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CONTACT [Elliott Scott](#)

NFL Launches Business Connect Program for 2023 NFL Draft in Kansas City

KANSAS CITY, MO (September 16, 2022) – The NFL, in partnership with the Kansas City Sports Commission, recently launched its Business Connect program, which seeks local and diverse businesses to utilize for the 2023 NFL Draft.

“As Kansas City prepares for the biggest event in its history, we’re grateful to the NFL for championing our local businesses and showcasing a commitment to diversity, equity and inclusivity among its vendors,” says Kathy Nelson, President and CEO of the Kansas City Sports Commission and Visit KC. “We know our Draft Experience will be uniquely Kansas City due, in part, to these outstanding organizations.”

The Business Connect program is looking to identify up to 100 local, diverse businesses with premiere, large event experience and the capacity to work alongside NFL vendors to produce Draft events. Interested suppliers can find details on specific event production business lines required by the Business Connect program on the Greater Kansas City Sports Commissions website [here](#). Event-ready suppliers can apply to Business Connect through **October 7, 2022**.

To qualify for 2023 NFL Draft Business Connect, each business must:

- Be 51% owned by a minority, woman, veteran, or LGBTQ+ individual and be certified
- Have a physical office and been in operation in Kansas City, MO since April 2019
- Provide a product or service requested by Business Connect
- Be the direct source of the goods and services you propose to sell
- Be in good standing and eligible to do business in Kansas City and the state of Missouri

“The Business Connect program is an integral part of the NFL’s efforts to empower local diverse businesses in Draft markets,” says B.J. Waymer, NFL Business Connect Lead. “The program’s ability to amplify the talents and services of minority, women, LGBTQ+ and veteran-owned businesses, while creating contract and development opportunities that help grow local business communities, is critical and powerful. It is a core part our legacy to Draft host cities.”

For more information about the 2023 NFL Draft, please visit <https://www.sportkc.org/2023nfldraft>.

About Business Connect

The Business Connect program is a partnership between the National Football League and the Greater Kansas City Sports Commission. Business Connect has two primary goals: (1) to link diverse Kansas City suppliers to contracting opportunities related to the 2023 NFL Draft and (2) provide professional networking and development programming for all member businesses. Suppliers participating in the Business Connect program are not guaranteed to be awarded work with the 2023 NFL Draft, the Kansas City Host Committee or the NFL. Suppliers are guaranteed full access to the program’s development opportunities.

About The Kansas City Sports Commission and Foundation

The mission of the [Kansas City Sports Commission & Foundation](#) is to drive Kansas City’s overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region. As a privately-funded nonprofit, we are entirely dependent on your support. For the latest on Kansas City Sports Commission news, follow on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). Also follow the Garmin Kansas City Marathon on [Twitter](#), [Facebook](#) and [Instagram](#).

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