



BUSINESS CONNECT

**THE OFFICIAL SUPPLIER DIVERSITY PROGRAM OF THE
LOS ANGELES SPORTS & ENTERTAINMENT COMMISSION**

ABOUT LASEC

The Los Angeles Sports & Entertainment Commission is dedicated to hosting the world's leading sports and entertainment events in Los Angeles that drive lasting social and economic impact in our communities. We champion Los Angeles by partnering with the most significant and regionally impactful, high-profile events.

MAJOR EVENTS – LOS ANGELES

LASEC BUSINESS CONNECT TO PARTICIPATE IN THE FOLLOWING:

2024 NCAA DIVISION MEN'S WEST REGIONAL CHAMPIONSHIPS



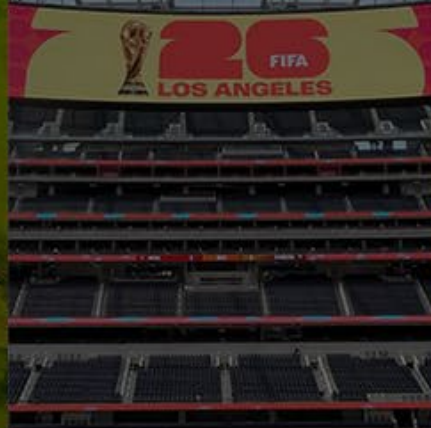
NBA ALL-STAR 2026



2026 U.S. WOMEN'S OPEN CHAMPIONSHIP



FIFA WORLD CUP 26™



SUPER BOWL LXI 2027



2028 OLYMPIC & PARALYMPIC GAMES



ABOUT BUSINESS CONNECT

LASEC Business Connect is the Los Angeles Sports & Entertainment Commission's supplier diversity initiative. The program builds a direct procurement link between experienced, local, diverse businesses and LASEC special event vendors.



BUSINESS CONNECT DEMOGRAPHICS



LAKERS ALL-ACCESS  BUSINESS
CONNECT



THERE ARE **200**
BUSINESS CONNECT
MEMBER COMPANIES.

79%
MINORITY OWNED

57%
WOMAN OWNED

9%
LGBTQIA+ OWNED

6%
VETERAN OWNED

BUSINESS CONNECT CRITERIA

- Must be 51% minority, woman, LGBTQ+, persons with disabilities or veteran-owned and certified
- Have a business license and physical address in CA and in operation in LA County since February 2020
- Company products and services must match the approved business disciplines
- Company must be the direct source of all products and services represented in their bid
- Be in good standing and eligible to do business with the City or County of LA, Inglewood or State of CA

BUSINESS CONNECT CRITERIA

Certifications accepted by Business Connect:

- **WBENC:** Woman-owned business enterprises
- **NMSDC or USPAACC:** Minority-owned business enterprises
- **Veteran Affairs, NVBDC or NaVOBA :** Veteran-owned small businesses
- **Disability:IN:** Disability-owned business enterprises
- **NGLCC:** LGBTQ-owned business enterprises
- Select local city and or state certifications are also accepted

BUSINESS DISCIPLINES

SUPPLIERS REPRESENT MORE THAN 30 BUSINESS DISCIPLINES RELATED TO EVENT PRODUCTION:

Audio Visual
Barricades
Carpet/Flooring
Catering/Food & Beverage
Décor
Entertainment
Equipment Rental (Heavy)
Event Planning/Production
Fencing
Florals
Furniture/Event Rental

General Contractors
Generators
Gifts & Promotions
Golf Carts
Graphics
Hardware Supplies
Janitorial Services
Linens
Office Supplies
Painters
PPE (Personal Protective Equipment)

Portable Restrooms
Printing
Security
Staffing (Hospitality)
Temporary Housing
Tenting
Trailers
Transportation
Warehousing
Waste Removal
White Glove Service

MAJOR EVENTS – LOS ANGELES

LASEC BUSINESS CONNECT SUCCESSFULLY UTILIZED IN THE FOLLOWING:





How do you position your business to be competitive for the opportunities associated with these high-profile events?

YOUR BUSINESS CONNECT CONTACT

SAMONA CALDWELL

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LEARN MORE



A wide-angle, high-angle photograph of a city skyline at night. The sky is a deep, dark blue, transitioning to a lighter, hazy orange near the horizon. The city is densely packed with buildings of various heights and styles. Many windows are illuminated, creating a grid of light points. The foreground shows a residential area with smaller houses and trees, also lit up by streetlights and house lights. The overall atmosphere is one of a bustling, vibrant city at dusk.

THANK YOU!