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Media Contacts:

Host Committee:

John Hogg

480.362.4246

jhogg@azsuperbowl.com

CopperPoint:

Phyllis Senseman

602.631.2016

PSenseman@copperpoint.com

Freeport-McMoRan:

Eric Kinneberg

602.366.7994

eric_kinneberg@fmi.com

**Arizona Super Bowl Host Committee announces the
“Super Bowl XLIX Business Connect Program”**

Presented by CopperPoint Mutual Insurance Company and Freeport-McMoRan

SCOTTSDALE – The Arizona Super Bowl Host Committee announced their first community program today titled “Business Connect”. The Business Connect Program, presented by CopperPoint Mutual Insurance Company and Freeport-McMoRan, will inform and engage Arizona-based small businesses on procurement opportunities associated with Super Bowl XLIX.

Business Connect, an NFL Program executed by the Host Committee, is in its 16th year and provides an opportunity for local businesses looking to support and capitalize on the upcoming game. Small businesses that participate will be included in the Business Connect Resource Guide, a database of available services that the NFL and their affiliates use for Super Bowl related events and activities. The services needed include everything from catering, security and transportation to audio visual services and many more.

About the Business Connect Program

Businesses interested in participating in the program must first apply for SBC (Small Business Concern) Registration, and meet the Small Business Administration size standards for their particular industry. Then they complete a simple application process available in both English and Spanish on the Arizona Super Bowl Host Committee website at www.azsuperbowl.com.

Business Connect will feature two workshops designed to help participating businesses expand their networks, enhance skills and build resources. These workshops will give participants a better understanding of the Super Bowl procurement process and will feature NFL & Host Committee executives, and other notable speakers from Arizona. Registration for the first workshop, scheduled for February 27th at University of Phoenix Stadium, is open on the Host Committee website.

“The Arizona Super Bowl Host Committee is proud to partner with CopperPoint Mutual Insurance Company and Freeport-McMoRan to bring this program to small businesses across Arizona” said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee. “Working together, we look to maximize the economic impact that hosting a Super Bowl can bring to a region by connecting local small businesses to national and international business opportunities.”

“Our involvement with Business Connect and the Host Committee is another indication of our strong support and advocacy for Arizona’s small businesses throughout the state.” said Phyllis Senseman, VP of Marketing & Communications for CopperPoint Mutual Insurance Company.

“Across Arizona, we partner with organizations to promote economic development for sustainable development. In our large scale mining and development operations in Arizona, we provide significant business opportunities for entrepreneurs.” said Richard Adkerson, Vice Chairman, President and CEO, Freeport-McMoRan Copper & Gold Inc. “We are pleased to partner with the Arizona Super Bowl Host Committee to support Business Connect as another way we can help small businesses in Arizona – a critical component of a vibrant economy for our State’s communities.”

About Arizona Super Bowl Host Committee:

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that drives Arizona’s plan for Super Bowl XLIX and is responsible for the \$30 million fundraising goal. Its mission is to be the catalyst to galvanize the local stakeholders in a united approach to hosting the largest single-day sporting event by maximizing positive media exposure, fueling the economic engine and leaving a lasting legacy long after the Big Game. The Host Committee serves as a liaison between the NFL and all regional efforts, culminating with the game on February, 1, 2015, at the University of Phoenix Stadium, home to the Arizona Cardinals. For more information and links to our social media sites, visit www.azsuperbowl.com.

Business Connect Contact

To learn more about this program, please email businessconnect@azsuperbowl.com or visit www.azsuperbowl.com/businessconnect.
