



# Welcome

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**The Good, The Bad & The Ugly:  
Producing 8000+ Boxed Lunches For Super Bowl LV**

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**Wednesday, March 17<sup>th</sup>, 2021 – 3:00PM ET**

HOW WE SECURED THE  
BUSINESS.

THE ROLLERCOASTER OF  
BOOKING SUPER BOWL EVENTS  
DURING A PANDEMIC.

NFL Business Connect

Cancelled Full-Service Events

US Foods / SB Value

Past Experience & Connections



**Dear Business Connect Applicant:**

Congratulations! Your company has been selected for inclusion in the Super Bowl LV Business Connect program. Your company was selected as one of Tampa's outstanding local, diverse providers of goods and services to be included in the Business Connect Resource Guide. The Guide is provided to NFL contractors and event producers to assist them in selecting sub-contractors to help bring their Super Bowl LV projects and events to life.

The Business Connect Resource Guide is a private database of local certified businesses approved to compete for contracting opportunities with the National Football League (NFL), its affiliates and contractors, the Super Bowl LV Host Committee, or other interested parties working to produce Super Bowl and the week of festivities leading up to the big game.

**To confirm your participation in the Super Bowl LV Business Connect Program and to be included in the Business Connect Resource Guide, complete your Business Connect Profile no later than Friday, March 20, 2020. [CLICK HERE](#) to complete the profile.**

# Bucs, not bucks: With a pandemic Super Bowl, Tampa misses an economic windfall

The home team's involvement is an X factor, but there's no avoiding the local financial impact of the coronavirus.



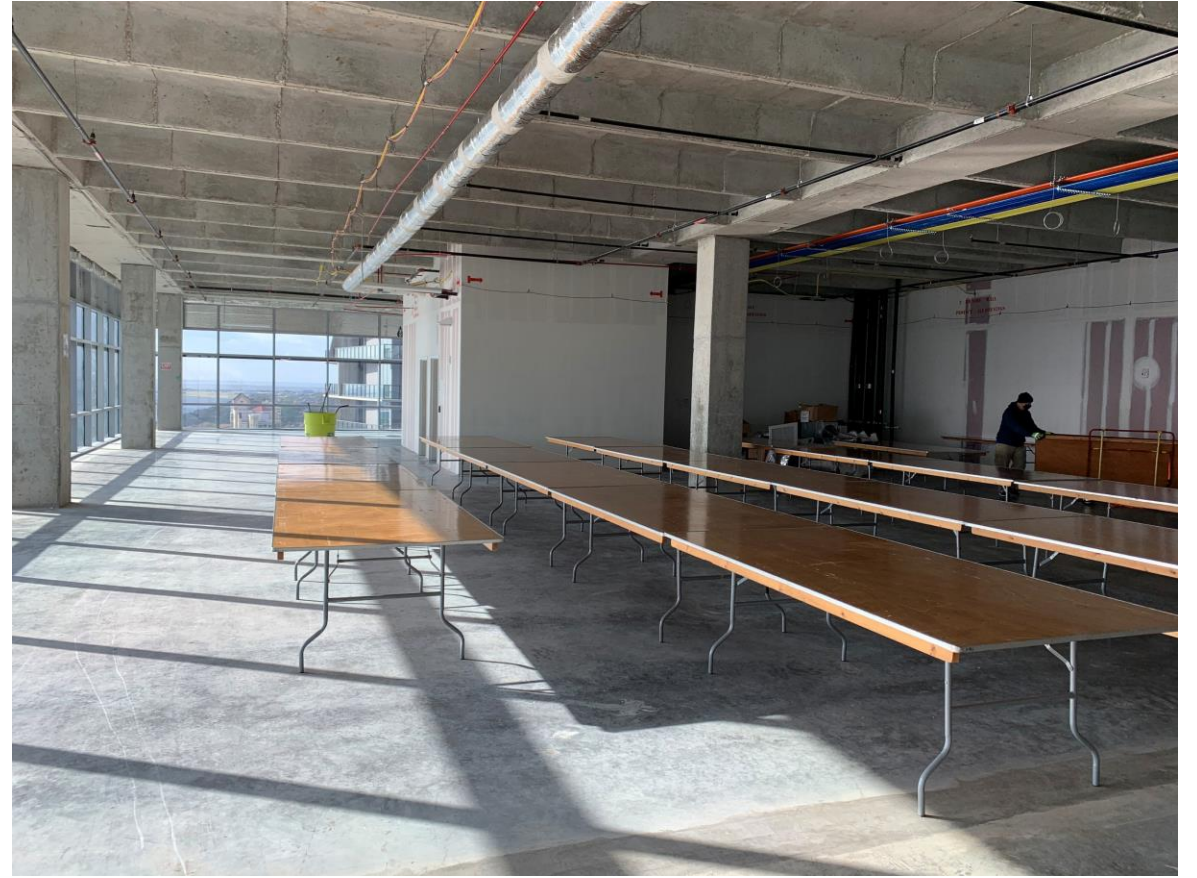
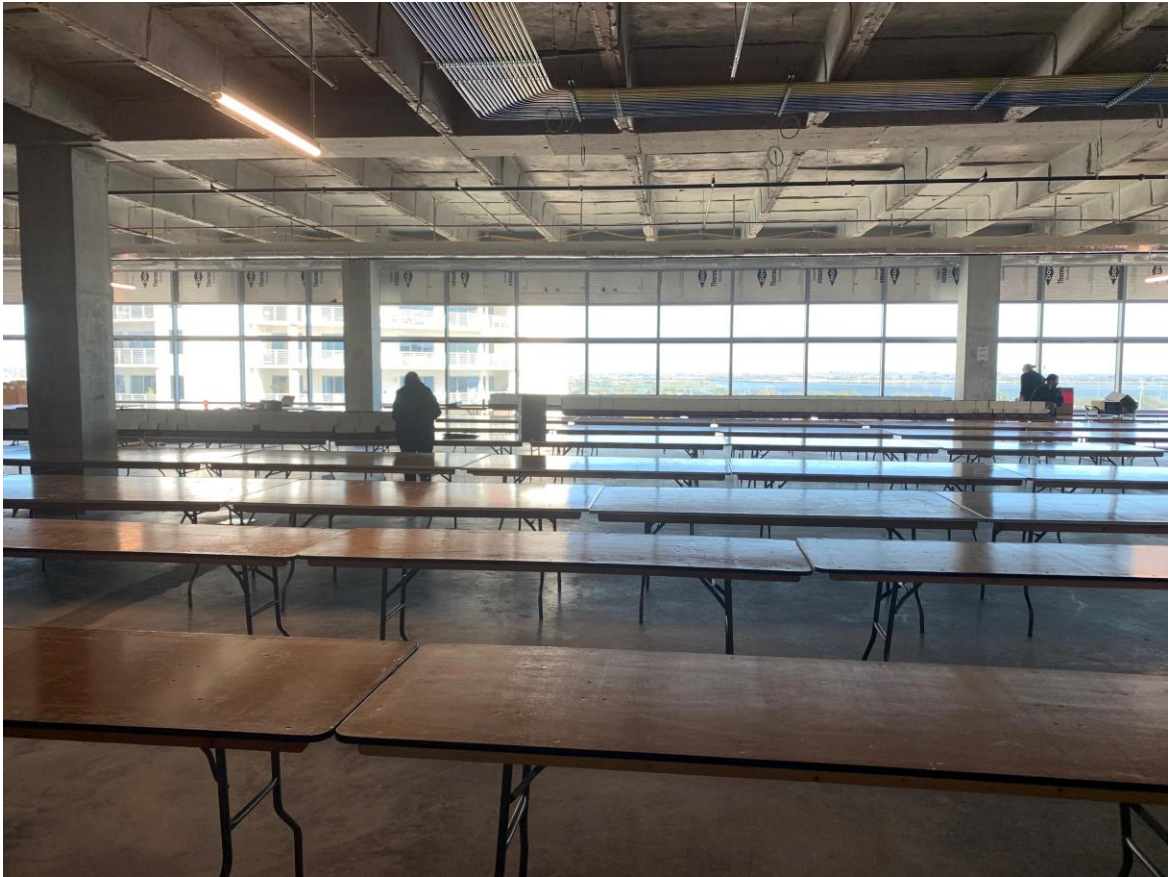
PLANNING FOR THE BIG ORDER.

Production Location –  
Where do you setup 8000 Boxed Lunches?

Product Ordering & Vendor Partnerships

Staffing Challenges & NFL Credentialing

Necessary Equipment & Logistics





### CATERING GAMEDAY BOXED LUNCHES

COMPANY NAME	LUNCH FLAVOR											DROPTOTAL	DROP LOCATION	DROP TIME			
	HAM & SWISS	HAM & CHEDDAR	TURKEY & PROV	PB&J	VEGGIE WRAP	VEGGIE WRAP GLUTEN FREE	ROAST BEEF & CHEDDAR	CHICKEN WRAP	TUNA SALAD ON CABAYTA	CHICKEN & BACON	CHICKEN SALAD ON CABAYTA				BREAKFAST BOXES	BAGEL GLUTEN FREE	BAGEL W/ BUTTER & CREAM CHEESE
Populous Ambassador Teammates				5								35			40	Veranda A	6:00am
The Famous Group				4								4			8	Fan Ambassadors Break Area (next to AFC)	6:00am
Radio Resource Inc.	2		2	4								20			8	Fan Ambassadors Break Area (next to AFC)	11:00am
CBS Talent Green Room												15			20	North Lot 4	6:00am
Bucs Breakfast												15		10	25	Media Dining	6:00am
AFC Cheerleaders												0	0		0	Sales Center	1:00pm
AFC Cheerleaders			10												0	AFC Cheerleaders Dressing Room	8:00am
NFC Cheerleaders			13			2									10	AFC Cheerleaders Dressing Room	TBD
Wireless Command Center (WCC)												10			15	NFC Cheerleaders Dressing Room	TBD
Event Frequency Coordination			10	2											10	Service Level - East Side	9:00am
DD W/TANA												4			12	Gate B Entry - Northeast corner	9:00am
Van Wagner-Breakfast												4			4	South of Public Safety Compound	9:00am
Kreate Staff Meal			15		5		5	15				130			130	VW Offices East Side	9:00am
NFL Broadcast Compound	61			128	50	48									40	LOT 14	10:00am
Populous Ambassador Teammates	30			30	10	10									287	LOT 3 NFL Broadcast	10:00am
Stadium Network IT Command Center		10		10		2									80	Veranda A	11:00am
Wireless Command Center (WCC)	6			6		3									22	East Side (Fanatics Warehouse)	11:00am
Fur Productions	8			8	2	3									15	East Side	12:00pm
Van Wagner	45			65	15	8	4								21	BUCS Cheer LR	12:00pm
Radio Resource Inc.	10			10	5										137	Van Wagner Office East Side	12:00pm
NFL Ticket Operations	20			20	4	4									25	North Lot 4	12:00pm
WBL Services	10			10	10							4			52	Lot 8 SW	12:00pm
NFL Tickets Ops 102				2											30	Sales Center	12:00pm
Health Care Heroes	20			20		5		20							2	Kiosk 102	12:00pm
CBS -Talent Green Room (1st Drop)				6		3		4	7						65	Blue Lot 7	12:30pm
CBS-Talent Green Room (2nd Drop)				5		2		3	5						20	Media Dining	12:00pm
Bucs Boxed Lunches	10			10	5	2									5	Media Dining	5:45pm
Press Box	40			40	15	30									27	Sales Center	1:00pm
Media Work Room	100			100	25	25									125	Press Box	1:00pm
The Dekide Group Crew Meal				0		0									250	Tent on Lot 4 Between A&B	1:00pm
Football Operation Officials LR	8			10	1	1									0	TBD	CANCELLED
NFL IT/GSS	3			4	3										20	Officials Locker Room	2:00pm
S.A.F.E. Security Crew Meal													2500		10	Booth #10	1:00pm
S.A.F.E. Security Crew Meal				75			75								2500	MTV Entry	SATURDAY @ 10PM
S.A.F.E. Security Crew Meal				500			200								150	MTV Entry	12:30pm
S.A.F.E. Security Crew Meal				100			75								700	S.A.F.E. Compound	12:30pm
S.A.F.E. Security Crew Meal				275			100								175	S.A.F.E. Break Tent	12:30pm
S.A.F.E. Security Crew Meal				500			200								375	Entry 2/3 Staff Holding Tent	12:30pm
S.A.F.E. Security Crew Meal				100			100								700	Northeast Veranda Drop Along Wall	12:30pm
S.A.F.E. Security Crew Meal				50			100								200	Gate C Loading Dock	12:30pm
S.A.F.E. Security Crew Meal				6			10								200	S.A.F.E. Compound	5:00pm
M Group Scenic - Southeast Veranda				1000		150									18	Broadcast Booths A/B top of Section 310	2:00pm
Populous Ambassador Teammates	75			75	10	15									4300	Southeast Veranda	2:00pm
ESPN Australia		2		2		1									175	Veranda A	3:00pm
ESPN Latin America		2		2		1									5	Booth #A LS.2	4:00pm
FOX Sport Latin America		2		2		1									5	Booth #A LS.1	4:00pm
NFL & ESPN Int'Ops		2		2		1									5	Booth #B LS.1	4:00pm
Sky Sport UK		2		2		1									5	Booth #B CL.1	4:00pm
Televisa (Mexico)		2		2		1									5	Booth #B LS.2	4:00pm
Stadium Network IT Command Center		10		10		2									2	Booth #B US.1	4:00pm
Football Ops/Game Ops	12			13	8										22	East Side (Fanatics Warehouse)	4:00pm
Populous Ambassador Teammates	15			15	5	5									33	TBD	4:30pm
Populous Ambassador Teammates	15			15	5	5									40	Fan Ambassadors Break Area (next to AFC)	5:30pm
Fur Productions - Post Game	3			5	2										40	Fan Ambassadors Break Area (next to AFC)	6:30pm
Football Ops/Game Ops	13			12	8										10	BUCS Cheer LR	6:30pm
WBL Services (2/8/2021)				4											33	TBD	8:00pm
WBL Services (2/9/2021)								3		6	6				20	Fan Ambassadors Break Area (next to AFC)	12:00pm
										3					10	Fan Ambassadors Break Area (next to AFC)	12:00pm
															0		
															0		
EXTRAS	50			100	25	15						12			277	LEGENDS	
TOTALS	564	38	3405	221	453	6	1885	52	6	6	3	249	0	4660	6888	GRAND TOTAL	BOXES

Breakfast box to include: 4oz muffin, fresh fruit, granola bar, individual yogurt, utensils, 8oz juice

6639 SANWICHES  
249 BREAKFAST BOXES  
4660 BAGELS





COMPANY  
NAME

**AFC CHEERLEADERS**

DROP  
LOCATION

**AFC CHEERLEADERS DRESSING ROOM**

DROP  
TIME

**8:00AM**

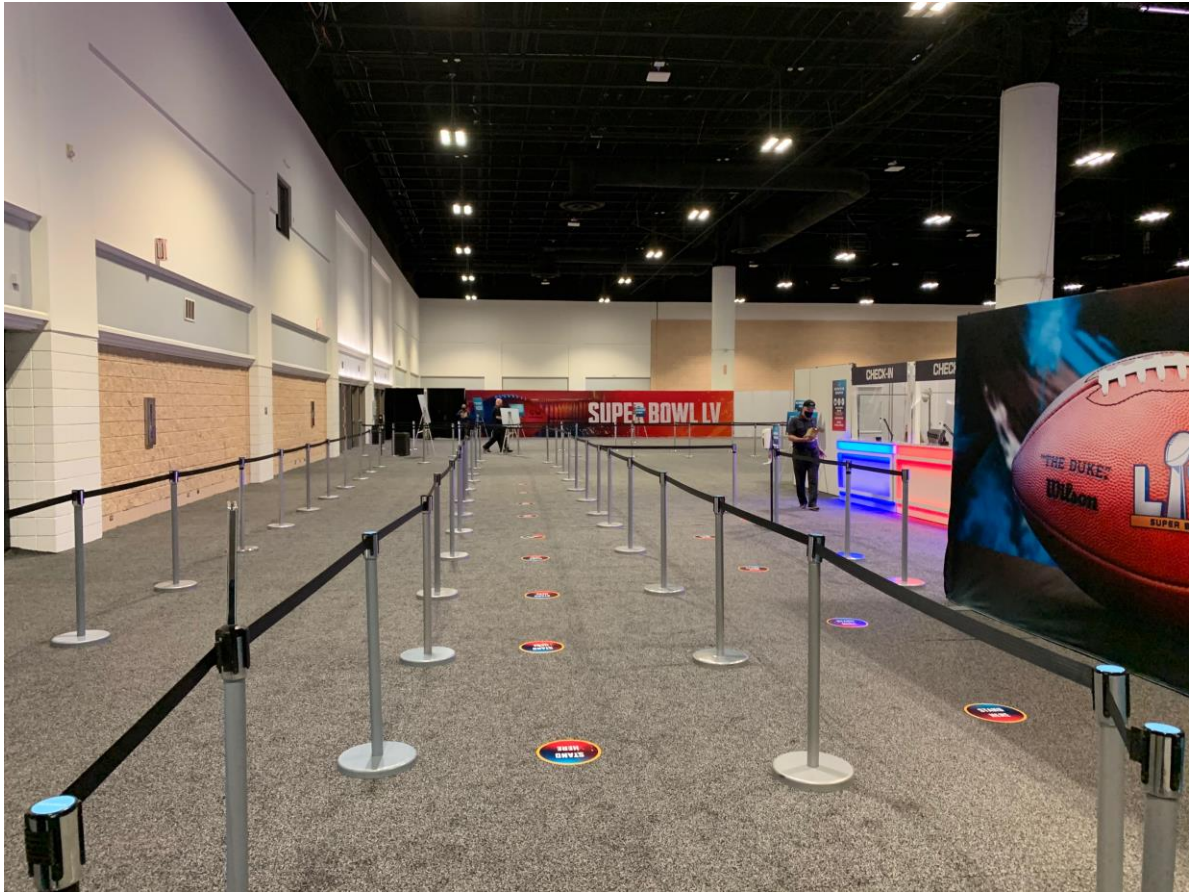
**CANCELLED**

- 0 - HAM & SWISS
- 0 - HAM & CHEDDAR
- 0 - TURKEY & PROVOLONE
- 0 - PB & J
- 0 - VEGGIE WRAP
- 0 - VEGGIE WRAP **GLUTEN FREE**
- 0 - ROAST BEEF & CHEDDAR
- 0 - CHICKEN WRAP
- 0 - TUNA
- 0 - CHICKEN & BACON
- 0 - CHICKEN SALAD
- 0 - BREAKFAST BOX
- 0 - BAGEL **GLUTEN FREE**
- 0**









QUANTITY	U/M	ITEM NUMBER	DESCRIPTION
450	EA	S-14286	20 X 18 X 18" CORRUGATED BOXES
36	RL	S-423	ULINE INDUSTRIAL TAPE - 2 MIL, 2" X 110 YDS, CLEAR
8	RL	S-2167	GOODWRAPPERS® - CAST, 80 GAUGE, 20" X 1,000'
2	KT	H-1603	SURE GRIP COMBO - 2"
2	EA	H-1602	SURE GRIP TAPE DISPENSER - 2" PART OF KIT
2	EA	H-1369	ULINE COMFORT-GRIP KNIFE PART OF KIT
100	EA	S-2631	18 X 18" 200 LB CORRUGATED PADS
1	EA	S-21215TAM-X	NFL HOODIE - TAMPA BAY BUCCANEERS, XL THIS ITEM AT NO CHARGE
1	EA	H-175	STRETCH WRAP CUTTER



**ULINE**  
PACKING LIST  
ENCLOSED  
CHECKED BY: J. FIN  
FOR DATE (EXT. SHIPPING)  
1-800-295-5510  
uline.com

**ULINE**  
1-800-295-5510  
uline.com  
**GOODWRAPPERS**  
S-2167 CAST  
20" x 1.000" 80 GAUGE  
4 ROLLS/CASE

**ULINE**  
INDUSTRIAL TAPE

6094507  
S-14286  
3158479-1  
ULINE

**ULINE**  
AV-1  
2 of 4  
14074 1AM  
457B

S-14286  
ULINE

**ULINE**  
AV-1  
1 of 4  
14074 1AM  
457B





CULINARY EXECUTION.

Prep Schedule & Planning

Split Shifts/Timeline

Teaching New Staff

Keys To Organization & Labeling

Unknown Challenges



## PACKING & LOGISTICS

Room Organization

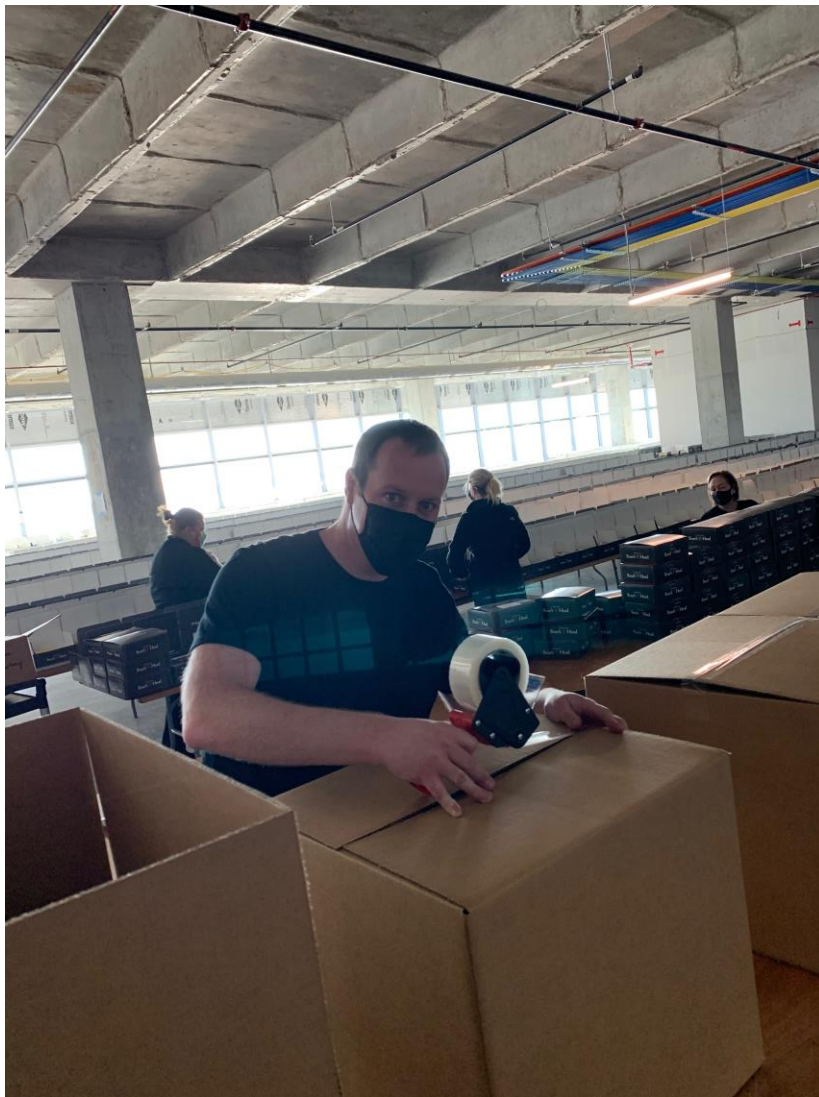
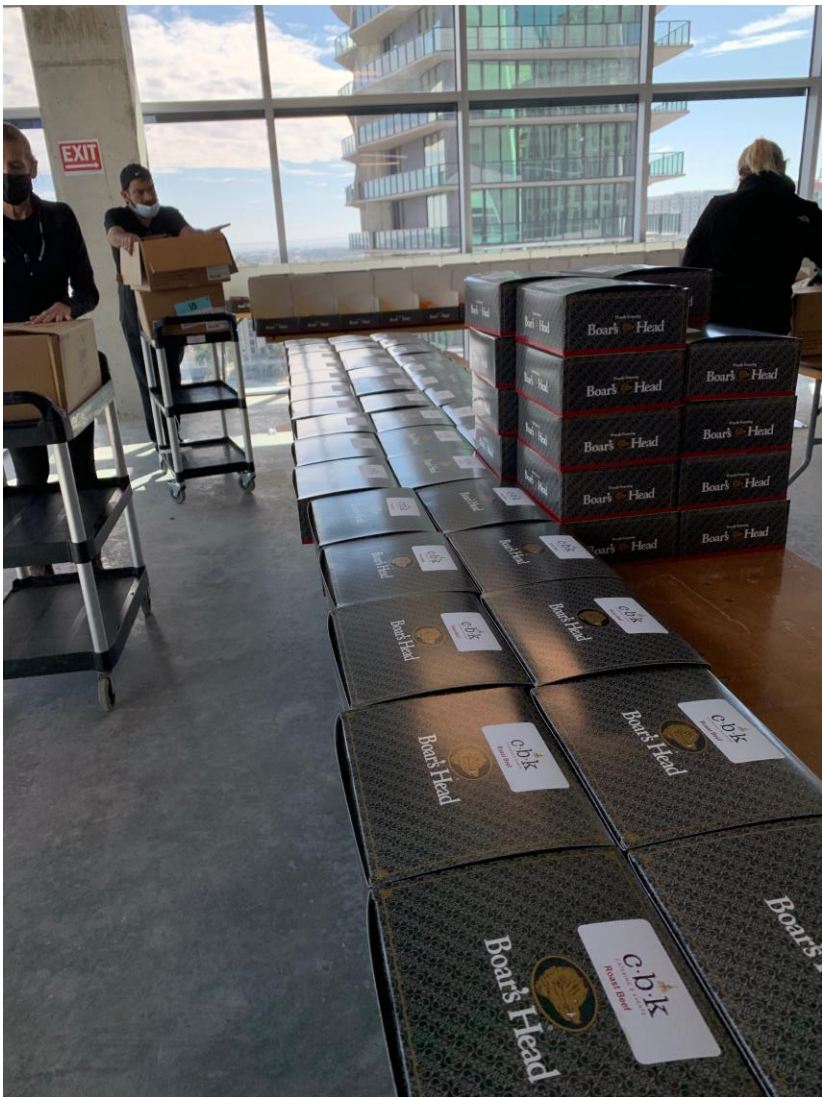
Boxes Setup By Group

Order of Loading

Ensuring Freshness & Timeliness

Master Boxing, Palletizing,  
& Loading the Truck









Homeland Security & VACIS Screening

Easy Delivery

Truck Packing Is Key

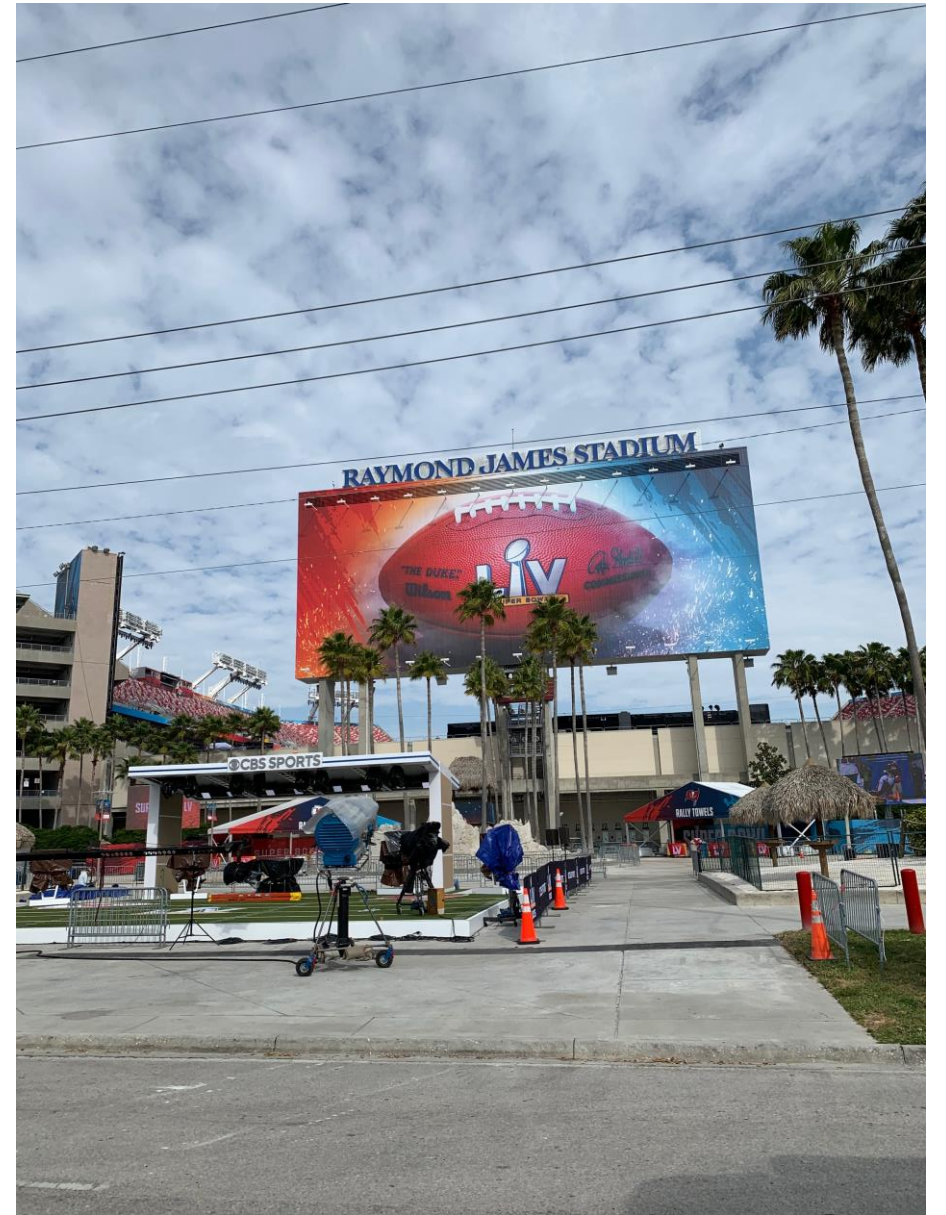
On-Site Distribution

Exciting Behind the Scenes

DELIVERY & FINAL EXECUTION  
FOR THE BIG GAME!

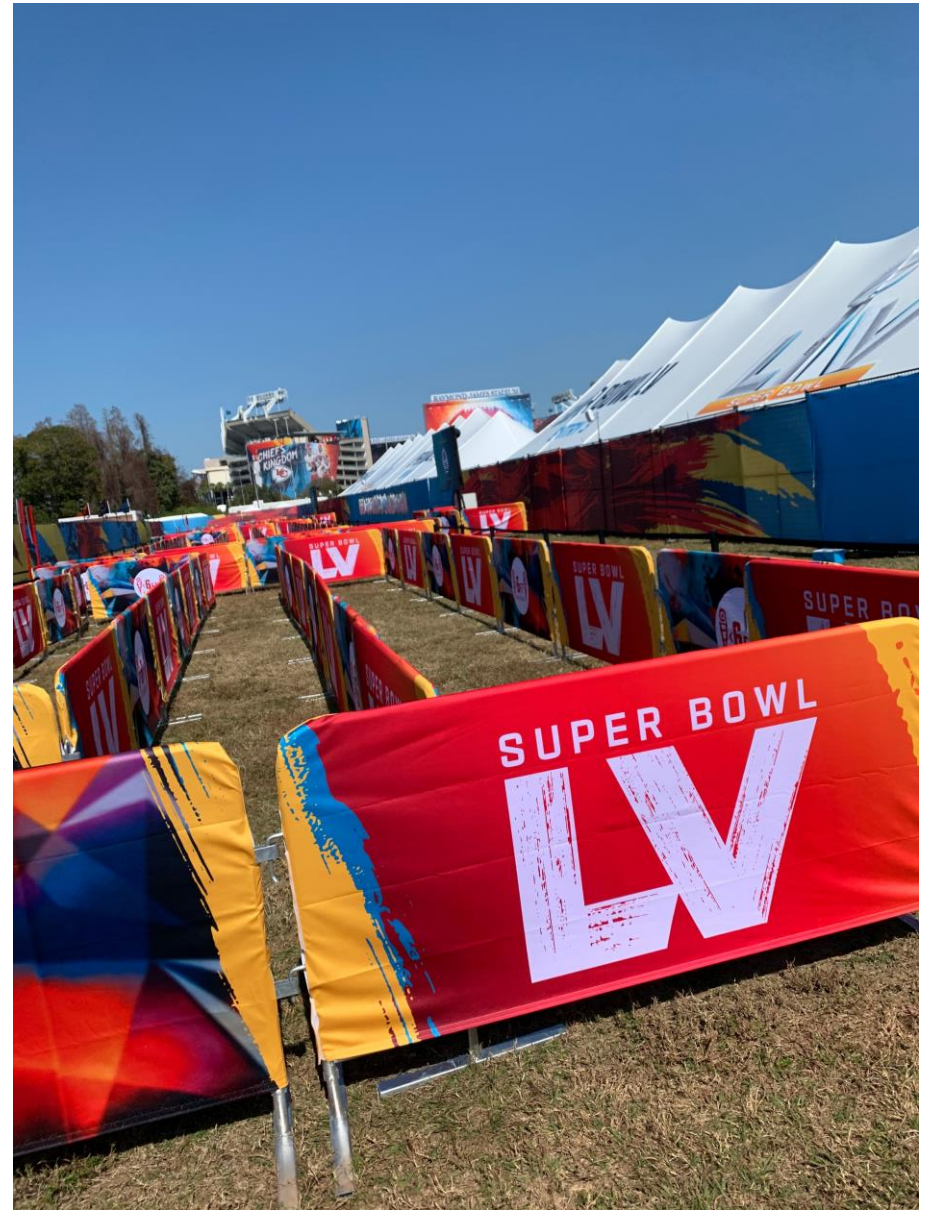












## CONTACT INFORMATION

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