



The Las Vegas Super Bowl LVIII Host Committee is a private, nonprofit 501 (c)(6) comprised of volunteer local community, municipal and business leaders overseeing a full-time staff that serve as direct liaisons between the National Football League and the local community between now and 2024. The Host Committee's mission is to ensure that all host requirements of the NFL are met and to execute the operational bid obligations made to the NFL as part of the Bid Committee's campaign to host Super Bowl LVIII in 2024. In doing so, the Host Committee aims to deliver an experience that will position Las Vegas as a favorite and repeat destination for the NFL's marquee event, create a lasting legacy through our community initiatives, and showcase Las Vegas as the premier destination city for major sporting events to the visiting fans, media, sponsors, vendors, industry professionals, and global broadcast audience.

EXECUTIVE COMMITTEE



MAURY GALLAGHER
CEO, ALLEGiant
AIRLINES CHAIR



JIM GIBSON
CLARK COUNTY
COMMISSIONER



ANTHONY CARANO
CAESARS
ENTERTAINMENT



STEVE ZANELLA
MGM RESORTS



SANDRA D. MORGAN
RAIDERS PRESIDENT
CO-CHAIR



STEVE HILL
LAS VEGAS CON-
VENTION & VISITORS
AUTHORITY



MICHAEL CROME
LAS VEGAS
RAIDERS



VIRGINIA VALENTINE
NEVADA RESORT
ASSOCIATION



JEREMY AGUERO
APPLIED ANALYSIS

HOST COMMITTEE



SAM JOFFRAY
PRESIDENT &
C.E.O.



TOM DONOHUE
CHIEF FINANCIAL
OFFICER



SALINA RAYMOND
CHIEF CREATIVE
OFFICER



KATIE RADA
EXECUTIVE ADMINISTRATIVE
DIRECTOR



KEN ELDER
CHIEF FINANCIAL
OFFICER



BILL McCONNELL
CHIEF OPERA-
TIONS OFFICER



SAMANTHA GRIMES
CHIEF COMMUNICATIONS
& MARKETING OFFICER



LAS VEGAS SUPER BOWL LVIII HOST COMMITTEE | FIRST TEAM

The Las Vegas Super Bowl LVIII Host Committee's First Team of community partners is comprised of Caesars Entertainment, MGM Rewards, Allegiant Air, The Howard Hughes Corporation, FEVO, iHeart Radio, PNC Bank, and UFC. The partners' collective support is vital to the success of the Host Committee's efforts to present an exceptional experience to Super Bowl LVIII attendees.



- » In addition to being an official sponsor of the NFL, **CAESARS ENTERTAINMENT** will participate as a presenting partner of select Host Committee programs leading up to Super Bowl.
- » **MGM REWARDS**, MGM Resorts International's premier loyalty program, will play an integral role in support of the Host Committee's efforts, including the hosting of future events.
- » Las Vegas' own **ALLEGiant AIR** will bring thousands of fans to the destination in addition to Allegiant Stadium playing home base for Super Bowl LVIII.
- » **THE HOWARD HUGHES CORPORATION's** THE HOWARD HUGHES CORPORATION's partnership will support the future hosting and development of Super Bowl related events in the Summerlin area.
- » The Host Committee will utilize **FEVO's** advanced e-commerce technology to service future events and programs.
- » **IHEART RADIO** will serve as the official local radio station for the Host Committee, providing promotional support for both Host Committee and NFL-managed Super Bowl events.
- » As a Main Street Bank, **PNC BANK** will collaborate with Host Committee Charities to support the needs of the local community along with their Host Committee partnership.
- » **THE UFC FOUNDATION** will partner with Host Committee Charities in its mission to leave an impactful and positive legacy within the local community.



LAS VEGAS SUPER BOWL LVIII HOST COMMITTEE | LVSBHC CHARITIES

Las Vegas Super Bowl Host Committee Charities is a 501(c)(3) non-profit organization committed to improving the quality of life of Nevada residents through community affairs programs and legacy projects in support of the Host Committee's efforts surrounding Super Bowl LVIII in 2024. When Las Vegas hosts its first Super Bowl, Host Committee charitable will have invested at least \$4 million and thousands of hours of sweat equity into the community, benefiting various non-profit organizations, diverse businesses, UNLV students, local youth, and communities of need.

During the months leading up to Super Bowl LVIII in 2024, the Host Committee and Host Committee Charities will manage multiple programs and initiatives that are focused on six pillars of community impact.

Education and Training
Giving
Diversity
Environmental
Social Responsibility
Youth

Founding donors to Las Vegas Super Bowl Host Committee Charities include the **Raiders Foundation, UFC Foundation, United Way of Southern Nevada, PNC Bank, and Madison Square Garden Entertainment.**

In addition, each year the NFL seeks to improve the surrounding communities of the Super Bowl Host City through the Super Bowl Legacy Grant Program, by giving an annual \$1 million contribution from the **NFL Foundation.**





LAS VEGAS SUPER BOWL LVIII HOST COMMITTEE | BUSINESS CONNECT

NFL Business Connect

Mission Statement

To promote equitable and inclusive procurement practices by creating contract opportunities between Business Connect's experienced, event-ready suppliers and League vendors for NFL events. Business Connect is committed to supporting its member companies through professional development workshops building strong community relationships and fostering economic growth in NFL event markets. It is the commitment of Business Connect to help shape the forward action require to Inspire Change.

The Super Bowl Business Connect Program

The Super Bowl Business Connect program is a partnership between the NFL and the Las Vegas Super Bowl LVIII Host Committee. Through this partnership, the Host Committee's focus will be on two primary goals: (1) to link diverse suppliers to contracting opportunities related to Super Bowl LVIII and (2) to provide professional networking and development programming for all member businesses.

- Company must be MBE, WBE, DVBE or LGBTBE certified
- Company must be 51% minority, woman, LGBTQ+, veteran owned
- Business must have an established office in event market for 3 years or more prior to the event
- Supplier goods and services must match the approved supplier categories and match scope and capability requirements as outlined by individual vendors
- Suppliers must be the direct source of all goods and services they are competing to bid on

How to Get Involved

The NFL Business Connect program is scheduled to launch Nov. 2022. To stay up to date on the Las Vegas Super Bowl LVIII Host Committee's latest news, please sign up for the newsletter on www.lvsuperbowlhc.com and follow @lvsuperbowlhc on Instagram, Twitter, LinkedIn and Facebook.



LAS VEGAS SUPER BOWL LVIII HOST COMMITTEE | LVSBC INTERNSHIP PROGRAM

In partnership with the NFL Foundation, United Way and UNLV's Sports Research & Innovation Initiative, the **Las Vegas Super Bowl LVIII Host Committee Internship Program** kicked off Sept. 2022 with the inaugural class of graduate and undergraduate UNLV student interns. Throughout their internship, students will receive direct access and exposure into the world of large-scale event execution with opportunities for hands-on experience in operations, sales, philanthropy, logistics, marketing, and communications.

