



Aug. 26, 2024

FOR IMMEDIATE RELEASE

**PACKERS, NFL INVITE LOCAL BUSINESSES TO APPLY
FOR THE 2025 NFL DRAFT SOURCE PROGRAM**

***Application now open for program promoting
contract opportunities for Wisconsin businesses***

With preparations ramping up for the 2025 NFL Draft in Green Bay, the Green Bay Packers and NFL are seeking a wide variety of diverse and local businesses throughout Wisconsin to be a part of this world-class event.

Wisconsin businesses are encouraged to apply to the 2025 NFL Draft Source procurement program to increase their exposure to Draft subcontracting opportunities including but not limited to: audio/visual, contract labor, event production, heavy equipment, barricade, entertainment, florals, janitorial, catering, concessions, event services, general contractors and transportation. Professional service needs include: business administration, legal, management and advisory, financial, marketing and advertising, and information technology.

Businesses who apply and are accepted into the program will be profiled in an online Member Directory which NFL contractors and partners can leverage to identify local suppliers to fulfill their subcontracting needs. Accepted businesses will also participate in networking and capacity building activities.

Applications are now being accepted and selections will occur over the coming months. Local businesses throughout Wisconsin are encouraged to apply.

Becoming a member of the program is a competitive process; acceptance does not guarantee contracts or RFP invitations. Requests for Proposals (RFPs) from NFL event production companies are expected to be issued in the fall.

To be considered for membership, businesses should meet the following criteria:

- Be headquartered in the state of Wisconsin
- Have been in operation since April 2022
- Be 51% owned and operated by a minority, woman, person with disabilities, LGBTQ+ or veteran individual(s) (each as defined by federal supplier diversity guidelines) and certified by at least one of the NFL approved certifying agencies
- Be in good standing and eligible to do business within the State of Wisconsin
- Be the direct source of the goods and services offered
- Provide a product or service requested by the Green Bay Draft Source Program

To learn more about program eligibility requirements and to apply for the program, interested businesses can visit <http://www.2025nfldraftsuppliers.com>.

ABOUT 2025 NFL DRAFT SOURCE: 2025 NFL Draft Source is an NFL event-focused local procurement program led in collaboration with the Green Bay Packers. The program was implemented to promote equitable and inclusive procurement practices through networking and capacity building activities as well as competitive bidding opportunities with NFL vendors for local and diverse, experienced, event-ready suppliers leading up to, during, and after the 2025 NFL Draft. It is the commitment of NFL Source to help shape the forward action required to build and maintain strong community relationships and foster economic growth in NFL event markets. Learn more about NFL Source at source.nfl.com.

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