2021 Partnership Packages

Invest in innovative programs, services and events to advance minority business growth and development

Engage | Connect | Grow
“EMSDC fosters the development of minority business enterprises to better align them with corporations to initiate growth and opportunity through Supplier Diversity channels.”

**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)

**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.

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Program venues and dates to be coordinated in conjunction with the EMSDC 2021 calendar.

**Partnership Liaison:**
Christine Robertson, Vice President
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**Programs and packages are flexible. We can create a package specifically to meet your needs.**
SERIES
Selecting a program series entitles you to present a session within that category

CERTIFY
Selection of these certification programs helps to fund certification and recertification for eligible minority business enterprises 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.

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.

DEVELOP

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.

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
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.

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.

The health and safety of our constituents is paramount so we will continue to monitor the ever-changing public health crisis. Our 2021 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.
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.

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
Meet one on one or in group settings 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.

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

PROGRAMS A 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.

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.

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, 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 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 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.

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If civic responsibility is a value driven business strategy for your organization, these engagement strategies will deliver value to your company. Your company will be recognized as an EMSDC partner helping to rebuild businesses and the communities you serve.

#STANDTOGETHER Safely
Structured to support the rebuilding and re-opening of businesses directly impacted by the social unrest; businesses that experienced property damage and/or loss of inventory. The objective is to provide direct resources in the form of a seed grant of $500-$1000, that will aid in the repair and re-opening of a business.

RAPID RESPONSE
Rebuilding will not be enough, businesses impacted by COVID-19 and civil unrest, will need services (insurance, legal, accounting, HR, marketing, business development, access to capital, health and wellness, etc.) to ensure long-term sustainability. We are also seeking subject matter experts in the areas identified and therefore will need in-kind donation of time and expertise to support these businesses.

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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.

Visionary $45,000
- 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 – Signature Event Participation and 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

Ambassador $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

Benefactor $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

Associate $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

À la Carte $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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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, and the Business Center’s Youth Entrepreneur Camp.

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

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.

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.

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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.

Please contact Christine Robertson to discuss these annual sponsorship opportunities at crobertson@emsdc.org

• Website
• Rapid Response Advisory Team
• Subject Matter Experts
• Development Content Advisors
• Business Growth Champions
• Podcast Production
• Graphic Design and Printing Services
• Virtual Platforms
• Council and Intern App Development

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

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2021 PARTNER COMMITMENT

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

Program Selections
(Series, Sessions, and Strategies)
__ The Value of Certification
__ You’re Certified, What’s Next?
__ Power-Up Industry Group Growth
__ The Pitch
__ Leaders’ Edge
__ Master Class
__ I’m Speaking
__ Supplier Diversity Professional Roundtable
__ Legislative Forum
__ Solve for X
__ MBE2MBE Connections
__ In the Room Where it Happens: Businesses on the Move
__ MBEIC Meet & Greets
__ Financial Growth Series
__ Technical Assistance
__ Technology
__ Going Global
__ Rapid Response
__ Stand Together Safely

Scholarship Partner
__ Platinum $15,000
__ Gold $10,000
__ Silver $6,000

Program Assists/ In-kind Acts
__ Business Growth Champion
__ Rapid Response Advisory Team
__ Subject Matter Experts
__ Development Content Advisors
__ Podcast Production
__ Printing Services
__ Graphic Design
__ Website
__ Virtual Platforms
__ Council and Intern App Development

Program venues and dates to be coordinated in conjunction with the EMSDC 2021 calendar.

Name: ______________________________
Title: ______________________________
Company: __________________________
Address: ____________________________
City, State, Zip: _____________________
Phone: ______________________________
Email: ______________________________
Grand Total: _________________________
__ Check to “EMSDC”* __ AMEX __ MasterCard __ Visa
Card Holder’s Name: __________________
Card #: _____________________________ 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.

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