50TH Anniversary

Mid-States MSDC

ANNUAL SPONSORSHIP OPPORTUNITIES

50 Years of Impact. The Future in Motion.

2026

MESSAGE FROM THE INTERIM EXECUTIVE DIRECTOR

Mark Gibson

On behalf of the Board of Directors and staff of the Mid-States Minority Supplier Development Council (Mid-States MSDC), thank you for your interest in partnering with us during this historic year.

In 2026, we proudly celebrate 50 years of advancing the mission of underutilized businesses to create value and stimulate economic activity. This milestone reflects decades of partnership, progress, and shared commitment to creating meaningful economic opportunity for businesses while delivering value to our corporate members.

The opportunities outlined in this sponsorship package are designed to foster engagement, strengthen supplier readiness, and support programs that drive real, measurable impact. Our sponsors are not simply supporters of events, they are strategic partners in an ecosystem that connects innovation, inclusion, and growth.

Your partnership plays a vital role in ensuring that Mid-States MSDC continues to serve as a trusted connector, convener, and catalyst for opportunity throughout the region.

Thank you for considering your involvement in this milestone year. We look forward to working with you.

Mark

50 Years of Impact. The Future in Motion.

In 2026, Mid-States MSDC celebrates its 50th anniversary, marking five decades of advancing opportunity for diverse-owned businesses since its founding in 1976. As we honor this milestone, we do so with pride in our legacy and a clear focus on the future we continue to build together.

Founded by Donald E. Jones and formally established by the Indianapolis business community, Mid-States MSDC has evolved alongside the growing needs of diverse businesses and corporate partners. A major milestone came in 2013 with the expansion of our service territory to include Central Illinois and Eastern Missouri. Throughout its history, the organization has remained committed to strengthening connections between certified MBEs and corporations.

Today, Mid-States MSDC is supported through corporate membership, contributions, and funding from the National Minority Supplier Development Council (NMSDC), continuing its role as a trusted regional leader in supplier diversity.

Sponsorship partners are essential to this work. Annual sponsorships support programs, convenings, and initiatives that help MBEs grow and compete, while providing corporations with meaningful engagement, direct access to qualified suppliers, and trusted connections. Sponsorship is not simply visibility; it is active participation in an ecosystem that delivers results.

This 50th anniversary sponsorship package offers flexible, high-impact opportunities to engage throughout the year, align with a respected institution, and invest in a legacy that continues to grow.

MISSION

Mid-States MSDC is one of 23 regional affiliates of the National Minority Supplier Development Council (NMSDC). Our network is the nation's most dynamic force in developing successful relationships between America's top corporations and supply-chain providers from all communities, including Asian, Black, Hispanic and Native American.

Our mission is to accelerate economic growth by driving opportunities and collaboration between corporations and businesses. Mid-States MSDC's footprint includes Central Illinois, Indiana and Eastern Missouri. We connect our corporate members with qualified business enterprises that meet a high standard of excellence.

IMPACT

$42.3 BILLION
ECONOMIC ACTIVITY

$19 BILLION
TOTAL WAGES EARNED

234,900
JOBS SUPPORTED

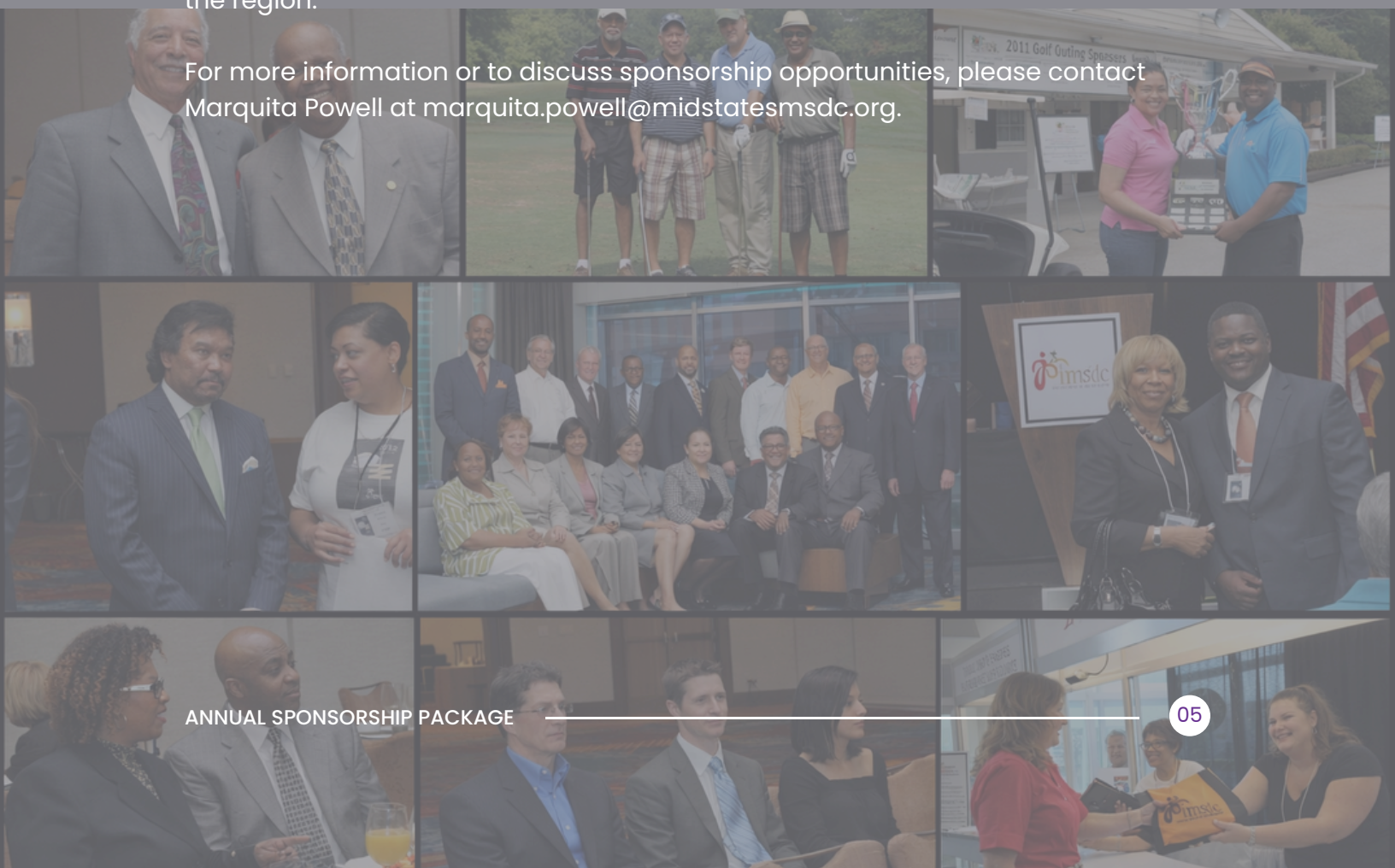
125,000
JOBS WITH SUPPLIERS

*Data excludes the Chicago metro area in Illinois and northwest Indiana. These areas are covered by the Chicago MSDC. Missouri data excludes the western Missouri area. This area is covered by the Mountain Plains MSDC.

ANNUAL SPONSORSHIP PACKAGES

Annual Mid-States MSDC sponsorship packages support the continued growth and success of certified minority-owned businesses across the region. Sponsorships create meaningful connections between corporate partners and diverse suppliers while advancing programs and initiatives that drive economic impact throughout the Midwest. Each sponsorship tier offers strategic marketing visibility, event engagement, and exclusive experiences available throughout the year. Join us in building on five decades of strengthening and elevating certified businesses across the region.

For more information or to discuss sponsorship opportunities, please contact Marquita Powell at marquita.powell@midstatesmsdc.org.



50th Anniversary Corporate Sponsor Opportunities

CORPORATE TITLE SPONSOR $50,000 Investment (One Available)	Premier Visibility & Decision-Maker Access
Procurement Conference (Indianapolis) April 23, 2026	♦ 10 full conference registrations (all access)♦ 2 premier Matchmaker stations ♦Prominent venue branding and display table ♦Opening Session participation ♦ Opportunity to propose program topic (TBD) ♦ 2-minute sponsor video shown during Opening Session and archived online ♦Two full-page color ads in conference program ♦ Verbal and digital recognition throughout event ♦ Swag bag item inclusion
Networking Event (St. Louis) June 2026	♦ 4 full-access event passes ♦ Speaking opportunity ♦ On-site branded signage ♦ Digital event recognition
Topgolf Networking Event (Indianapolis) August 2026	♦ 4 VIP bays (24 golfers) ♦ Branded signage ♦ Digital recognition including social media ♦ Opening remarks (2 minutes)
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 3 VIP tables (30 seats) in premier location ♦ Speaking or award co-presenting opportunity ♦ Lead logo placement across all marketing ♦ 2 full-page color ads in program ♦ 2-minute video shown during program and archived online
Year-Round Digital Visibility	♦ Featured placement on Mid-States MSDC website ♦ Ongoing digital exposure tied to programs and events

PLATINUM SPONSOR $35,000 Investment	High-Impact Engagement & Brand Exposure
Procurement Conference (Indianapolis) April 23, 2026	♦ 15 full conference registrations ♦ 2 premier Matchmaker stations ♦ Prominent venue branding and display table ♦ 1 full-page color ad in program ♦ Recognition in key marketing materials and social media ♦ Swag bag item inclusion
Networking Event (St. Louis) June 2026	♦ 4 full-access passes ♦ Branded signage ♦ Digital recognition
Topgolf Networking Event (Indianapolis) August 2026	♦ 3 VIP bays (18 golfers) ♦ Branded signage ♦ Digital recognition
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 2 tables of 10 in premier location ♦ 1 full-page color ad in program ♦ Logo placement in event marketing
Year-Round Digital Visibility	♦ Website and digital promotion throughout the year

GOLD SPONSOR $16,500 Investment	Strategic Visibility & Networking Access
Procurement Conference (Indianapolis) April 23, 2026	♦ 10 full conference registrations ♦ 1 Matchmaker station ♦ 1 full-page color ad ♦ Social media and marketing recognition ♦ Event, audio, and program sponsorship recognition
Networking Event (St. Louis) June 2026	♦ 4 event passes ♦ Branded signage ♦ Digital recognition ♦ Food & beverage or venue sponsor recognition
Topgolf Networking Event (Indianapolis) August 2026	♦ 2 bays (12 golfers) ♦ Branded signage ♦ Digital recognition
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 1 table of 10 ♦ 1 full-page color ad ♦ Logo placement in sponsor loop
Year-Round Digital Visibility	♦ Website and event-related digital exposure

SILVER SPONSOR $8,600 Investment	Targeted Exposure & Engagement
Procurement Conference (Indianapolis) April 23, 2026	♦ 5 full conference registrations ♦ 1 Matchmaker station ♦ Half-page color ad ♦ Marketing recognition
Networking Event (St. Louis or Indianapolis) June or August 2026	♦ 1 bay (Indy option) or 4 event passes (St. Louis option) ♦ Branded signage ♦ Marketing sponsor recognition
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 5 seats (half table) ♦ Half-page color ad ♦ Logo placement in sponsor loop
Year-Round Digital Visibility	♦ Website and digital program exposure

50th Anniversary MBE Sponsor Opportunities

MBE TITLE SPONSOR $35,000 Investment (One Available)	Premier Visibility & Decision-Maker Access
Procurement Conference (Indianapolis) April 23, 2026	♦8 full conference registrations (all access)♦Opening Session participation ♦Prominent venue branding and display table ♦ Opportunity to propose program topic (TBD) ♦One full-page color ads in conference program ♦ Verbal and digital recognition throughout event ♦ 2 premier Matchmaker stations ♦Prominent venue branding ♦ Verbal and digital recognition throughout event ♦ Swag bag item inclusion
Networking Event (St. Louis) June 2026	♦ 4 full-access event passes ♦ Speaking opportunity ♦ On-site branded signage ♦ Digital event recognition
Topgolf Networking Event (Indianapolis) August 2026	♦ 2 VIP bays (12 golfers) ♦ Branded signage ♦ Digital recognition including social media ♦ Opening remarks (2 minutes)
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 1 VIP table (10 seats) in premier location ♦ Speaking or award co-presenting opportunity ♦ Co-lead logo placement across all marketing and social media ♦ 1 full-page color ad in program
Year-Round Digital Visibility	♦ Featured placement on Mid-States MSDC website ♦ Ongoing digital exposure tied to programs and events

DIAMOND SPONSOR $25,000 Investment	Premier Visibility & Growth Opportunities
Procurement Conference (Indianapolis) April 23, 2026	♦ 5 full conference registrations ♦ Prominent venue branding and display table ♦ 1 full-page color ad in program ♦ Recognition in key marketing materials and social media
Networking Event (St. Louis) June 2026	♦ 2 full-access passes ♦ Branded signage ♦ Digital recognition
Topgolf Networking Event (Indianapolis) August 2026	♦ 1 VIP bay (6 golfers) ♦ Branded signage ♦ Digital recognition
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 4 seats premier location ♦ 1 full-page color ad in program ♦ Logo placement in event marketing
Year-Round Digital Visibility	♦ Website and digital promotion throughout the year

RUBY SPONSOR $12,500 Investment	Expanded Access & Brand Visibility
Procurement Conference (Indianapolis) April 23, 2026	♦ 4 full conference registrations ♦ Prominent venue branding and display table ♦ 1 half-page color ad in program ♦ Recognition in key marketing materials and social media
Networking Event (St. Louis or Indianapolis) June or August 2026	♦ 2 full-access passes ♦ Branded signage ♦ Digital recognition
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 2 seats premier location ♦ 1 half -page color ad in program ♦ Logo placement in event marketing
Year-Round Digital Visibility	♦ Website and digital promotion throughout the year

EMERALD SPONSOR $5,000 Investment	Expanded Access & Brand Visibility
Procurement Conference (Indianapolis) April 23, 2026	♦ 2 full conference registrations ♦ Prominent venue branding and display table ♦ 1 quarter-page color ad in program ♦ Recognition in key marketing materials and social media
Networking Event (St. Louis or Indianapolis) June or August 2026	♦ 1 full-access pass ♦ Digital recognition
50th Anniversary Annual Awards Gala (Indianapolis) November 2026	♦ 1 seat premier location ♦ 1 quarter -page color ad in program ♦ Digital recognition

SPECIAL PROGRAM SPONSORSHIP

In September 2021, Mid-States MSDC launched the Accelerate 100+ Program (A100+), one of the largest and most ambitious capacity-building initiatives in the National Minority Supplier Development Council network. Designed to significantly expand economic access for diverse businesses, the program equips participants with the tools, resources, and support needed to compete at the next level.

In October 2022, the inaugural cohort celebrated the graduation of 112 minority-owned businesses. A100+ is a comprehensive program that combines education, coaching, mentoring, and one-on-one advisory support with increased access to capital, contract opportunities, and strategic business collaborations.

Participants progress through structured stages of preparation, each focused on strengthening critical areas of business readiness and long-term growth. Upon successful completion, business owners receive a Certificate of Entrepreneurship from the Indiana University Kelley School of Business.

Accelerate 100+

Program Impact – At a Glance

- 284 diverse entrepreneurs have completed the program across six cohorts.
- Participants have secured a combined $4.86 million in contracts and new business.
- More than 150 entrepreneurs earned certification in Business Strategy from the Indiana University Kelley School of Business.
- The program has supported 141 jobs with 60 jobs retained and 81 new jobs created
- A100+ focuses on five critical business challenges:
  - Adapting to modern business challenges
  - Keeping pace with technological advances
  - Competing in a globalized economy
  - Navigating increased competition
  - Thriving in any business environment
- A100+ has launched custom corporate cohorts in partnership with:
  - Schnucks
  - Cummins
  - Mastercard
  - Indianapolis Hispanic Business Council
  - Indiana Economic Development Corporation, and more

COHORT SPONSORSHIP | NGO PARTNER $25,000 Investment	Cohort-Based Impact Partnership
This sponsorship enables nonprofit and corporate partners to underwrite an A100 cohort and deliver a customized capacity-building experience aligned with their mission, priority areas, or communities served. The program can be tailored in structure, content focus, and participant profile, representing a direct investment in a defined group of businesses while supporting measurable outcomes, meaningful engagement, and documented impact for the sponsoring organization.	
2026 Cohort	♦ Recognition on all A100 program materials and the Mid-States MSDC website ♦ Logo placement during live A100 sessions and related events ♦ Opportunity to contribute a thought leadership quote, tool, or resource shared with cohort participants ♦ Invitation to attend and be recognized at the A100 cohort graduation event ♦ Inclusion in a post-program impact summary highlighting outcomes and participant progress.

Strategic Growth Series

The Mid-States Strategic Growth Series is a leadership-focused education experience designed to equip small and minority-owned businesses with the tools, insights, and strategies needed to scale, compete, and grow sustainably.

Hosted at the Mid-States Building in the Don Jones Auditorium, this multi-session series brings together experienced facilitators, industry experts, and legal and financial professionals to address the real-world challenges business owners face as they pursue government contracts, strategic growth, and long-term enterprise value.

Each session combines expert-led instruction with a fireside chat format to encourage practical learning, peer engagement, and applied insight.

Building Capacity: Federal Government Contracting SBA 8(a) Program & SBA Bonding	**February 12, 2026 10:00 AM – 12:00 PM**

Facilitators: Martin Anderson & Sharon Harvey , SBA
Fireside Chat: Clarence Lyles, International Global Solutions

This session provides a comprehensive overview of how small businesses can successfully pursue federal contracting opportunities. Participants will gain a working understanding of the SBA 8(a) Business Development Program and the SBA Bonding Program, including eligibility requirements, application processes, and strategic considerations.

Attendees will learn how these programs can be leveraged to compete for government contracts, meet bonding requirements, and position their businesses for long-term growth in the federal marketplace.

Building Capacity: Strategic Partnerships, Joint Ventures & Subcontracting - Expanding Through Collaboration	**May 14, 2026 10:00 AM – 12:00 PM**

Co-Facilitators: Mark Gibson, Steve Corbitt
Fireside Chat

This session explores how businesses can strengthen their competitive position by

forming effective strategic alliances. Participants will learn best practices for structuring strategic partnerships, joint ventures, and subcontractor agreements to expand capacity and access larger opportunities.
Topics include legal considerations, risk management, and practical strategies for negotiating agreements that support growth while protecting long-term interests.

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Building Capacity: EBITDA, Add-Backs & Seller Financing - Understanding Value and Deal Structure	**July 16, 2026 10:00 AM – 12:00 PM**

Facilitator: Ron Coie
Fireside Chat

This session offers a practical introduction to financial concepts that directly impact business valuation and acquisition outcomes. Participants will learn how EBITDA functions as a core profitability metric, how seller add-backs affect adjusted earnings, and how seller financing is used to structure transactions.

The discussion will cover calculation methods, common pitfalls, and strategies for maximizing value in preparation for growth, acquisition, or exit planning.

Building Capacity: Smart Mergers, Acquisitions & Valuations - Strategic Growth Through Transactions	**September 17, 2026 10:00 AM – 12:00 PM**

Facilitator: Ron Cole
Fireside Chat

Focused on growth through mergers and acquisitions, this session provides participants with the tools needed to evaluate opportunities and determine business value with confidence. Attendees will gain insight into valuation methodologies, risk assessment, and deal structuring aligned with long-term strategic goals.

The session also explores how to identify synergies, negotiate effectively, and use acquisition strategies to strengthen competitive positioning.

Building Capacity: Letters of Intent, Purchase Agreements & Due Diligence

November 12, 2026
10:00 AM – 12:00 PM

Facilitator: Kent Broach, Partner, Wooden McLaughlin
Fireside Chat

This session delivers practical guidance on the critical legal and financial components of business acquisitions. Participants will learn how to draft and negotiate Letters of Intent, structure Purchase Agreements, and conduct thorough Due Diligence to mitigate risk.
Key topics include common deal pitfalls, negotiation strategies, and aligning transaction documents with long-term business objectives.

Who Should Attend

- Business owners preparing for growth or acquisition
- Companies pursuing government or large-scale contracts
- Firms seeking strategic partnerships or joint ventures
- Entrepreneurs focused on increasing enterprise value

Corporate Sponsor Opportunities

GOLD SPONSOR $10,000 Investment	
Strategic Growth Series	♦ 2 registrations ♦ Speaking opportunity or Fireside Chat ♦ Logo in key marketing and training materials and digital recognition

SILVER SPONSOR $5,000 Investment	
Strategic Growth Series	♦ 4 registrations ♦ Logo in key marketing and training materials and digital recognition

BRONZE SPONSOR $2,500 Investment	
Strategic Growth Series	♦ 10 registrations ♦ Recognition in key marketing and training materials and digital recognition

MBE
Sponsor Opportunities

GOLD SPONSOR $7,500 Investment	
Strategic Growth Series	♦ 4 registrations ♦ Speaking opportunity or Fireside Chat ♦ Logo in key marketing and training materials and digital recognition ♦ Capability Statement marketing assistance
SILVER SPONSOR $5,000 Investment	
Strategic Growth Series	♦ 6 registrations ♦ Logo in key marketing and training materials and digital recognition ♦ Capability Statement marketing assistance
BRONZE SPONSOR $2,500 Investment	
Strategic Growth Series	♦ 10 registrations ♦ Recognition in key marketing and training materials and digital recognition

PACKAGE SELECTION

50th ANNIVERSARY CORPORATE SPONSORSHIPS

☐ Title Sponsor	$50,000
☐ Platinum Sponsor	$25,000
☐ Gold Sponsor	$16,500
☐ Silver Sponsor	$8,600

50TH ANNIVERSARY MBE SPONSORSHIPS

☐ Title	$35,000
☐ Diamond	$25,000
☐ Ruby	$12,500
☐ Emerald	$5,000

ACCELERATE 100+ SPONSORSHIPS

☐ Cohort Sponsorship | NGO Partner	$25,000

GENERAL DONATION

☐ Visionary Partner	$5,000
☐ Impact Leader	$2,500
☐ Growth Champion	$1,000
☐ Community Supporter	$500

STRATEGIC GROWTH SERIES CORPORATE SPONSORSHIPS

☐ Gold	$10,000
☐ Silver	$5,000
☐ Bronze	$2,500

STRATEGIC GROWTH SERIES MBE SPONSORSHIPS

☐ Gold	$7,500
☐ Silver	$5,000
☐ Bronze	$2,500

PAYMENT INFORMATION

Thank you for your sponsorship commitment and partnership. Corporate and MBE sponsorships play a vital role in advancing our mission and supporting the programs and initiatives that drive economic opportunity and community impact.

Please complete the form below to submit your sponsorship payment. Upon receipt, an acknowledgment will be provided for your records.

Tax Information
Mid-States MSDC is a registered 501(c)(3) nonprofit organization. Sponsorship payments may be tax-deductible to the extent permitted by law, less the fair market value of any goods or services received. A detailed acknowledgment outlining the deductible portion of your sponsorship will be issued following payment.

☐ EFT ☐ Check ☐ Visa ☐ Mastercard ☐ American Express

☐ Request Invoice – Pay by Credit Card ☐ Request Invoice – Pay by Check accounting@midstatesmsdc.org

☐ Pay Online: https://www.midstatesmsdc.org/sponsorship-packet/

BILLING INFORMATION

Company Name

Contact Email Phone

Street Address/City/State/Zip

MID-STATES MSDC CONTACT INFO

Please remit payment to: Marquita Powell, Mid-States MSDC
2126 N. Meridian St., Indianapolis, IN 46202
Phone: 317-840-1456 Email: marquita.powell@midstatesmsdc.org