



Business Connect Program Presentation

Let's Talk Numbers



10 Day Festival



1+ Million Guests



130 Countries



33 Languages



5000 Media



10K Volunteers



Significant
Economic Impact



Introduce the
#BoldNorth



MINNESOTA

Events Highlight



And many other events including:

- Radio Row
- Media Night
- Fireworks
- Concerts
- Super Bowl Live
- Private Parties & Events





MINNESOTA SUPER BOWL LII
BUSINESS CONNECT
SUPPLIER DIVERSITY PROGRAM



What is Business Connect?

1

Signature NFL program for promoting supplier diversity

2

Conduit of opportunity for diverse and local business

3

Business development program focused on supporting growth

The Bottom Line:

More Opportunity. Faster Growth. Amazing Exposure.



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Business Opportunities

- Audio Visual
- Barricades
- Carpet/Flooring
- Catering/Food & Beverage
- Courier Services
- **De-icing**
- Décor
- Employment Agencies
- Entertainment
- Equipment Rental
- Event Production
- Fencing
- Florists
- Furniture
- Generators
- Gifts & Promotions
- Golf Carts
- Hardware Supplies
- Linens
- Office Supplies
- Painters
- Photography
- Port-O-Lets
- Printing & Graphics
- Security
- **Snow Removal**
- Tenting
- Trailers
- Transportation
- Vans
- Video
- Waste Removal



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Eligibility & Certification

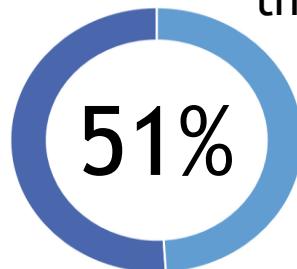
All the following are requirements for participation in the Business Connect Program:



- Headquartered in MN
- Eligible to do business in MN
- In good standing with the State



3-year history of continuous business operations
(by April 1, 2017)



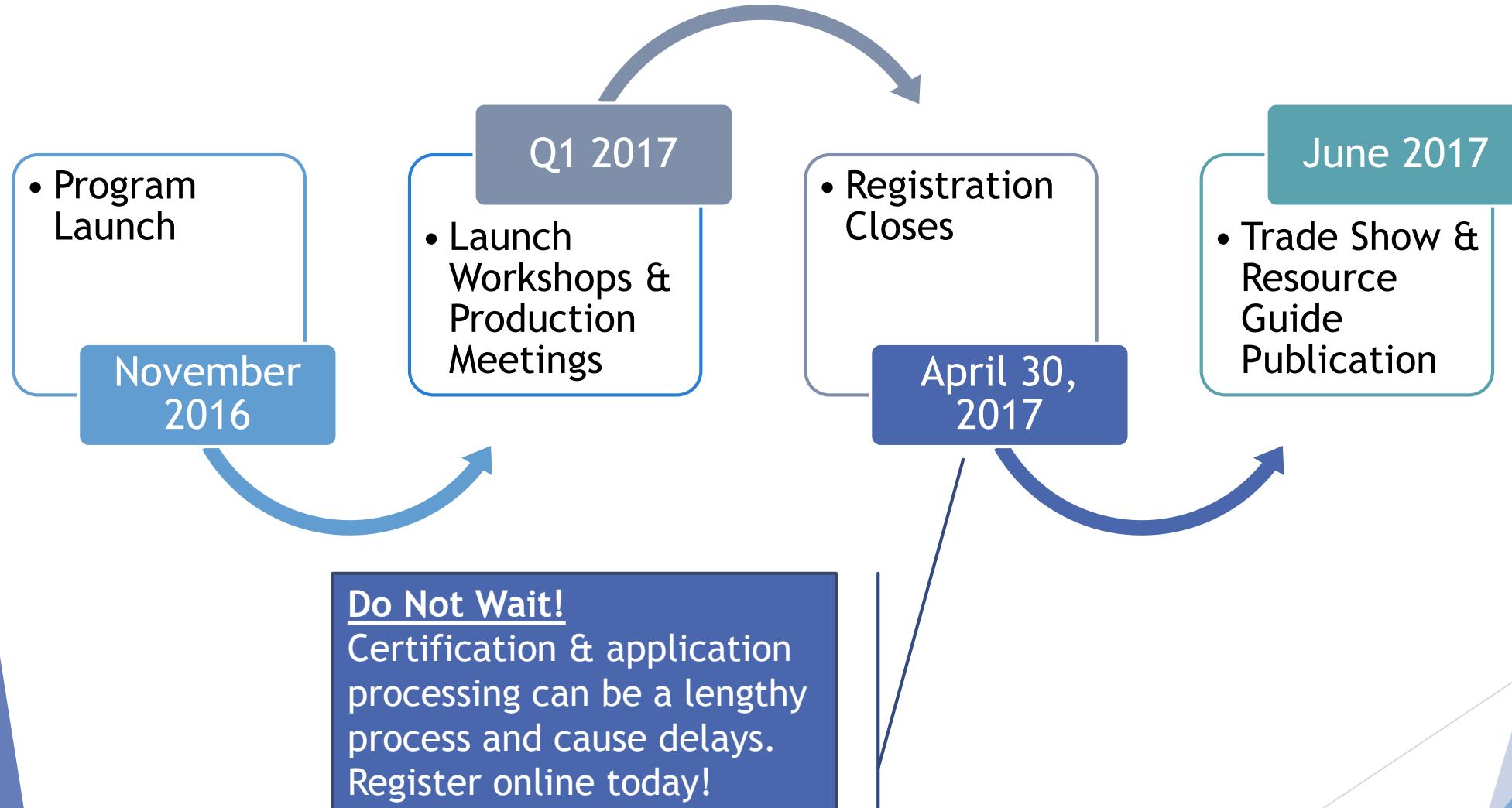
Majority ownership by one of the following persons:

- Recognized Minority
- Woman
- LGBT
- Veteran

You must be certified



Timeline



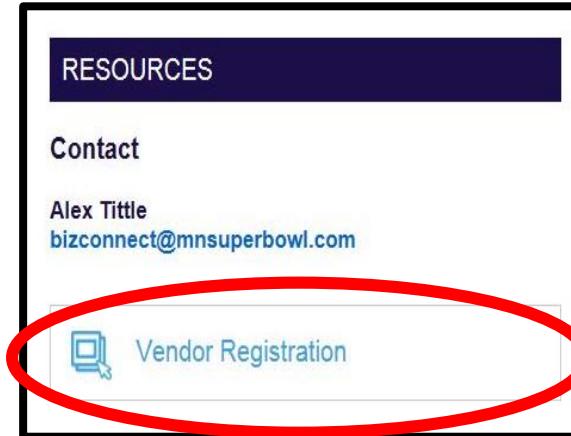
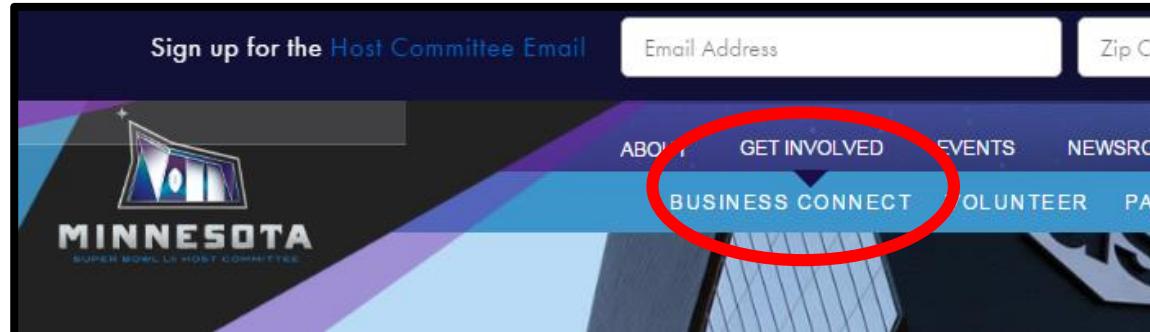
MINNESOTA

Register Online Today!



Log on to our website:
www.mnsuperbowl.com

Click on *Get Involved > Business Connect > Vendor Registration*



You can register online today, even if you aren't yet certified. Register on our portal, and then start the certification process right away. You may upload the certification documentation to your application upon receipt.

Pictures from Houston/San Francisco



Thank you!

Please let us know if you have questions.



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www.mnsuperbowl.com



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Minnesota Super Bowl 2018



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