2020 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 2020 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@emsdc.org
PROGRAM SERIES
Selecting a program series entitles you to present a session within that category.

CERTIFY

The Value of Certification
How and when does certification make sense for your company? Which certifications are the “right” ones? and what resources are available to business owners. Join us for an afternoon of insight and education, featuring successful minority business owners and professionals.

You’re Certified, What’s Next?
Newly certified as an EMSDC MBE, or wanting a refresher about how to use your MBE certification? Join us for this free one-hour webinar.

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.

The Pitch
Get prepared for 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 will have 90 seconds to pitch their business.

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
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.
CONNECT

Solve for X
Have a problem and looking for a solution? Let our industry-specific MBEs help you find the ideal solution. We will put together a Corporate 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, and explore joint venture opportunities to maximize the efficiencies of their businesses.

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.

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.

Legislative Forum
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.

A Room of Her Own... Making Room for Women Leaders
A quarterly meeting for women entrepreneurs of color to connect and be inspired by the success stories of other influential women leaders in EMSDC’s network.
Financial Growth Series
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 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, social media, PR/Media training 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.

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.
R.O.A.R. (Return on all Relationships Events)*

Philadelphia Conference & Matchmaker - Fall 2020
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.

Pittsburgh MBE2MBE Matchmaker & Holiday Reception - Winter 2020
A half-day of fast-paced business matchmaking designed to bring suppliers together to explore sourcing opportunities with each other. The day will end with corporate and M/WDBE networking at the EMSDC Holiday Reception.

Choice Awards Gala*

Philadelphia - December 2020
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.

*Does not apply to single programs and in-kind donations
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, YouTube channel, The Link communication for MBEs and EMSDC website. Plus value added Signature Event recognition and participation.

**Visionary $45,000**
- 7 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 Reception Passes
- 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**
- 5 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 Reception Passes
- 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**
- 3 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 Reception Passes
- 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**
- 2 programs of your choice with Program Partnership Recognition
- Value Add - Signature Event Participation and Recognition
- 5 Choice Awards Gala tickets
- 5 R.O.A.R. Pittsburgh Reception Passes
- 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**
- 1 program of your choice with Program Partnership Recognition
- Signature Event Participation and Recognition are not included with this option

Programs and events are only as good as their content, presenters and venues. We have outlined some of the programs and events we are excited to offer in 2020. Your injection of time, talent and space will give us the flexibility to easily expand our programs and events throughout our PA, southern New Jersey and Delaware territory at a substantial cost savings to the Council. Here’s how you can help make it happen:

- **Become a Business Growth Champion** - Host “In the Room Where it Happens: Business on the Move,” “Masterclass,” “Solve for X,” “Supplier Diversity Roundtable,” or “Power-Up Industry Group Growth” session. Each will be tailored to fit your company’s specific need. Your place of business is the perfect setting for these gatherings and, depending on the timing, refreshments would be ideal.

- **Provide Subject Matter Experts and Topics** - Enable EMSDC to deliver additional concepts and strategies through seminars, workshops, and other shared learning experiences and skills that MBEs can replicate and incorporate into their own companies.

- **Support Fundraising** - Focused on professional services companies by electing to sponsor an “Outside-the-Box” event, including but not limited to a “Boss with the Sauce BBQ” Cook-Off geared toward the catering industry; “Painting with a Purpose,” focused on the design industry, and others. Your suggestions are welcome.

- **Lend Us Your Space** - Host select programs and events described in this Partnership Package. We will take into consideration our needs and your available capabilities (A/V, seating/set-up, date/timing, program type) – No space is too large or too small. Venues where you have influence are also viable options.

In-kind donors receive: designation as an in-kind donor with company logo visibility on collateral for selected opportunity and on appropriate e-blasts.
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 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 facilitates); breakfast, lunch, on course, refreshments (beer, soda, and water); awards dinner; and a chance at skill prizes.
2020 COMMITMENT FORM

Programs

___ The Value of Certification
___ You’re Certified, What’s Next?
___ Power-Up Industry Group Growth
___ The Pitch
___ Leaders’ Edge
___ Master Class
___ Supplier Diversity Professional Roundtable
___ Legislative Forum
___ Solve for X
___ MBE2MBE Connections
___ In the Room Where it Happens: Businesses on the Move
___ MBEIC Meet & Greets
___ A Room of Her Own... Making Room for Women Leaders
___ Financial Growth Series
___ Technical Assistance
___ Technology
___ 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

In-kind Support

___ Business Growth Champion
___ Provide Subject Matter Expert
___ “Outside the Box” Fundraising
___ Lend us Your Space

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 crobertson@emsdc.org | 215-569-1005
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