

BUSINESS CONNECT

Presented by

Goldman
Sachs

10,000
small
businesses





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Alfred F. Kelly, Jr.
President & CEO
NY/NJ Super Bowl Host Committee



WE WELCOME YOUR PARTICIPATION



Dear Business Owner,

The NY/NJ Super Bowl Host Committee wants New York and New Jersey to maximize the benefits of hosting the February 2, 2014 Super Bowl, and to ensure the region is very well positioned as a venue of choice for hosting future major events.

As part of this effort, the NY/NJ Super Bowl Host Committee, together with the NFL, has established Business Connect presented by Goldman Sachs *10,000 Small Businesses*. Its mission? To broaden participation among local minority and women-owned businesses in Super Bowl-related procurement and business development activities. The information that follows is designed to assist your engagement in this program so you obtain the greatest value for your business.

For information on the program or to register, please visit us at www.nynjsuperbowl.com. Additionally, Elsa Lopez-Toglia, Director, Business Connect, is available to answer any questions at elopez@nynjsuperbowl.com.

The Host Committee is also focused on creating a lasting legacy across the region through philanthropic efforts and environmental initiatives. The Host Committee is recruiting volunteers for “the World’s Biggest Huddle”—the largest Super Bowl volunteer corps ever assembled—to assure our visitors and fans are warmly welcomed, well-informed, and eager to visit and do business in our region. If you are interested in volunteering, please register at our website.

We appreciate your interest. Together, we will make history.

Sincerely,

A handwritten signature in black ink, appearing to read "Alfred F. Kelly, Jr.".

Alfred F. Kelly, Jr.
President & CEO
NY/NJ Super Bowl Host Committee

Learn to identify and seize opportunities for growing your business.



10,000 small businesses

"With advice from professionals who have been there, I'm now taking advantage of opportunities I didn't even know I had."

— Rhys, President & Founder, Red Rabbit, New York, NY

Unlock valuable growth potential for your business. Our program with LaGuardia Community College gives you valuable skills for strengthening your business plan, the opportunity to access financial capital, powerful networking opportunities and more, at no cost to you. Just ask Rhys.

Apply now at www.laguardia.edu/10KSB

ABOUT GOLDMAN SACHS 10,000 Small Businesses



Goldman Sachs 10,000 Small Businesses is a \$500 million investment to help small businesses in the United States create jobs and economic growth by providing entrepreneurs with a practical business education, access to capital and business support services. The program is based on the broadly held view of leading experts that greater access to this combination of education, capital and support services best addresses barriers to growth. The program is currently operating in Chicago, Cleveland, Houston, Long Beach, Los Angeles, New Orleans, New York, Philadelphia and Salt Lake City. For more information, visit www.gs.com/10000smallbusinesses.





FAST FACTS

- Super Bowl XLVIII Business Connect presented by Goldman Sachs *10,000 Small Businesses* is an NFL program executed by the NY/NJ Super Bowl Host Committee to inform and engage minority and women-owned enterprises (MWBEs) in business opportunities associated with the Super Bowl.
- For the last 15 years, Business Connect (formerly Emerging Business) has successfully connected the MWBE community to Super Bowl procurement, networking and business development opportunities.
- NY/NJ Super Bowl Host Committee and NFL Business Connect seminars are the place to expand networks, enhance skills and build resources that will help you participate in the Super Bowl procurement process and provide long-term benefits for minority and women-owned businesses.
 - Don't miss the chance to participate in the Super Bowl XLVIII Business Connect program! Registration closes April 30, 2013; certification may be submitted through May 10, 2013; and the bid process begins in June 2013. To learn more, visit nynjsuperbowl.com.



INITIATIVES FOR MINORITY AND WOMEN-OWNED BUSINESSES



NY/NJ Super Bowl Business Connect activities aim to increase opportunities for minority and women-owned enterprises to conduct Super Bowl business. Growth will be further supported through education and networking initiatives designed to ensure your ongoing business success.

To be eligible, your business must be a for-profit business located in the New York City metropolitan area or in Northern New Jersey; and at least 51% owned and operated by a woman and/or a minority as established by one of our certifying agencies. (See list on page 12.) Additionally, the business must be an established reputable provider of one or more of the goods and services detailed in the Products and Services categories found on page 13.

Business Connect will:

- Offer best-practice workshops and networking sessions to prepare MWBEs to participate in the Super Bowl procurement process.
- Sponsor “business matchmaking” opportunities between NFL contractors and the local business community.
- Provide face-to-face access with prominent business leaders, who will share valuable insights on taking your business to the next level.
- Facilitate access to Super Bowl bid opportunities and RFPs via e-newsletters.
- Produce the online Business Resource Guide—the central directory for potential Super Bowl business procurement. Published in May 2013, the guide will be easily accessed through the NY/NJ Super Bowl Host Committee website.



- Celebrate the participation of local minority and women-owned businesses by thanking all registered vendors in print media.
- Award two tickets to the Super Bowl to a randomly selected business registered in the Business Connect database.

While the NFL and the NY/NJ Super Bowl Host Committee are committed to maximizing local MWBE participation, successful registration with Business Connect does not guarantee Super Bowl-related contracts or business. Business Connect facilitates opportunities to bid on certain procurement needs as determined by relevant awarding entities only.

Get off the sidelines and join the World's Biggest Huddle. Super Bowl XLVIII Business Connect qualification and registration information is available on our website at nynjssuperbowl.com.

In addition to economic opportunities, Super Bowl XLVIII provides a uniquely powerful platform for displaying our region's goodwill and generosity.

More than 15,000 volunteers will be recruited to greet and assist out-of-town visitors at airports, train stations, tourist destinations, NFL events and other locations. These specially trained volunteers will be a key component of the unique Super Bowl XLVIII experience and contribute to visitors' positive perception of our region. Volunteers will receive uniforms that will be theirs to keep.

The NY/NJ Super Bowl Host Committee plans to harness the momentum of Super Bowl XLVIII to launch several unique community efforts—leaving an ongoing legacy that will benefit the region for years to come. We will raise money for charity. We hope to have more people of all backgrounds and ages participate in the life of the NY/NJ Super Bowl through various community activities, as well as programs involving “giving back.” Finally, we hope to help keep the Super Bowl environment, and its many related events, as “green” as possible.

To learn more about how you can help host the Super Bowl, showcase the New York/New Jersey area or join our philanthropic efforts, please visit www.nynjssuperbowl.com.





HOW TO REGISTER AND PARTICIPATE AS A MINORITY OR WOMEN-OWNED BUSINESS

Local women and minority-owned businesses are invited to register their certified (or pending certification) business online at www.nynjsuperbowl.com/business-connect.

1. Log into the registration program and input your company information.
2. Select the agency to which you applied for certification. (The agency must be one of the five listed on page 12.)
3. Submit proof of certification by May 10, 2013.
4. Select the service(s) your company provides.
5. Complete the additional information requested and submit the form.
6. Visit the NY/NJ Super Bowl Host Committee website, www.nynjsuperbowl.com, regularly for important updates and information.
7. Review, thoroughly complete, and submit bid documents as outlined in NFL purchasing entity's RFP by the requested deadline date.
8. Complete monthly reporting of bids received.

HELPFUL TIPS



- Provide quality products and services.
- Present a well-informed and credible business within your industry.
- Deliver unwavering commitment.
- Be responsive.
- Check your email regularly!
- Return calls promptly.
- Complete RFPs on time.
- Ask questions—don't make assumptions.
- Provide adequate staffing, capability and inventory.
- Embody an assertive and entrepreneurial spirit.
- Be willing to partner with other company(s) on a contract.
- Deliver on-time and on-budget.
- Do not price gouge and risk pricing yourself out of the competition.
- Effectively capitalize, insure, license and bond your business.
- Obtain insurance and become bonded if the agreed-to contract requires it, and display this information on your website and at your business.
- Demonstrate prior experience with projects similar in scope and scale.



CERTIFYING AGENCIES

1. **New York & New Jersey Minority Supplier Development Council, Inc.**
485 7th Avenue, 16th Floor, West Atrium
New York, NY 10018
212-502-5663
www.nynjmsdc.org
2. **Women Presidents' Educational Organization (WPEO)**
155 E. 55th Street, Suite 4H
New York, NY 10022
212-688-4114
www.wpeo.us
3. **NYC Department of Small Business Services**
110 William Street, 7th Floor
New York, NY 10038
mwbe@sbs.nyc.gov
www.nyc.gov/getcertified
4. **The State of New Jersey Department of the Treasury**
Division of Revenue, Business Support Services Bureau
P.O. Box 455 Trenton, NJ 08646
www.nj.gov/njbusiness/contracting/
5. **Empire State Development**
New York State
633 Third Avenue
New York City, New York 10017
212-803-3100
www.ny.newnycontracts.com

PRODUCTS and SERVICES



- Audio Visual
- Balloons
- Barricades
- Building Materials
- Carpenters
- Carpeting/Flooring
- Catering
- Courier Services
- Decorations
- Destination Management
- Electricians
- Electronics (Wire and Supplies)
- Employment Agencies
- Entertainment
- Equipment Rentals
- Event Planning
- Fencing
- Florist/Flowers
- Food and Beverage
- Furniture
- General Contractors
- General Laborers
- Generators
- Gift Baskets
- Gift Items
- Golf Carts
- Hardware Supplies
- Heavy Equipment
- Janitorial Services
- Lighting/Staging
- Linens
- Media/Public Relations
- Novelties/Promotional Items
- Office Supplies
- Painters
- Photography/Video
- Pipe and Drape
- Port-O-Lets
- Printing/Graphics
- Pyrotechnics
- Scaffolding
- Security
- Set Design and Construction
- Signs and Banners
- Sound
- Staffing—Temporary Agencies
- Tables and Chairs
- Tenting
- Tour Services
- Trailers
- Transportation
- Vans
- Video Equipment
- Waste Removal



FREQUENTLY ASKED QUESTIONS



When is the Super Bowl Game?

Super Bowl XLVIII will take place on Sunday, February 2, 2014, at MetLife Stadium in East Rutherford, NJ.

What type of certification is required to participate in Business Connect?

MBE/WBE certification as a for-profit business, regardless of size, located in the New York City metropolitan or northern New Jersey area is required. The business must be owned, operated and controlled by minority or women group members. "Ownership" by a minority or women means the business is at least 51% owned by such group or individual. Additionally, the minority or women group members or individual must control the management and daily business operations.

What are the eligibility criteria for the program?

The business must:

- Be established in the local region
- Be owned and operated by a woman or a minority and have or be able to get certified
- Provide one or more of the products and services listed

Businesses successfully registered with Business Connect should expect how much Super Bowl-related business?

Not every business will be contacted or receive a contract. Many factors contribute to this including the number of participants, number of available contracts per year, etc. Businesses will compete for contracts. All registered businesses are encouraged to pursue available opportunities. However, it is not possible for all businesses to be awarded contracts.

How are contracts awarded?

Contracts are awarded on a competitive basis. It is important to note that purchasing entities will consider all aspects of a bid, for example, availability, responsiveness, price, years of experience, references, insurance, etc. Thoughtful, well-documented bids will receive the highest level of consideration.

Are there other benefits for registered businesses participating in the program?

The NFL and the NY/NJ Super Bowl Host Committee seek to provide access to Super Bowl-related education, networking and positioning for local businesses to better compete in the event industry.

What types of products/services are typically procured?

The specific products and services utilized are subject to change. List only those services you can and have delivered. Please see page 13 for the listing of potential Super Bowl-related products and services categories.

How many different product categories may be selected?

Up to three.

Once the application is completed what are the next steps?

Upon completion of the registration period, an online database of registered businesses will be made available on www.nynjsuperbowl.com and your business will be able to respond to bids.

When does the bid process begin?

The bid process can begin as early as June 2013 and continue up until the Super Bowl. Peak bidding activity will take place in summer/fall 2013.

When does the registration period end?

The registration period will close April 30, 2013. However, proof of certification may be submitted through May 10, 2013.

Who are the purchasing entities involved?

- NFL, NFL Network, NFL Films, NFL Contractors
- NY/NJ Super Bowl Host Committee
- NY/NJ Super Bowl Host Committee Sub-Contractors
- NFL Affiliates such as NFLPA, NFL Alumni, Media Outlets
- Corporate Sponsors and Partners

Can registered businesses use NFL or Super Bowl-related logos or marks?

Successful registration or the obtaining of a contract through Business Connect does not give the participant the right to use any NFL, Super Bowl or Super Bowl Host Committee logos or marks for any purpose unless the Host Committee and the NFL have specifically approved or granted that right.

Are there any programs open to non-women or minority-owned businesses?

While Business Connect is aimed at MWBEs, the Host Committee also engages with regional small businesses through community relations and charity legacy programs. In addition, the NFL's Playbook Workshop and Leadership Forum are available to all small businesses.

How do I contact Business Connect?

Email: businessconnect@nynjsuperbowl.com



KEY DATES

November 28, 2012

Business Connect's first workshop was conducted at New York University's Skirball Center.

November 28, 2012

The registration form became available on the website.

February 26, 2013

Business Connect hosts a second workshop at NJPAC.

April 2013

Business Connect's third and final workshop (invitation only).
The registration period ends.

May 10, 2013

Proof of certification deadline for inclusion in NY/NJ Super Bowl Host Committee with Business Resource Guide.

May 30, 2013

The Business Resource Guide is online with all approved vendors listed.

June 2013

Business Connect Trade Show (invitation only)
June 2013–February 2014
Procurement process is ongoing.

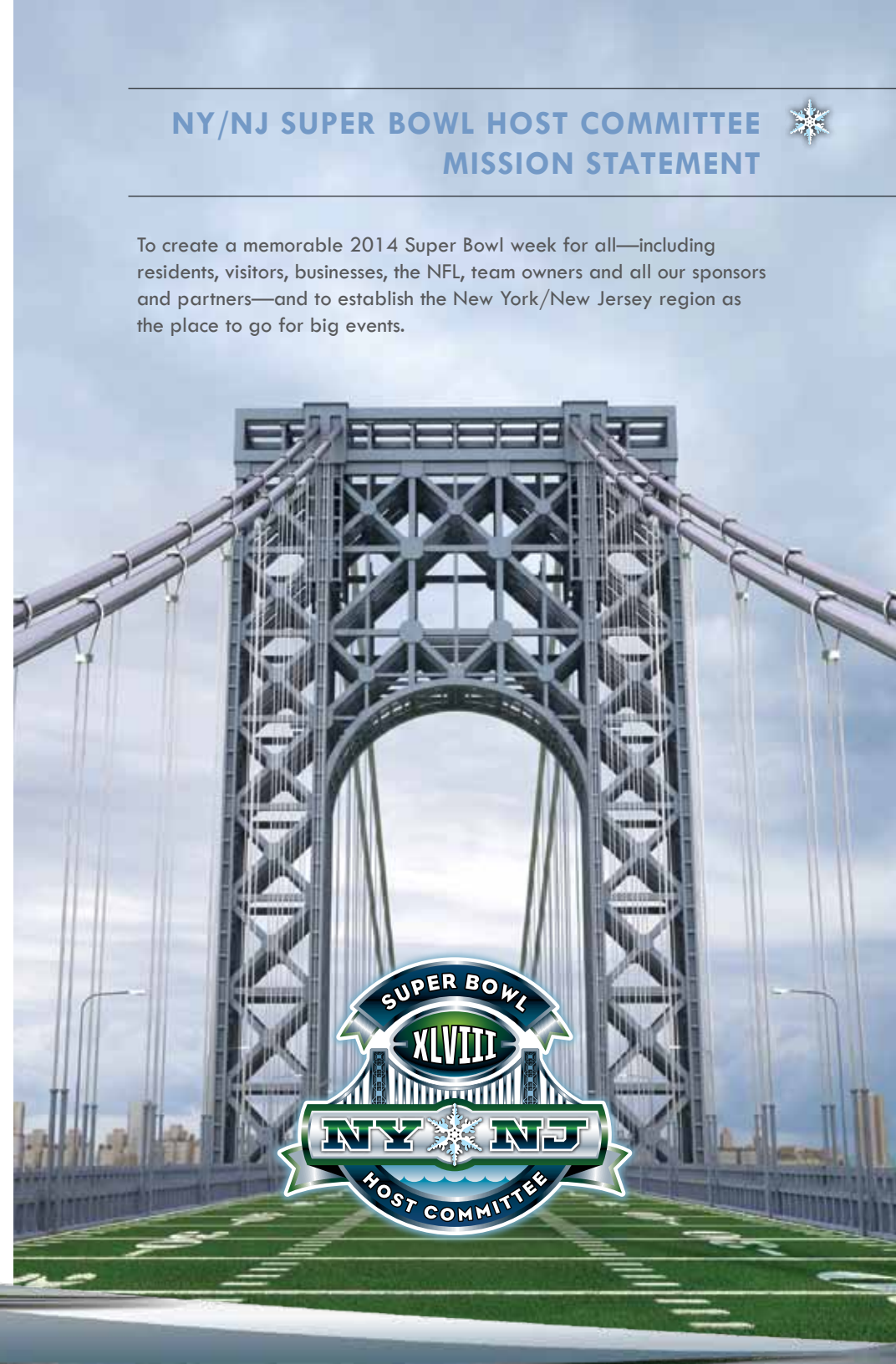
February 2, 2014

The first-ever outdoor cold-weather Super Bowl is played at MetLife Stadium and makes history!

NY/NJ SUPER BOWL HOST COMMITTEE MISSION STATEMENT




To create a memorable 2014 Super Bowl week for all—including residents, visitors, businesses, the NFL, team owners and all our sponsors and partners—and to establish the New York/New Jersey region as the place to go for big events.





NYNJSUPERBOWL.COM

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NY/NJ SUPER BOWL HOST COMMITTEE BOARD OF TRUSTEES



Our Board of Trustees is a diverse group of notable professionals with distinct ties to New York and New Jersey.

Alfred F. Kelly, Jr.

President & CEO
Chairman of the Board
NY/NJ Super Bowl Host Committee

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