



ALL-STAR 2012 VENDOR DIVERSITY PROGRAM

PROGRAM MISSION AND PROCESS

- The NBA All-Star Vendor Diversity Program's mission is to create opportunities for qualified local minority and women-owned businesses to participate in NBA All-Star 2012 as suppliers of required goods and services.
- In conjunction with local community groups and certifying agencies, the NBA will identify and qualify M/WBE businesses for inclusion in the NBA All-Star Vendor Resource Guide.
- To apply to the NBA All-Star 2012 Vendor Diversity Program please visit:
<http://www.nba.com/allstarvendordiversity/>
- At the completion of the application process, the NBA All-Star Vendor Resource Guide will be produced and made available to the NBA's internal business units and partners. This guide will be the central source for the NBA and its partners in seeking locally supplied goods and services.

NBA ALL-STAR VENDOR DIVERSITY KEY DATES

- May 15, 2011 - NBA All-Star Vendor Program application period begins
- October 1, 2011 - NBA All-Star Vendor Program application period closes
- October 2011 - February 2012 – Bid solicitation process scheduled to begin and continue through conclusion of events
- February 23 - February 26, 2012 – NBA All-Star Jam Session presented by adidas (Orange County Convention Center)
- February 24, 2012 - NBA All-Star Rookie Challenge and Youth Challenge (Amway Center)
- February 25, 2012 - NBA All-Star Saturday Night (Amway Center)
- February 26, 2012 - NBA All-Star Game (Amway Center)

About 2012 NBA All-Star Game

NBA All-Star is a weeklong basketball celebration that brings together the world's most talented and passionate athletes before a global audience. It is one of the most anticipated sporting events of the year and features a full slate of events designed to make the host city the basketball capital of the world, including the Rookie Challenge & Youth Jam, NBA All-Star Saturday Night skills competitions, the NBA All-Star Game and NBA All-Star Jam Session ("Jam Session").

As the NBA's largest and most important annual gathering of NBA players, fans, business partners and media, NBA All-Star is also an economic opportunity that can enhance a community's global profile, foster local pride, accelerate the development of infrastructure improvements, and generate millions of dollars in economic impact.

About Jam Session

Jam Session is a basketball theme park open to the public and devoted to fans of all ages. It features more than 300,000 square feet of interactive events and attractions, appearances by NBA players and legends, celebrity events, merchandise sales and much more. Jam Session's Center Court hosts the NBA All-Star East and West team practices, the NBA Development League All-Star Game and the NBA All-Star Celebrity Game.

About NBA Cares

In connection with the NBA All-Star, NBA Cares works closely with the local community to conduct hands-on service activities designed to leave a lasting, positive impact on underserved populations in the NBA All-Star host community.



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LIST OF GOODS AND SERVICES

Advertising (ad conception, TV/radio spot)
Audio / Visual
Awning and Canopy
Barricade/ Bike Rack Rentals
Building Materials
Carpet and Flooring
Catering
Courier Service
Electrical Services/ Supplies
Employment Services - Temporary Staffing
Event Decor
Event Management
Fencing-Temporary
First Aid/ Medical
Florist
Furniture/ Rental
Gifts (items and baskets)
Golf Cart - Rentals
IT/ Telecomm
Janitorial Service/Supplies
Linen Rentals
Media Buying/ Marketing
Office Machines/ Rental - copiers, fax, etc
Office Supplies
Office Trailers
Parking Facility / Valet Service
Party Rental/ Pipe, Drape, Chairs, Tent, etc.
Photography
Plant Rentals
Port-o-Lets
Printing – printed materials (posters, flyers, brochures, invitations, etc)
Printing - (small and large format)
Recycling Services/ Waste Removal
Security Services
Shipping/Trucking
Talent Agency – DJ's, bands, hosts, emcees, etc.
Transportation & Bus
Transportation - Car Service
Transportation - Shuttle Service
Warehouse Space