



2019

ANNUAL PARTNERSHIP OPPORTUNITIES

Building strong companies to create lasting value



Why Invest in EMSDC's Programs?

- To have input on program development with a focus on developing MBEs to meet your needs
- To build relationships with peers and stay on trend in the advancement of supplier diversity
- To create additional exposure for your company's brand
- To be featured in/on social media, newsletters, press releases, print publications, websites and e-communications
- To have your logo included on our website and program website
- To have your logo on all appropriate program and event collateral
- To set your company apart from the competition
- To pay a one-time fee to participate in signature events (excluding golf)

Program venues and dates to be coordinated in conjunction with the EMSDC 2019 calendar. As a Program Partner, it is encouraged that your selected program(s) be held at your company's location whenever possible.

Programs and packages are flexible. Please let us know if you do not see what you are looking for; we can create a package specifically to meet your needs.

Partnership Liaison: Christine Robertson, Vice President
EMSDC - 215-569-1005 | crobertson@emsd.org

PROGRAM SERIES

Selecting a program series entitles you to present a session within that category

CERTIFY

You're Certified, Now What?

Pre- and post- certification webinars and/or seminars

Get to Know the EMSDC

Designed to get newly certified MBEs acclimated to the Council and committed to participating in programs and events for business growth and development. EMSDC will implement an engagement strategy, including an assigned staff liaison to assist in transitioning MBEs into becoming active participants

DEVELOP

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

Prep, Pitch, Reverb

This series provides MBEs an opportunity to practice their pitch and get valuable real-time feedback from corporate members. This is an excellent opportunity for corporations to learn about innovative solutions while providing MBEs with valuable feedback for improving their engagement skills with prospective customers.

Leaders' Edge

An innovative, comprehensive course 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

Bringing 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.



Eastern MSDC



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CONNECT

Case Competition

Have a problem and looking for a solution. Let our industry-specific MBEs help you find the ideal solution. We will put together a case competition to solve your business problem.

MBE2MBE Connections

Provides corporations an opportunity to host MBEs interested in sourcing with fellow MBEs to increase their market share, expand capacity, engage new clients, explore joint venture opportunities to maximize the efficiencies of their businesses.

Businesses on the Move Corporate Connections

MBEs participate in these Lunch & Learns to meet with buying entities and find out about their supplier diversity program and philosophy, sourcing needs and how to do business with these companies.

MBEIC Meet & Greets

These informal gatherings, to be hosted throughout our service territory, put MBEs and corporations together get the latest news from the MBEIC Committee. Great opportunity to meet new MBEs with possible sourcing solutions and to begin forming new relationships.

ADVOCATE

Supplier Diversity Professional Roundtable

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

Meet the Legislators

Meet one on one with 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.

PROGRAM SESSIONS

Selecting a program session entitles you to present a session on that topic



PROGRAMS À LA CARTE

Select this option to partner with us for a single educational session/workshop from the broad range of offerings within the Program Series or Program Session categories. As a partner, you will have input on program development with a focus on developing MBEs to meet your needs.

Money – Access, Timing, Impact

Most small businesses rely on lenders to provide capital for start-up, operations, bridge financing, product expansion, and capital improvements. These workshops will put 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.

Technical Assistance

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

Technology

The right technology is critical for businesses to grow, market, and engage customers. These workshops will delve into cybersecurity, blockchain, and artificial intelligence to help MBEs operate more efficiently and increase their competitiveness.

Twinning Your Competition: Why 86% of Buyers Can't See the Difference

Session shares steps that can take MBEs from being a "twin" to their competitor and start being recognized as truly different.

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

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

VALUE ADD

Signature Event Recognition and Participation

R.O.A.R. Conference & Matchmaker

Pittsburgh – March 19, 2019 (Includes the Stellar Awards Luncheon*)

Philadelphia – September 2019

At each event, expect a full day of B2B matchmakers, roundtable discussions, dynamic speakers, targeted workshops, and much more. This event extends the diversity and inclusion conversation beyond best practices and trends, and encourages direct connections across industries, and relationship building between leading corporations and the diverse small to mid-sized businesses that can fill their short and long-term needs.

***Stellar Awards Luncheon**

Recognizes the achievements of the best in class in Supplier Diversity. Honorees include minority businesses, corporations, government agencies, organizations and individuals committed to the expansion of opportunities for minority businesses and their sustained growth and development. Award categories include: MBE Forerunner, MBE Partnership, Corporate Forerunner, Corporate Leadership Corporate Cornerstone, Corporate Best Practice, and the Alexander Nichols Lifetime Achievement Award.

Choice Awards Gala

Philadelphia - November/December 2019

This elegant evening recognizes the achievements of top minority-owned businesses, dynamic industry leaders and major corporations that are committed to supplier diversity. Regional and National Corporation of the Year, MBE Suppliers of the Year, Advocates of the Year, and other awards of distinction will be presented. Our guests, including distinguished business, industry, and community leaders, will enjoy a cocktail reception, silent auction, fine dining, musical entertainment and dancing.

PARTNERSHIP LEVELS

Include executive welcome at your selected program, and your company appropriately highlighted via social media channels, podcasts, SMS texting, email blasts, newsletter, press releases, program registration sites, You Tube channel, The Link communication for MBEs and EMSDC website. Plus value added Signature Event recognition and participation.

Visionary \$45,000

Seven programs of your choice with Program Partnership Recognition
Value Add – Signature Event Participation and Recognition

2 Premier Choice Awards Gala tables for 10 with priority seating
15 R.O.A.R. Pittsburgh Full Conference Passes with premier seating for the Stellar Awards Luncheon
10 R.O.A.R. Philadelphia Full Conference Passes
Reserved table for Gala and Conference seating
Chair/Honorary Chair opportunity for Gala and One R.O.A.R. Conference
Your company appropriately highlighted via EMSDC electronic media channels and onsite

Ambassador \$35,000

Five programs of your choice Program Partnership Recognition
Value Add – Signature Event Participation and Recognition

15 Premier Choice Awards Gala tickets with priority seating
10 R.O.A.R. Pittsburgh Full Conference Passes with priority seating for the Stellar Awards Luncheon
8 R.O.A.R. Philadelphia Full Conference Passes
Reserved table for Gala and Conference seating
Your company appropriately highlighted via EMSDC electronic media channels and onsite

Benefactor \$25,000

Three programs of your choice with Program Partnership Recognition
Value Add – Signature Event Participation and Recognition

1 Choice Awards Gala table for 10
8 R.O.A.R. Pittsburgh Full Conference Passes with special seating for the Stellar Awards Luncheon
5 R.O.A.R. Philadelphia Full Conference Passes
Reserved table for Gala and Conference seating
Your company appropriately highlighted via EMSDC electronic media channels and onsite

Associate \$16,000

Two programs of your choice with Program Partnership Recognition
Value Add - Signature Event Participation and Recognition

5 Choice Awards Gala table for 10
5 R.O.A.R. Pittsburgh Full Conference Passes with special seating for the Stellar Awards Luncheon
3 R.O.A.R. Philadelphia Full Conference Passes
Your company appropriately highlighted via EMSDC electronic media channels and onsite

À la Carte \$5,000

One program of your choice with Program Partnership Recognition
Signature Event Participation and Recognition are not included with this option

R.O.A.R. Conference & Matchmaker Passes: Include matchmaking, corporate roundtables, development workshops and seminars, breakfast, lunch, happy hour reception, and a professional headshot

NETWORKING FOR SCHOLARSHIPS

Youth Entrepreneur Scholarship Golf Invitational

This yearly fundraising event generates the critical support to fund EMSDC's scholarship programs and provides a unique business development, relationship-building and networking opportunity for MBEs and corporations, including supplier diversity professionals and buyers. The focus is on MBE development and includes an educational component to introduce MBEs to the concept of using the strategy of golf as a networking tool and includes a "Business on the Green" seminar and a golf clinic. Funds raised support educating and exposing youth to the benefits of entrepreneurship and provides scholarships for MBES to attend advanced education training programs at Tuck School of Business at Dartmouth College, Kellogg School of Management at Northwestern University, and/or Foster School of Business at the University of Washington.



Platinum \$15,000

Scholarship Partnership Recognition

Your company appropriately highlighted via social media channels, podcasts, SMS texting, email blasts, newsletter, press releases, program registration sites, You Tube channel, The Link communication for MBEs and EMSDC website

Value Add – Participation and Recognition

Clinic and Seminar sponsorship recognition

12 golf packages

\$100 merchandise for each golfer

2 Tee Signs

Your company appropriately highlighted on site

Gold \$10,000

Scholarship Partnership Recognition

Your company appropriately highlighted via social media channels, podcasts, SMS texting, email blasts, newsletter, press releases, program registration sites, You Tube channel, The Link communication for MBEs and EMSDC website

Value Add – Participation and Recognition

8 golf packages

\$100 merchandise for each golfer

1 Tee Sign

Your company appropriately highlighted on site

Silver \$6,000

Scholarship Partnership Recognition

Your company appropriately highlighted via social media channels, podcasts, SMS texting, email blasts, newsletter, press releases, program registration sites, You Tube channel, The Link communication for MBEs and EMSDC website

Value Add – Participation and Recognition

4 golf packages

\$100 merchandise for each golfer

1 Tee Sign

Your company appropriately highlighted on site

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

REGISTRATION

Programs

- ☐ You're Certified, Now What?
- ☐ Get to Know the EMSDC
- ☐ Power-Up Industry Group Growth
- ☐ Prep, Pitch, Reverb
- ☐ Leaders' Edge
- ☐ Master Class
- ☐ Case Competition
- ☐ MBE2MBE Connections
- ☐ Businesses on the Move Corporate Connections
- ☐ MBEIC Meet & Greet
- ☐ Supplier Diversity Professional Roundtable
- ☐ Meet the Legislators
- ☐ Money - Access, Timing, Impact
- ☐ Technical Assistance
- ☐ Technology
- ☐ Twinning Your Competition: Why 86% of Buyers Can't See the Difference
- ☐ Going Global: Best Practices and Strategies to Expand Programs Beyond the U.S.

Annual Program Partner

- ☐ Visionary \$45,000 (Includes 7 Programs)
- ☐ Ambassador \$35,000 (Includes 5 Programs)
- ☐ Benefactor \$25,000 (Includes 3 Programs)
- ☐ Associate \$16,000 (Includes 2 Programs)
- ☐ À la Carte \$5,000 (Single Program)

Networking for Scholarships Partner

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

Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Grand Total: _____

Payment: ☐ Check to "EMSDC"* ☐ AMEX ☐ MasterCard ☐ Visa

Card Holder's Name: _____

Card Number: _____ Exp.: _____ CVV#: _____

Signature: _____

*Payment by check is preferred. Payment by check ensures your full contribution goes to the EMSDC. Payment by credit card reduces your contribution by associated service fees from 1% to 3%. Build your own packages are available upon request. Sponsorships are non-refundable.

Please direct completed forms and questions to Christine Robertson
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