce one event.**



The NFL has created a special use logo for Business Connect suppliers that allows member companies to showcase their association with the Business Connect program. The "Supplier Logo" is the ONLY logo Business Connect suppliers are legally allowed to use. All other NFL, Super Bowl, Arizona Cardinals and Host Committee logos are copyright protected. Additionally, all marks associated with Super Bowl, including the Lombardi Trophy, the Wilson Football, images of State Farm Stadium, the words Super Bowl and the corresponding roman numerals are all copyright protected and CANNOT BE USED by anyone, including Business Connect suppliers.

Business Connect suppliers are encouraged to use the previously provided decal to put on your storefront window, a mirror inside of the business or on your personal company vehicle.

**The Business Connect supplier logo is not to be reproduced for any purpose.**





# BUSINESS CONNECT RFP WORKSHOP AUGUST 24TH



# WE LOVED SEEING YOU







Follow the countdown to  
Super Bowl LVII and learn  
about opportunities to get  
involved at  
[AZSUPERBOWL.COM](https://AZSUPERBOWL.COM)

The Arizona Super Bowl  
Host Committee unveiled  
the Super Bowl LVII  
countdown clock at Phoenix  
Sky Harbor International  
Airport on August 23rd.

AIRPORT COUNTDOWN CLOCK UNVEILING

INTRODUCING SPIKE



THE OFFICIAL MASCOT OF THE ARIZONA SUPER BOWL HOST COMMITTEE



# 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

## EVENTS ON THE HORIZON

### OCTOBER

In-Person Business Connect Supplier Workshop:  
Building Your Digital Brand Workshop

Check your inbox the week of October 3rd for the invitation to RSVP





# AUGUST

National Black  
Business Month  
*Sauced & Loaded Wings*



For the month of August, we celebrated **National Black Business Month**. Sauced and Loaded Wings is a Black Owned Business by Chandon "Ross" Ward and John Thurman. They have always loved going to family owned businesses that focus on community, customer loyalty, familiarity and freshness-which is what led them to open Sauced & Loaded Wings.

## SOCIAL MEDIA HIGHLIGHTS

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

# STAY CONNECTED

@azsuperbowl



# WELCOME KATE KOCHENDERFER

AS OUR NEWEST BUSINESS CONNECT ADVISORY BOARD MEMBER



## Get to know Kate:

She is the Senior Director of Supply Chain, Transportation and Flight Services at Salt River Project (SRP). SRP is a community-based not-for-profit water and energy company that provides reliable, affordable water and power to more than 2 million people living in central Arizona.

Kate holds a Master of Science in Leadership from Grand Canyon University and a Bachelor of Science in Business Administration from Northern Arizona University. She is currently serving on the Board of Directors for the Glendale Chamber of Commerce.

Kate has a passion for helping others to find their strengths both professionally and personally. On a personal note, Kate and her husband can be found sitting by a baseball field most weekends and evenings watching their son and daughter play ball. Kate also enjoys hiking, travelling, volunteering, and rescuing animals (currently has 4 dogs, 2 horses, 3 chickens and a turtle). Please be sure to introduce yourself to her at our next Business Connect Workshop.



## THANK YOU TO OUR BUSINESS CONNECT ADVISORY BOARD

Christina Gonzalez – Arizona Hispanic Chamber of Commerce  
Angela Hughey – ONE Community  
Robin Reed – Black Chamber of Arizona  
Robert Theobald – Arizona Commerce Authority  
Kate Kochenderfer- SRP



The following businesses are sponsors of  
the Arizona Super Bowl Host Committee and  
proud supporters of the Business Connect  
program



[AZSUPERBOWL.COM](http://AZSUPERBOWL.COM)