

SUPER BOWL LVII BUSINESS CONNECT NEWSLETTER

ARIZONA SUPER BOWL HOST COMMITTEE • NOVEMBER 2022



THOUGHTS FROM JENNIE PATEL



We are 86 days away from the fourth time Arizona has hosted the Super Bowl since 1996...

We are 86 days away from Arizona being on the grandest stage in sports...

We are 86 days away from hosting Super Bowl LVII in Arizona!!

Who is excited?! We sure are! Your Arizona Super Bowl Host Committee is busy with all things Super Bowl LVII. This is Arizona's Super Bowl and the community efforts and partnerships reflect it.

In the past two months, the Host Committee has:

- Planted more than 120 low water usage trees and plants in Phoenix, Tempe, Mesa and Flagstaff, with more to come
- Hosted a youth clinic for 50 boys and girls at the Ak-Chin Indian Community
- Delivered 22 grab and go food carts to underserved schools throughout Arizona
- Launched the Super Bowl Legacy Grant program with a \$25K donation and flag football clinic for 175 boys and girls with surprise guests, NFL Legend Larry Fitzgerald and NFL Commissioner Roger Goodell
- Opened [registration](#) for the Host Committee 5K-9 Fun Run presented by PetSmart

Plus, I hope you are excited for the extensive line-up of events announced at the [Events Reveal](#) press conference last month as well as the incredible show **Rihanna** will bring to Arizona as the Apple Music Halftime Show artist.

We love to continue hearing from all of you about RFP's, potential contracts, questions that come up, and everything in between, keep them coming!

The next 86 days are going to be busy, exciting, exhausting, challenging, and FUN. They are going to fly by, so let's embrace it, buckle up, and get ready to make Super Bowl LVII in Arizona one for the books! Let's do this!

With purpose,

Jennie Patel

**Head of Social Responsibility & Volunteers
Arizona Super Bowl Host Committee**

PS - As we mentioned at our last workshop, cyber threats are a real thing! The NFL Cyber Security team is compiling a list of tips for you on how to protect your business. An NFL Cyber Security team member reached out recently offering to share information they have developed related to safeguarding local business and their assets - e-commerce, computers, smartphones, etc. We will share the Pro Tips sheet written by the NFL Cyber Security team with you soon. We will also post it on the Super Bowl LVII Business Connect Supplier Portal.

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

SUMMER BOLAND

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

NFL

BJ WAYMER

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

DAVID WAYMER

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

ALISON DEGROOT

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

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

OCTOBER BUSINESS CONNECT WORKSHOP



A *SUPER*
thank you to our
"Social Media
Quarterback",
JERAMIE MCPEEK



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

VISIT OUR [PRO TIPS](#) TO LEARN MORE ABOUT HOW YOU CAN BUILD AN IMPACTFUL DIGITAL BRAND



DAYS OUT PROJECT

Hello Suppliers,

Business Connect has been given the opportunity to take part in a social media celebration for Super Bowl LVII and we would love for all of you to take part! It's simple, just put together a visual representation of the number 57 to post on social media celebrating being 57 days out from Super Bowl. This can be done with any of your products, supplies, signage, food & beverage, literally anything!

We are working on a tight deadline - **Saturday, December 17th** marks 57 days until Super Bowl LVII.

The Ask:

Please put together a social media post (Instagram, Twitter, or LinkedIn) that includes a visual representation of the number 57. However you would like to do this with your product/service is up to you. We encourage you to **BE CREATIVE!**

Send the post to the Business Connect team for approval; once you receive your approval, plan to post to the social media channel of your choice **on Saturday, December 17th** with the below messaging and hashtags**. NFL Media and the Arizona Super Bowl Host Committee will pick up the posts using the hashtags and repost to several social media channels to help continue the hype for you and Super Bowl LVII.

Please use the below Messaging:

57 days until Super Bowl LVII in Arizona!!

Proud to be a local supplier with the Super Bowl LVII Business Connect Program
#SBLVII #BusinessConnectAZ #ChampionsConnectHere #SB57 @AZSuperBowl

Please note - if you do not have the bandwidth to do this, no worries. This is not mandatory. We just thought it could be a fun opportunity.

The Business Connect Team and NFL Media can't wait to see what you produce!

Please let us know if you have any questions.

Best,
Your Super Bowl LVII Business Connect Team

THANK YOU, VETERANS!



Churro GoNUTZ is a veteran-owned business that travels around the Valley in food trucks to serve delicious Churro desserts topped with hand-crafted ice cream and various fun toppings!



Cuties Lemonade is a lemonade food truck founded in 2016 by Quincy Milam. Having spent 21 years in the U.S. Army as a Quartermaster Logistics Officer, Milam is honored to have served and grateful for the training and experiences that he now transfers into his business.

Native American Heritage Month

To celebrate Native American Heritage Month, the Host Committee would like to recognize Native American Community Partners Ak-Chin, Fort McDowell Yavapai Nation, and Gila River. The partners each share the vision of the Host Committee to celebrate local diversity, create lasting social and economic impact across the region and to elevate the Super Bowl experience for residents and visitors.





Super Bowl LVII billboards are popping up around the Valley! If you see one while you're out and about, snap a picture and tag @azsuperbowl on social media!



EVENTS ON THE HORIZON



Business Connect Networking Event

State Farm Stadium
Wednesday, December 7th
5:30- 8:00pm
*Parking information provided in the RSVP
(Link below)*

[RSVP NOW](#)

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



AZSUPERBOWL.COM