



# City of Monterey Park News Release

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## Super Bowl LVI Contracting Opportunities for Local Small Businesses

Monterey Park, Calif. - October 28, 2020 - The Los Angeles Sports and Entertainment Commission is looking for local, diverse businesses to provide various services during Super Bowl LVI, which will be held in Inglewood in February 2022.

The application deadline for Super Bowl LVI Business Connect closes at 11:59 p.m. Pacific Time on February 1, 2021.

The Super Bowl LVI Business Connect program is a partnership between the National Football League (NFL) and the Los Angeles Super Bowl Host Committee. The program aims to connect experienced, event-ready Los Angeles County businesses with opportunities to compete for contracts related to the Super Bowl in Los Angeles.

The Business Connect program is committed to supporting minority, woman, LGBTQ+ and veteran-owned businesses through professional development, networking and contract opportunities. Certified businesses selected for the program will be profiled in the Business Connect Resource Guide, which NFL vendors and event producers use to identify and select local suppliers to fulfill their Super Bowl LVI sub-contracting needs.

### Eligibility

Applications for Super Bowl LVI Business Connect opened on October 27, 2020 and closes at 11:59 p.m. Pacific Time on February 1, 2021. To qualify for Super Bowl LVI Business Connect, each business must:

- Be 51% owned by a minority, woman, LGBTQ+ or veteran individual and be certified as one of the following:
  - Disabled Veteran Business Enterprise (DVBE)
  - Disabled Veteran Owned Small Business (DVOSB)
  - Lesbian, Gay, Bisexual and Transgender Business Enterprise (LGBTBE)
  - Minority Business Enterprise (MBE)
  - Small Minority Business Enterprise (SMBE)
  - Small Woman Business Enterprise (SWBE)
  - Veteran Owned Small Business (VOSB)
  - Woman Business Enterprise (WBE)
- Have been in operation and have a physical office in Los Angeles County since February 2018.
- Provide a product or service requested by Business Connect (see Business Disciplines).
- Be the direct source of the goods and services you propose to sell.
- Be in good standing and eligible to do business with the City of Los Angeles, County of Los Angeles or State of California.

To help explain the process, the Los Angeles Super Bowl Host Committee has produced an informational video at <https://youtu.be/-Y5GH5PQnaE>.

For more information please visit the City of Monterey Park Economic Development Department website at [www.montereypark.ca.gov/econdev](http://www.montereypark.ca.gov/econdev) or call 626-307-1385.

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