



EMERGING BUSINESS PROGRAM SET TO HOST SECOND WORKSHOP

Event at Cowboys Stadium will provide minority- and women-owned businesses with hands-on information and training on the Super Bowl XLV procurement process

NORTH TEXAS (Jan. 22, 2010) – The North Texas Super Bowl XLV Host Committee today announced the second in a series of three workshops designed to educate minority- and women-owned entities on how to pursue Super Bowl-related opportunities. This second workshop, titled “Training Camp,” will take place on Feb. 25 from 9 a.m.-12 p.m. at Cowboys Stadium in Arlington. Texas Instruments is the official sponsor for the Emerging Business Program.

The second workshop is free of charge and is designed to support interested minority- and women-owned businesses in the process of becoming involved with North Texas’ first Super Bowl. NFL Contractors will be on-site to answer questions and offer first-hand knowledge of what to expect. Also offering advice will be experts from the banking and insurance industries. “Training Camp” will offer plenty of interaction during the networking and exhibit session starting at 11 a.m. The goal is to provide answers to questions area businesses might have.

“The second workshop is called ‘Training Camp’ because we will focus on specific topics and provide more in-depth information,” said Robbie Douglas, the Host Committee’s Director of Business Development, who oversees the Emerging Business Program. “We’re going to talk about possible obstacles and hurdles for businesses who participate.”

Co-Chairs of the Host Committee’s Emerging Business Program Action Team, Gina Puentes-Brancato and Emmitt Smith, will speak at the workshop. Also presenting will be Tisha Ford, the NFL’s Manager, Events Business Development.

“We’ve been very impressed by the excitement of the North Texas emerging business community,” said Ford. “The turnout at the first event in Fort Worth was outstanding (better than 600 businesses were in attendance). The program really seems to be taking hold in the community and is making terrific progress.”

While participation in the program does not guarantee receipt of Super Bowl XLV-related contracts, it is the intention of the NFL and North Texas Super Bowl XLV Host Committee that interested minority- and women-owned businesses receive information on the Super Bowl procurement process and an introduction to potential purchasing entities. To fully understand the NFL’s procurement process and opportunities offered via the program, attendance at these events is highly recommended. While attendance at the first two workshops is not a requirement, businesses who wish to have an opportunity to earn service contracts must be registered online no later than March 31, 2010.

To register for the workshop online, go to www.northtexassuperbowl.com/workshopregistration.

For more information on the program, go to www.northtexassuperbowl.com/emergingbusiness.

Super Bowl XLV will be played in Cowboys Stadium on Feb. 6, 2011.