

# SUPER BOWL LI BUSINESS CONNECT



## PROGRAM OVERVIEW

Super Bowl LI Business Connect is a partnership between the National Football League (NFL) and the Houston Super Bowl Host Committee to link diverse Houston suppliers to contracting opportunities related to Super Bowl LI. The program's intent is to provide networking, educational and other business development opportunities to encourage greater business success for each participant.

For more than a decade, Business Connect has successfully connected diverse businesses in the local host community to Super Bowl procurement, networking, educational and business development opportunities.

Super Bowl LI Business Connect is open to certified minority, woman, disabled veteran, lesbian, gay, bisexual and/or transgender owned qualified, diverse businesses based in the Houston area.

Qualified, diverse businesses must register by April 30, 2016 to participate in the program's contracting opportunities through Business Connect as well as the program's Playbook for Success Workshop educational series, which will be presented in the fall of 2016.

## ELIGIBILITY

To qualify for Business Connect, each business must:

- Have a **physical location** in the 11-county Greater Houston region:
  - Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, Walker and Waller counties
- Be **51% owned** by a minority, woman, disabled veteran, lesbian, gay, bisexual and/or transgender individual and certified as one of the following:
  - Minority-owned (MBE)
  - Disabled veteran-owned (DVBE)
  - Women-owned (WBE)
  - Lesbian, gay, bisexual and transgender-owned (LGBTBE)
- Have been in operation for **three (3) or more years**
- **Provide a good or service** requested by the program (see complete list at [housuperbowl.com/business-connect](http://housuperbowl.com/business-connect))
- Must **be in good standing** and eligible to do business in the state of Texas.

## REGISTRATION

All qualified businesses interested in participating in Business Connect must register online at [housuperbowl.com/business-connect](http://housuperbowl.com/business-connect). Registering will ensure that you receive all information related to Business Connect, including our monthly newsletter.

*PLEASE APPLY BY THE REGISTRATION CLOSE DATE OF April 30.*

# CERTIFICATION

A business must have proof of certification from one of the approved certification agencies listed below.

For more information about the certifications accepted by Super Bowl LI Business Connect, please visit our certifying partners' websites or contact them directly:

- City of Houston Office of Business Opportunity  
[houstontx.gov/obo](http://houstontx.gov/obo)
- Houston Minority Supplier Development Council  
[hmsdc.org](http://hmsdc.org)
- Women Business Enterprise Alliance  
[wbea-texas.org](http://wbea-texas.org)
- National Gay & Lesbian Chamber of Commerce  
[nglcc.org](http://nglcc.org)
- Vets First Verification Program  
[va.gov/osdbu/verification](http://va.gov/osdbu/verification)



# PARTICIPATION

Upon completion of registration for Business Connect, the Host Committee will review the application, and if approved, will inform the business via email.

The Host Committee will post the business information provided by each participating business in the Business Connect Resource Guide. The Business Connect Resource Guide is the online database of registered businesses that helps Super Bowl contractors, including the NFL, identify and select local businesses to work with.

Business Connect offers events, workshops and resources to help prepare businesses to participate in the Super Bowl procurement process, including networking with representatives of the NFL and its key contractors, Houston Super Bowl Host Committee staff and corporate sponsors, and local small business service organizations. Contracting opportunities related to Super Bowl LI will be shared with Business Connect participants at the buyer's discretion.



**Please note that participation in Business Connect does not guarantee Super Bowl LI-related contracts or business, and opportunities will have limited availability due to the volume of interest in the program.** The NFL and Host Committee are committed to maximizing local diverse business participation. Registration with Business Connect facilitates the opportunity for Houston-Area businesses to compete for the chance to provide goods and services to Super Bowl LI.



# MORE INFORMATION

- Visit [housuperbowl.com/business-connect](http://housuperbowl.com/business-connect) to learn more about Business Connect and review our Frequently Asked Questions (FAQs).
- E-mail additional questions to [businessconnect@housuperbowl.com](mailto:businessconnect@housuperbowl.com).