# 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)
- 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. 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
- Houston Minority Supplier Development Council hmsdc.org
- Women Business Enterprise Alliance wbea-texas.org
- National Gay & Lesbian Chamber of Commerce nglcc.org
- Vets First Verification Program va.gov/osdbu/verification



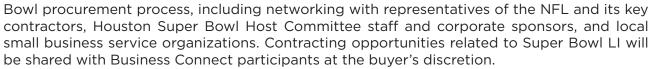


#### **PARTICIPATION**

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







- Visit **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.

