



# 2022

## PARTNERSHIP PACKAGES

# WHY INVEST?

- Input on program development with a focus on developing MBEs to meet your needs
- Measurable impact in the success of events that attract the best of the best in supplier diversity
- Build relationships with peers and stay on trend in the advancement of supplier diversity
- Receive placement on digital and print communications that reaches business executives
- Increase your company's visibility and brand within the NMSDC network
- Have your logo included in online, websites, social media, and e-communications
- Elevate your company's profile within your target market
- Pay a one-time fee to participate in and gain exposure in signature events (excluding golf)
- **Programs and packages are flexible. We can create a package specifically to meet your needs.**

## ABOUT US

EMSDC is one of 23 affiliates of the National Minority Supplier Development Council, a membership organization committed to supplier diversity and the success of minority businesses. A critically important part of the network, EMSDC provides a vital connection and local touchpoint that bring together the mutually beneficial interests of both certified minority businesses and the corporations who collaborate with them.

Program venues and dates to be coordinated in conjunction with the EMSDC 2022 calendar.

## Partnership Liaison:

Tricina Cash  
412-391-4423 | [tcash@emsdc.org](mailto:tcash@emsdc.org)

# PROGRAMS

\$50,000-\$16,000 sponsorships include the opportunity to select from the following programs. Single program sponsorships are available for \$5,000.

## CERTIFY

*Sponsorship of these certification programs helps to fund certification and recertification fees for eligible minority business enterprises in all industries on an as needed basis.*

### **The Value of Certification**

How and when does certification make sense for a company? Which certifications are the “right” ones? and what resources are available to business owners. This ongoing program provides insight and education, on criteria, process and benefits, featuring successful minority business owners and professionals.

### **Pre-Certification Webinar**

Are you a minority-owned business looking to grow your business or access new opportunities? Is your business already in the certification process and in need of assistance? This monthly, hour-long webinar is a crash course on everything you need to know before you get certified; giving you the knowledge for a smoother application process.

### **You're Certified, What's Next?**

Leave with it, don't lead with it. This monthly program educates newly certified EMSDC MBEs and those wanting a refresher on how to use their MBE certification as a business tool and how to get the most out of their Council driven relationships.



The health and safety of our constituents is paramount so we will continue to monitor the ever-changing public health crisis. Our 2022 package has been designed with a hybrid approach including virtual and/or live components. We will work with all of our dedicated sponsors to ensure value, regardless of platform.

# PROGRAMS

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## DEVELOP

### **Advanced Management Education Program (AMEP)**

The Advanced Management Education Program (AMEP) program will be hosted virtually by Northwestern University's Kellogg School of Management, and is designed to provide CEOs of certified, expansion oriented MBEs with the tools and skills they need to achieve and sustain accelerated growth.

### **Entrepreneur Collaborative Accelerator/ "15 to 50"**

Mid to large size minority-owned businesses, whose gross revenues are \$5M-\$7M or greater, are looking to scale but need assistance in getting past the obstacles of growth. Whether it is access to capital, diversification, business coaching, or opportunities for mergers or acquisition, this program is geared to help them fill their business development gap in the marketplace.

### **Financial Growth**

Secure your bag. Most small businesses rely on lenders to provide capital for start-up, operations, bridge financing, product expansion, and capital improvements. These financial preparation workshops puts them front and center to learn about traditional and alternative funding sources, how to access them and the impacts on their business plans and growth.

### **Going Global: Best Practices and Strategies to Expand Programs Beyond the U.S.**

During these sessions, corporate supplier diversity and inclusion professionals have the opportunity to learn how leading corporations have successfully expanded their SD & I efforts from U.S. to global, and MBE firms find out what it takes to go global.

### **Power-Up Industry Group Growth**

Provides development and expansion of the diverse businesses in the energy, construction and pharma industries with emphasis on capacity building and strategic sourcing responsiveness.

### **Leaders' Edge**

An innovative, comprehensive session that integrates decades of knowledge and experience from area CEOs leading Fortune 500 companies while providing practical and real tips on how to impact profitability, productivity and performance.

### **Master Class**

Brings in CEOs for monthly roundtable discussions on relevant topics for an immersive experience that offers access to the best of the best in a specific industry.

### **Minority Business Executive Program (MBEP)**

This program is a one-week intensive executive education course for NMSDC-certified MBEs offered in partnership with the Foster School of Business at the University of Washington. The course features an interactive curriculum focused on finance and accounting; human resource management; leadership; marketing and brand strategy; relationship marketing and strategic thinking.

### **The Pitch**

A dynamic 2 ½ hours of fast paced pitching! During the event, participating Corporate Members and MBE buyers will be assigned a table, and each MBE has 90 seconds to pitch their business. Gives corporations access to untapped innovation and provides MBEs with new business leads.

### **Technical Assistance**

Targeted workshops to focus on various business deficiencies and provide solutions for the growth, development and sustainability of minority businesses. Offerings include, but are not limited to sales and marketing, technology, taxes, human resources and talent management, funding, financial planning, digital marketing strategies, social media, PR/Media training and how to respond to RFPs.

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## CONNECT

### **“I'M SPEAKING!”**

This “red table talk-style” series gives women, especially women of color, a platform to connect and discuss important topics that challenge and uplift their careers, businesses, and lives. Candid conversations delve into executives speaking on advancing to senior leadership roles, influencing business strategy, leading change, fostering inclusion, serving on Boards, and advancing the goals and values of their companies or the companies they work within.

### **Solve for X: A Case Competition**

Have a problem and looking for a solution? Let us put together a corporate case competition to find the ideal solution. MBEs will be presented with your industry specific challenges and given the opportunity to present products/ services/ solutions in response.

### **MBE2MBE Connections**

A program connecting MBEs with peers to discover opportunities that can increase their market share, expand capacity, engage new clients, and explore joint venture and other valuable partnerships.

### **In the Room Where it Happens: Businesses on the Move**

In addition to the targeted, Strategic Engagement Model, this monthly Lunch & Learn Series is a practical way to connect corporations/buying entities with MBE/ diverse suppliers.

### **MBEIC Meet & Greets**

Informal gatherings hosted by the MBEIC throughout our service territory, put MBEs and corporations together. Great opportunity to meet new MBEs with possible sourcing solutions and to begin forming new relationships.

### **Super Matchmaker**

Start 2022 off right with new contacts and prospects at our Super Matchmaker event. Find new, innovative solutions to sourcing needs. Don't miss your opportunity to meet with key decision makers in technology, finance, insurance, professional services, life sciences, utility, construction, and government.

## ADVOCATE

### **Supplier Diversity Professional Roundtable**

Provides corporations a rare opportunity to share processes, procedures, pain points and solutions in small group settings to help elevate success in the supplier diversity space.

### **Legislative Forum - 2 Federal Sessions, 2 State/Local Sessions**

Meet one on one or in group settings with federal, state and local representatives in PA, NJ and DE to discuss the importance and impact of minority businesses on the region's economy and its long-term growth.

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# PARTNER LEVELS

Includes executive welcome at your selected program and your company appropriately highlighted using EMSDC social media channels, podcasts, SMS texting, e-blasts, newsletter, press releases, YouTube, website, and virtual event platforms.

## Golden Anniversary \$50,000

- 7 in-person or virtual programs of your choice with program partnership recognition
- Self-produced :60 video ad shown during your program session and archived on EMSDC website
- Opportunity for company to propose new program topic
- Company appropriately highlighted via EMSDC electronic media channels, website and onsite
- Branding on registration page and all program marketing material

### Value Add – 50th Anniversary Sponsorship Recognition

- Executive speaking opportunity for Choice Awards and ROAR Matchmaker
- 2 Premier Choice Awards Gala tables of 10 (with priority seating) or virtual tickets
- 15 ROAR in-person total access passes (with reserved seating) or virtual total access passes
- Virtual swag bag item inclusion
- Digital event recognition

## Sapphire \$35,000

- 5 in-person or virtual programs of your choice with program partnership recognition
- Self-produced :30 video ad shown during your program session and archived on EMSDC website
- Company appropriately highlighted via EMSDC electronic media channels, website and onsite
- Branding on registration page and all program marketing material

### Value Add – Signature Event Participation and Recognition

- Executive speaking opportunity for ROAR Matchmaker
- 15 Premier Choice Awards Gala in-person tickets (with priority seating) or virtual tickets
- 10 ROAR in-person (with reserved seating) or virtual total access passes
- Virtual swag bag item inclusion
- Digital event recognition

## Ruby \$25,000

- 3 in-person or virtual programs of your choice with program partnership recognition
- Company appropriately highlighted via EMSDC electronic media channels, website and onsite
- Branding on registration page and all program marketing material

### Value Add – Signature Event Participation and Recognition

- 10 Choice Awards Gala in-person or virtual tickets
- 8 ROAR Matchmaker in-person or virtual total access passes
- Reserved table for gala and conference seating
- Digital Event Recognition

## Silver \$16,000

- 2 in-person or virtual programs of your choice with program partnership recognition
- Company appropriately highlighted via EMSDC electronic media channels, website and onsite
- Branding on registration page and all program marketing material

### Value Add – Signature Event Participation and Recognition

- 5 Choice Awards Gala in-person or virtual tickets
- 5 ROAR Matchmaker in-person or virtual total access passes
- Digital Event Recognition

## Single Program \$5,000\*

- 1 in-person or virtual program of your choice with program partnership recognition
- Company appropriately highlighted via EMSDC electronic media channels, website and onsite
- Branding on registration page and all program marketing material

*\*Signature Event Participation and Recognition are not included with this option*

### ROAR Matchmaker (Return on all Relationships)

Virtually or in-person, this super-sized event brings together suppliers and buyers for industry-focused, one-on-one matchmakers. Perfect opportunity for relationship-building and contract exploration.

### Choice Awards Gala

Annual evening to recognize the achievements of top minority-owned businesses, dynamic industry leaders and major corporations committed to supplier diversity. Regional and National Corporation of the Year, and other awards of distinction are presented.

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# SCHOLARSHIP PARTNER

*A round can build lasting relationships in a few short hours, fund projects, build teams, break down barriers, and create an environment of deal-making, stress relief, and wellness.*

## Youth Entrepreneur Scholarship Golf Invitational

Playing a round is good business! During the 4-5-hour round of golf at the Youth Entrepreneur Scholarship Golf Invitational, you get to know the other players well. During that time, you can get business leads and learn new reliable sources. Over the course of play, you learn about a person, not so much by what he or she says, but how they handle themselves on the course. Golfers bare their souls showing their genuine reactions to good shots, medium shots, and catastrophic shots. A golf round also offers a relaxed atmosphere for problem solving, team building, and deepening relationships.

The invitational also supports the mission of the Council to build and foster future business relationships. Proceeds continue to fund business scholarships for our minority business owners, as well as fund programs for youth through All Star Code, UNCF, the Business Center's Youth Entrepreneur Camp, the Tyreem M. Richmond Book Foundation and the Will Allen Foundation.

Your company will be appropriately highlighted via social media channels, podcasts, SMS texting, email blasts, newsletter, press releases, program registration sites, YouTube channel, EMSDC website and onsite.

Golf Packages: Include 18 holes of golf (green fees, use of practice tee and pitching green, locker room facilitates); breakfast, lunch, on course, refreshments (beer, soda, and water); awards dinner; and a chance at skill prizes.

### **Platinum \$15,000**

- Scholarship Partnership Recognition
- **Value Add – Event Participation and Recognition**

- Clinic and Seminar sponsorship recognition
- 12 golf packages
- \$100 merchandise for each golfer
- 2 Tee Signs

### **Gold \$10,000**

- Scholarship Partnership Recognition
- **Value Add – Participation and Recognition**

- 8 golf packages
- \$100 merchandise for each golfer
- 1 Tee Sign

### **Silver \$6,000**

- Scholarship Partnership Recognition
- **Value Add – Participation and Recognition**

- 4 golf packages
- \$100 merchandise for each golfer
- 1 Tee Sign

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# PARTNER ASSISTS

Programs and services are only as good as their content, presenters, and venues. In the previous pages, we have outlined program series, sessions, and strategies that we are excited to present. Your injection of time, talent, space and technology assistance will give us the flexibility to easily expand growth and development options for our constituents throughout our footprint – Pennsylvania, southern New Jersey, and Delaware, and grow the Council.

To discuss these annual in-kind or financially sponsored opportunities please contact Meg Markley, [mmarkley@emsdc.org](mailto:mmarkley@emsdc.org) or 412-391-4423.

- Business Growth Champions
- Council and Intern App Development
- Development Content Advisors
- Economic Impact Study
- Event Space
- Graphic Design and Printing Services
- Podcast Production
- Rapid Response Advisory Team
- Salesforce CRM Implementation
- Subject Matter Experts
- Video Production
- Virtual Platforms
- Website

**“DOING A SHARE OF THE WORK;  
THE ACT OF HELPING”**



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# 2022 PARTNER COMMITMENT

## Program Partner

- Golden Anniversary \$50,000  
Includes 7 Programs
- Sapphire \$35,000  
Includes 5 Programs
- Ruby \$25,000  
Includes 3 Programs
- Silver \$16,000  
Includes 2 Programs

## Scholarship Partner

- Platinum \$15,000
- Gold \$10,000
- Silver \$6,000

## Program Assists/ In-kind Acts

- Business Growth Champions
- Council and Intern App Development
- Development Content Advisors
- Economic Impact Study
- Event Space
- Graphic Design and Printing Services
- Podcast Production
- Rapid Response Advisory Team
- Salesforce CRM Implementation
- Subject Matter Experts
- Video Production
- Virtual Platforms
- Website

## Single Program Selections

### \$5,000 each

*\*Signature Event Participation and Recognition are not included with this option*

#### Certify

- The Value of Certification
- Pre-Certification Webinar
- You're Certified, What's Next?

#### Develop

- Advanced Management Education Program (AMEP)
- Entrepreneur Collaborative Accelerator/ "15 to 50"
- Financial Growth Series
- Going Global
- Leaders' Edge
- Master Class
- Minority Business Executive Program (MBEP)
- The Pitch
- Power-up Industry Group Growth
- Technical Assistance

#### Connect

- Super Matchmaker
- I'm Speaking
- Solve for X
- MBE2MBE Connections
- In the Room Where it Happens: Businesses on the Move
- MBEIC Meet & Greets

#### Advocate

- Supplier Diversity Professional Roundtable
- Legislative Forum



**MBEs save  
up to 25% on  
sponsorships!**

Please click [here](#) to reserve your sponsorship.

Direct questions to:

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