



**EMERGING
BUSINESS**



NFL EMERGING BUSINESS WORKSHOP SUPER BOWL XLIV

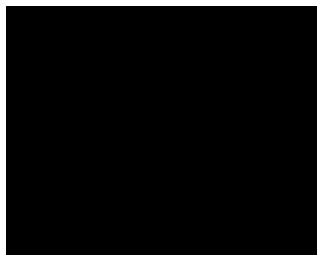
**“PREPARING BUSINESSES TO DO
SUPER BOWL BUSINESS”**

PARTICIPANT HANDBOOK

NFL EMERGING BUSINESS PROGRAM PARTICIPANT HANDBOOK

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June 16, 2009

Dear SBXLIV Emerging Business:

Thank you for participating in the South Florida Super Bowl XLIV Host Committee 2010/NFL Emerging Business Program. As an Emerging Business, your business is entitled to attend various workshops to learn about procurement opportunities related to Super Bowl XLIV. We also will host workshops that are managed by local experts to help take your business to the next level either for Super Bowl XLIV or other large events South Florida will host over the next few years.

A key component of the South Florida Super Bowl XLIV/NFL Business Program is the Business Resource Guide. The guide will be utilized by the NFL, its contractors, affiliates and event planners. The Host Committee's goal is to create a Business Resource Guide that provides quality vendors and to meaningfully increase the number of small-, minority- and woman-owned enterprises involved in the bidding process for Super Bowl XLIV.

The Host Committee realizes that not all interested businesses will secure contracts; however, it is our goal through our community impact workshops to provide an education in responding to Request for Proposals (RFP), strategic partnerships, joint venturing, financing and other strategies to assist you in building the best business practices.

Remember, we're "Doing Business and Growing Business."

Rodney Barreto
Chairman
South Florida Super Bowl
Host Committee 2010

Michael Zimmer
President
South Florida Super Bowl
Host Committee 2010

NFL EMERGING BUSINESS PROGRAM MISSION

The goal of the NFL Emerging Business program is to provide maximum opportunity for small-, minority- and women-owned enterprises to do Super Bowl business and/or support business growth for future success.

NFL EMERGING BUSINESS PROGRAM HISTORY & OBJECTIVES

History

In 1994, the National Football League developed an initiative designed to promote Super Bowl-related business opportunities, to small, minority and women-owned (SMWOB) businesses. The NFL Emerging Business program has been fully adopted by the South Florida Super Bowl XLIV Host Committee, and will be the cornerstone of Super Bowl XLIV procurement efforts.

Objectives

- To inform the South Florida SMWOB communities of opportunities available surrounding Super Bowl XLIV and maximize participation.
- To serve as the conduit between South Florida SMWOB, the NFL and its affiliates and other Super Bowl purchasing entities.
- To create on-going business opportunities for South Florida's SMWOB program before and beyond Super Bowl XLIV.
- The NFL realizes that not all participating SMWOB will receive contracts or work related to Super Bowl XLIV; however, it is intended for these entities to receive an education in the large event business procurement process, an introduction to potential partners and exposure to other procurement opportunities.

NFL EMERGING BUSINESS PROGRAM COMPONENTS

- **The Super Bowl XLIV Emerging Business Program** defines SMWOB as a for-profit business, regardless of size, physically located in Miami-Dade, Broward and/or Palm Beach Counties. This business must be owned, operated and controlled by a minority or woman group or individual. "Ownership" means the business is at least 51% owned by a minority or a woman. Additionally, the minority or woman group members or individual must control the management and daily business operations.
- **The Super Bowl XLIV Vendor Workshop Series** is designed to introduce the South Florida SMWOB community to the NFL and the Host Committee and to educate the business community about doing Super Bowl XLIV business.
- **The Super Bowl XLIV Business Resource Guide** is a listing of certified and qualified South Florida SMWOB covering a wide array of products and services and will function as the central resource for Super Bowl purchasing entities. It will be accessed, online at SouthFloridaSuperBowl.com and will launch in April 2009.
- **The Super Bowl XLIV Emerging Business Program Matchmaking Program** will assist in matchmaking through a series of actions ranging from referrals to one-on-one meetings. The program will also provide support and additional resources for completing RFPs, scheduling appointments, and assisting in the creation of business to business development including joint ventures and other partnerships.
- **The Super Bowl XLIV Licensing Program** will work with the NFL to issue temporary Super Bowl licenses for unique products. These licenses are offered to qualify South Florida SMWOB at a reduced cost. These licenses are good only for Super Bowl XLIV and expire in March 2010.

NFL EMERGING BUSINESS PROGRAM EXPECTATIONS

NFL TOP TEN: CONTRACTOR EXPECTATIONS

1. **Providing Quality Products/Services.**
2. **Well Informed/Credible within Community & Industry.**
3. **Unwavering Commitment.**
4. **Be Responsive.**
 - ✓ Check your email!
 - ✓ Return calls promptly.
5. **Adequate Staffing Capability/Inventory.**
6. **Aggressive / Entrepreneurial Spirit.**
 - ✓ Willingness to partner with other company(ies) on a contract.
7. **On-Time/On-Budget.**
 - ✓ Do not price gouge. You will price yourself out of the competition.
8. **Effectively Capitalized/Insured/Licensed and Bonded.**
 - ✓ Willingness to obtain insurance and become bonded if the contract requires.
9. **Certified Within Field By Professional Organization.**
 - ✓ Display this information on your website and in your business.
10. **Previous Experience with Projects Similar In Scope and Scale.**

NFL EMERGING BUSINESS PARTICIPANT EXPECTATIONS

- There are no set asides for this program. You will be competing against other businesses.
- Approximately 50% of the participants may be contacted to submit bids. This number may be significantly less for those in the **Miscellaneous** category (i.e. products or services that are not typically procured).
- Not every business will receive a contract. A guestimate of approximately 25%-35% of business may receive a contract. (Many factors play into this guestimation including number of overall participants, number of available contracts per year, etc.).
- **Do not** expect to “get rich” through this program.
- You will have increased marketing and networking opportunities and the potential to build your business resume.
- You will have an opportunity to gain knowledge in large scale event business procurement.
- Your business information will be posted, online at www.SouthFloridaSuperBowl.com in our Business Resource Guide. A direct link from our website to your business’ website will be provided.
- The Host Committee website and email will be prominent mediums to communicate important program information. **Please log onto SouthFloridaSuperBowl.com and check your email frequently.**
- You **are not permitted** to use the NFL, the Host Committee, or the NFL Emerging Business logos on your website or link from your website to the NFL or the Host Committee’s website. A separate logo will be provided to all Emerging Business participants for use.
- **Do not hold yourself or your business out to be a sponsor, agent or representative of the NFL, the Host Committee or Super Bowl XLIV unless you have explicitly contracted the right to do so.**
- If your SMWOB certification is not received by June 30, 2009 by 5:00 p.m. through fax, email, courier, hand delivery, snail mail, etc. you will be withdrawn from the program on July 1, 2009.
- Each business will be required to sign and abide by the Emerging Business Participant Pledge Form.

NFL EMERGING BUSINESS PROGRAM REPORTING SYSTEM

To ensure accurate reporting, the Host Committee requires the Emerging Business Program participants to report their contracts each month. Starting in August, the Host Committee will request that you send in a monthly report detailing the contracts awarded to your business through the Emerging Business Program. A copy of the “Emerging Business Program Monthly Reporting Form” is included in this Handbook (see page 9).

Again, we are aware that not everyone will receive a contract. However, that does not excuse a business from not reporting monthly. Every participant must report at the end of the month regardless of whether or not your business was awarded a contract.

The reporting form will be used to track the number of bids/RFPs your business has responded to for that month.

NFL EMERGING BUSINESS PROGRAM MONTHLY REPORTING FORM

Please report for **ALL** Super Bowl XLIV related activities. If you have more than 5 Bids or Contracts per reporting month, please attach additional pages to ensure a complete and accurate report. Please submit the completed form(s) by fax to 305.614.7567, email emergingbusiness@southfloridasuperbowl.com, or via mail or/hand delivery at Dolphin Stadium, 2269 Dan Marino Blvd., Miami Gardens, Gate G. All forms are due by the first of every month.

Company Name _____

Phone # _____

Reporting Month _____

BIDS

Contractor Name

Service Requested

1. _____

2. _____

3. _____

4. _____

5. _____

CONTRACTS AWARDED

Contractor Name

Amount

1. _____

2. _____

3. _____

4. _____

5. _____

SIGNATURE

Print : _____

Signature : _____

Approved Certifying Agencies

MIAMI-DADE COUNTY

Miami-Dade County Department of Small Business Development
111 N.W. 1st Street, Suite 1910
Miami, FL 33128
www.miamidade.gov/dbd/
305-375-3132 - No Fees

Florida Regional Minority Business Council
9499 NE 2nd Ave, Suite 201
Miami, FL 33138
www.frmbc.org
305-762-6151 – Fees May Apply

Miami-Dade County School Board
1450 NE 2nd Ave.
Miami, FL 33132
<http://procurement.dadeschools.net/>
305-995-1380 – No Fees

Women’s Business Development Center
11205 S. Dixie Highway, Ste. 101
Pinecrest, FL 33156
<http://www.womensbusiness.info/>
305-971-9446 – Fees May Apply

U.S. Small Business Administration (S. FL D)
100 South Biscayne Blvd., 7th Floor
Miami, FL 33131
www.sba.gov
305-536-5521 – (8a, SDB, HZ Certification Only)

BROWARD COUNTY

The School Board of Broward County Minority/Women Business Enterprise Div.
7720 West Oakland Park Boulevard, Suite 323
Sunrise, FL 33351-6704
www.browardschools.com
754-321-2290 – No Fees

Broward Health
Office of Supplier Diversity
303 SE 17th St., Suite 308
Fort Lauderdale, FL 33073
www.browardhealth.org
954-831-2794 – No Fees

Broward County Small Business Development Division
115 South Andrews Avenue - A640
Fort Lauderdale, FL 33301
<http://www.broward.org/smallbusiness/welcome.htm>
954-357-6400 – No Fees (SBE/CDBE only)

PALM BEACH COUNTY

South Florida Water Management District

3301 Gun Club Road
West Palm Beach, FL 33406
www.sfwmd.gov/site/index.php?id=31
561-682-2847 – No Fees

School District of Palm Beach County

3300 Forest Hill Blvd
West Palm Beach, FL 33406
www.palmbeach.k12.fl.us/Bids/purch
561-434-8508 – No Fees

Palm Beach County Office of Small Business Assistance

50 S. Military Trail
West Palm Beach, FL 33415
www.pbcgov.com/osba
561-616-6840 – No Fees

City of West Palm Beach Small Bus. Div.

200 2nd Street, 2nd Floor
West Palm Beach, FL 33401
www.cityofwpb.com/sbiz
561 - 822-1275 – No Fees

Palm Beach County Department of Airports

Building 846
West Palm Beach, FL 33406-1491
<http://www.pbia.org/airport/business/>
561-471-7456 – No Fees

STATE OF FLORIDA

State of Florida – Office of Supplier Diversity

4050 Esplanade Way, Suite 380
Tallahassee, FL 32399
www.osd.dms.state.fl.us
850-487-0915 – No Fees

NFL EMERGING BUSINESS PROGRAM KEY DEFINITIONS

Key definitions relevant to the Emerging Business Program:

Minority - African American, Hispanic American, Native American, Asian-American

Minority Business Enterprise (MBE) - A business that is at least 51% owned, controlled and operated on a day-to-day basis by one or more minority individuals.

Woman Business Enterprise (WBE) - A business that is at least 51% owned, controlled and operated on a day-to-day basis by one or more Caucasian women. (Note: A woman owned firm where the woman is also a minority is classified as a Minority-Owned Business).

Certified Business – A small-, minority-, or woman-owned firm whose minority or woman-owned/controlled operator status has been verified by an independent third party authorized to do so (see pages 10-11 for Authorized Third Parties).

NFL EMERGING BUSINESS PROGRAM LOGO EXPLANATION

The South Florida Super Bowl XLIV Host Committee has developed a logo specifically for Emerging Businesses participating in the Super Bowl XLIV program. We encourage our Emerging Business partners to utilize this logo.

Unveiled April 1, 2009

We will provide the logo in a print and web ready format, once your pledge form is received. Feel free to use the logo on your letterhead and website, but do not alter the size or other attributes of the logo.

Restrictions:

- do not utilize the official participant Emerging Business logo to link to any website
- do not utilize the NFL/Host Committee Emerging Business logo
- do not utilize the South Florida Super Bowl XLIV Host Committee logo for any purpose
- do not utilize the NFL Super Bowl XLIV game logo for any purpose

If you have questions about or requests for additional uses of the logo, please contact the Host Committee directly for assistance and approval.

EMERGING BUSINESS PROGRAM CONTACTS

For questions, comments, or concerns, your Super Bowl XLIV Host Committee contacts are listed below:

Catherine Minnis
Director of Community Outreach
2269 Dan Marino Blvd.
Miami Gardens, FL 33056
P: 305.614.7558
F: 305.614.7567
Cminnis@southfloridasuperbowl.com
www.SouthFloridaSuperBowl.com

David Silverstein
Director of Communications
2269 Dan Marino Blvd.
Miami Gardens, FL 33056
P: 305.614.7553
F: 305.614.7552
dsilverstein@southfloridasuperbowl.com
www.SouthFloridaSuperBowl.com

Email the Community Outreach Department at
emergingbusiness@southfloridasuperbowl.com