



IMPACT THROUGH OPPORTUNITIES

2019 EARLY BIRD EVENT PACKAGES

Your commitment and support of certified minority businesses in the National Minority Supplier Development Council (NMSDC) network and more specifically, the Mid-States Minority Supplier Development Council (Mid-States MSDC) region is appreciated and valued.

Your investment with the Mid-States MSDC is evidence of your commitment to minority supplier development and we are working hard to ensure that you see a return on your investment through the programs and events we provide annually to support your supplier diversity goals.

We have begun to utilize the extensive data available to us throughout the NMSDC network to be more targeted in our approach in the recruitment of Minority Business Enterprises and corporations – leading to growth, economic vitality and sustainability of healthy communities.

Thank you for your support!

*Carolyn E. Mosby
President/CEO*



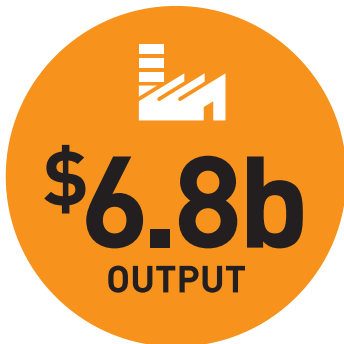
ECONOMIC IMPACT



Mid-States MSDC MBEs have a total economic impact of over **\$6.8 billion** in output that results in the creation of and preservation of more than **36,000 jobs** held by persons who find themselves either directly or indirectly employed by Mid-States MSDC certified MBEs. These are jobs that not only support individuals, but also contribute to the economic well-being of their

families, their communities, and the nation as a whole. This is particularly striking at a time when unemployment is at an all-time high within many minority communities. These same minority suppliers are also generating close to **\$198 million** in tax revenue in Central Illinois, Indiana and Eastern Missouri.

ECONOMIC IMPACT OF MID-STATES MBEs



OUR AUDIENCE

BUSINESSES AND CONSUMERS



The individuals from corporations and minority businesses that attend our annual programs and events are also consumers. We recognize that many of our stakeholders with supplier diversity programs and goals also provide goods and services directly to consumers. Mid-States MSDC began collecting demographic information from our attendees that allows us to group

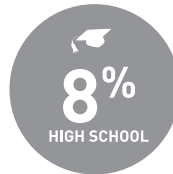
populations of individuals based on specific attributes to “segment” our audience and make it easier to market a program, event or service.

Also, collecting this information helps to provide a snapshot of who our attendees are and is also valuable information for our stakeholders who wish to market to consumers.

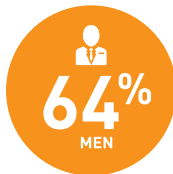
INCOME (SALARIES)



EDUCATION



GENDER



2019 PROCUREMENT CONFERENCE

APRIL 10, 2019 – ONE DAY ONLY!



We are excited to present an engaging experience in 2019 for our corporate members and MBEs. The format includes a greater focus on meaningful engagement through targeted matchmaking, education and development. Highlights include:

Corporate Luncheon/Annual Meeting

We've combined the corporate luncheon and annual meeting for 2019. Our guest speaker is **Shelley Stewart, retired Vice President and Chief Procurement Officer, DuPont Corporation.**

Enhanced Online Registration

Online registration is back and has been streamlined to ensure a great user experience. Matchmaker registration will be done online and corporations will be able to view their appointments using this new technology.

Post Event Fulfillment Report

Detailed report of key deliverables, participant and attendee information with attendance figures and demographics. Report also includes on-site exposure documented through photos, social media impressions and advertising. Off-site exposure, trackable promotional results, testimonials and feedback are also included.

PROGRAM AND EVENT/ATTENDANCE ENGAGEMENT



REGISTRATIONS



B2B MATCHMAKER
APPOINTMENTS



SOCIAL MEDIA
POSTS

CORPORATE TITLE SPONSOR OPPORTUNITIES

\$35,000

PROCUREMENT CONFERENCE

INDIANAPOLIS/CARMEL – April 10, 2019

- Two (2) Matchmaker stations in a premier location at the 502 East Event Centre
- Twenty (20) full conference registrations providing access to all events and activities
- Opportunity to make remarks at the Opening Session
- Two (2) Corporate Luncheon/Annual Meeting tables of 10
- Two (2) full-page ads in Corporate Luncheon/Annual Meeting program
- One promotional item distributed at event
- Branded digital and print signage

ST. LOUIS GOLF NETWORKING SOCIAL

ST. LOUIS – June 27, 2019

Held at Forest Park's three, nine-hole courses, attendees will enjoy business networking with area corporations and minority businesses.

- Two (2) foursomes
- Five (5) hole signs throughout the course
- Branded digital and print signage

INDIANAPOLIS GOLF NETWORKING SOCIAL

INDIANAPOLIS/FISHERS – August 22, 2019

Join us at Topgolf, the new, one of a kind golf experience in Central Indiana. Participate in unlimited fun! This signature event brings out golf enthusiasts and is perfect for building meaningful business relationships.

- Four (4) VIP bays to accommodate 24 golfers
- Branded signage located in event area
- Branded digital and print signage

ANNUAL AWARDS DINNER

INDIANAPOLIS – November 8, 2019

Our Annual Dinner and Awards celebration recognizes corporations and MBEs in a festive and entertaining environment. The dinner is attended by corporations and MBEs from all over the Mid-States MSDC region.

- Three (3) tables of 10 in premier location
- Lead logo placement in sponsor loop
- Two (2) full-page ads in the Annual Dinner program

ANNUAL REPORT

- Two (2) full page ads
- Opportunity to publish a Mid-States MSDC MBE success story documenting a successful business relationship with a corporate partner.®

WEB AND DIGITAL ADVERTISING

Our website is a frequent source of information on programs, events and services offered by the Council. It also features insights from the President as well as registration for upcoming events. MBEs can post job opportunities on the site and corporations can post bid opportunities through our online bid posting portal.

- Midstatesmsdc.org
- 1,500 average monthly visitors
- Hyper-linked logo and link on website and staff email signature
- Platinum sponsor placement in bi-monthly electronic newsletter with hyper-linked logo

MBE TITLE SPONSOR OPPORTUNITIES

\$35,000

PROCUREMENT CONFERENCE

INDIANAPOLIS/CARMEL – April 10, 2019

- Two (2) Matchmaker stations in a premier location at the 502 East Event Centre
- Twenty (20) full conference registrations providing access to all events and activities
- Opportunity to make remarks at the Opening Session
- Two (2) Corporate Luncheon/Annual Meeting tables of 10
- Two (2) full-page ads in Corporate Luncheon/Annual Meeting program
- One promotional item distributed at event
- Branded digital and print signage

ST. LOUIS GOLF NETWORKING SOCIAL

ST. LOUIS – June 27, 2019

Held at Forest Park's three, nine-hole courses, attendees will enjoy business networking with area corporations and minority businesses.

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- Five (5) hole signs throughout the course
- Branded digital and print signage

INDIANAPOLIS GOLF NETWORKING SOCIAL

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Join us at Topgolf, the new, one of a kind golf experience in Central Indiana. Participate in unlimited fun! This signature event brings out golf enthusiasts and is perfect for building meaningful business relationships.

- Four (4) VIP bays to accommodate 24 golfers
- Branded signage located in event area
- Branded digital and print signage

ANNUAL AWARDS DINNER

INDIANAPOLIS – November 8, 2019

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- Three (3) tables of 10 in premier location
- Lead logo placement in sponsor loop
- Two (2) full-page ads in the Annual Dinner program

ANNUAL REPORT

- Two (2) full page ads
- Opportunity to publish a Mid-States MSDC MBE success story documenting a successful business relationship with a corporate partner

WEB AND DIGITAL ADVERTISING

Our website is a frequent source of information on programs, events and services offered by the Council. It also features insights from the President as well as registration for upcoming events. MBEs can post job opportunities on the site and corporations can post bid opportunities through our online bid posting portal.

- Midstatesmsdc.org
- 7,500 average monthly visitors
- Hyper-linked logo and link on website and staff email signature
- Platinum sponsor placement in bi-monthly electronic newsletter with hyper-linked logo

PLATINUM SPONSOR OPPORTUNITIES

\$25,000

TWO SOLD



PROCUREMENT CONFERENCE

INDIANAPOLIS/CARMEL – April 10, 2019

- Two (2) Matchmaking stations in a Premier location at 502 East Event Centre
- Fifteen (15) full conference registrations providing access to all events and activities
- Opportunity to make remarks at the Corporate Luncheon/Annual Meeting
- Fifteen (one table and one ½ table) Corporate Luncheon/Annual Meeting seats
- One (1) full-page ad in Corporate Luncheon/Annual Meeting program
- Branded digital and print signage

ST. LOUIS GOLF NETWORKING SOCIAL

ST. LOUIS – June 27, 2019

Held at Forest Park's three, nine-hole courses, attendees will enjoy business networking with area corporations and minority businesses.

- Two (2) foursomes
- Four (4) hole signs throughout the course
- Branded digital and print signage

INDIANAPOLIS GOLF NETWORKING SOCIAL

INDIANAPOLIS/FISHERS – August 22, 2019

Join us at Topgolf, the new, one of a kind golf experience in Central Indiana. Participate in unlimited fun! This signature event brings out golf enthusiasts and is perfect for building meaningful business relationships.

- Two and one half (2 ½) VIP bays for fifteen golfers
- Branded signage located in event area
- Branded digital and print signage

ANNUAL AWARDS DINNER

INDIANAPOLIS – November 8, 2019

Our Annual Dinner and Awards celebration recognizes corporations and MBEs in a festive and entertaining environment. The dinner is attended by corporations and MBEs from all over the Mid-States MSDC region.

- Two (2) tables of 10 in premier location
- Logo placement in sponsor loop
- One full-page ad in the Annual Dinner program

ANNUAL REPORT

- One full page ad
- Opportunity to publish a Mid-States MSDC MBE success story documenting a successful business relationship with a corporate partner

WEB AND DIGITAL ADVERTISING

Our website is a frequent source of information on programs, events and services offered by the Council. It also features insights from the President as well as registration for upcoming events. MBEs can post job opportunities on the site and corporations can post bid opportunities through our online bid posting portal.

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- 1,500 average monthly visitors
- Hyper-linked logo and link on website and staff email signature
- Platinum sponsor placement in bi-monthly electronic newsletter with hyper-linked logo

GOLD SPONSOR OPPORTUNITIES



\$16,500

PROCUREMENT CONFERENCE

INDIANAPOLIS/CARMEL – April 10, 2019

- One (1) Matchmaking station at 502 East Event Centre
- Ten (10) full conference registrations providing access to all events and activities
- One table of 10 at Corporate Luncheon/Annual Meeting
- One, half-page ad in Corporate Luncheon/Annual Meeting program
- Promotional digital and print signage

ST. LOUIS GOLF NETWORKING SOCIAL

ST. LOUIS – June 27, 2019

Held at Forest Park's three, nine-hole course, attendees will enjoy business networking with area corporations and minority businesses.

- Two (2) foursomes
- Three (3) hole signs throughout the course
- Branded digital and print signage

INDIANAPOLIS GOLF NETWORKING SOCIAL

INDIANAPOLIS/FISHERS – August 22, 2019

Join us at Topgolf, the one of a kind golf experience in Central Indiana. Participate in unlimited fun! This signature event brings out golf enthusiasts and is perfect for building meaningful business relationships.

- Two (2) bays for 12 golfers
- Branded signage located in event area
- Branded digital and print signage

ANNUAL AWARDS DINNER

INDIANAPOLIS – November 8, 2019

Our Annual Dinner and Awards celebration recognizes corporations and MBEs in a festive and entertaining environment. The dinner is attended by corporations and MBEs from all over the Mid-States MSDC region.

- One table of 10 in premier location
- Logo placement in sponsor loop
- One (1), half-page ad in the Annual Dinner program

ANNUAL REPORT

- One, half-page ad
- Opportunity to publish a Mid-States MSDC MBE success story documenting a successful business relationship with a corporate partner

SILVER SPONSOR OPPORTUNITIES

\$8,600

PROCUREMENT CONFERENCE

INDIANAPOLIS/CARMEL – April 10, 2019

- One (1) Matchmaking station at 502 East Event Centre
- Five (5) full conference registrations providing access to all events and activities
- Five seats (1/2) table at Corporate Luncheon/ Annual Meeting
- One (1) half-page ad in Corporate Luncheon/ Annual Meeting program
- Branded digital and print signage

ST. LOUIS GOLF NETWORKING SOCIAL

ST. LOUIS – June 27, 2019

Held at Forest Park's three, nine-hole courses, attendees will enjoy business networking with area corporations and minority businesses.

- Two (2) foursomes
- Four (4) hole signs throughout the course
- Branded digital and print signage

INDIANAPOLIS GOLF NETWORKING SOCIAL

INDIANAPOLIS/FISHERS – August 22, 2019

Join us at Topgolf, the new, one of a kind golf experience in Central Indiana. Participate in unlimited fun! This signature event brings out golf enthusiasts and is perfect for building meaningful business relationships.

- One bay for six golfers
- Branded signage located in event area
- Branded digital and print signage

ANNUAL AWARDS DINNER

INDIANAPOLIS – November 8, 2019

Our Annual Dinner and Awards celebration recognizes corporations and MBEs in a festive and entertaining environment. The dinner is attended by corporations and MBEs from all over the Mid-States MSDC region.

- Five seats (1/2 table)
- Logo placement in sponsor loop
- One (1) half-page ad in the Annual Dinner program

ANNUAL REPORT

- One (1) half-page ad
- Opportunity to publish a Mid-States MSDC MBE success story documenting a successful business relationship with a corporate partner

PAYMENT INFORMATION

Payment by check is preferred and ensures your full contribution goes to the Mid-States MSDC.

Payment by credit card reduces your contribution by up to 3 percent due to associated service fees.

The Mid-States MSDC is a 501(c)(3) tax-exempt charitable organization.

All contributions are tax-deductible to the full extent allowed by law. Mid-States MSDC is an affiliate of the National Minority Supplier Development Council.

HAVE QUESTIONS?

Please contact Denika Thomas at 317-921-2681 or denika.thomas@midstatesmsdc.org.

Thank you for your support of the Mid-States MSDC!

LOCAL CORPORATE MEMBER DUES

Less than 500 employees	\$2,500	5,001 to 10,000	\$3,200
500 to 1,000	\$2,700	10,000+	\$3,500
1,001 to 5,000	\$3,000		

A LA CARTE OPPORTUNITIES

Customized Corporate Matchmaker \$12,000

Are you tired of attending trade shows and meeting suppliers that don't meet your company's needs? If so, let Mid-States MSDC's team work with your supplier diversity professionals to plan a matchmaking event, inviting suppliers you want to meet!

- Mid-States MSDC will utilize an online, cloud based, global business matchmaking tool to identify prospective minority suppliers and schedule appointments with your corporate buyers.
- All appointments will be scheduled in advance. The tool will determine best matches and provide buyers an opportunity to accept or reject appointments resulting with a final master schedule for you.
- Surveys are sent after the event and shared with you for your team's internal evaluation.
- Marketing and promotional videos, event signage and email invitations are managed by Mid-States MSDC to ensure maximum exposure and results in targeting your audience.

Matchmaker Software Sponsor \$5,000

(2019 Procurement Conference)

The cloud based global business matchmaking tool matches diverse suppliers with corporate opportunities and can schedule one-on-one or one-to-many meetings (virtually and/or in person), as well as track any business relationships that emerge. The software has been used in over 100 countries, over 1.2 million users, and tracked over \$15 billion in contracts awarded.

- Logo placement on the registration landing page for the 2019 Procurement Conference
- One Matchmaker station
- Two (2) full conference registrations

Lanyard Sponsor \$5,000

(2019 Procurement Conference)

- Logo placement on premier event badges
- One Matchmaker station
- Two (2) full conference attendees
- Logo placement on lanyards

Promotional Items Sponsor \$3,000

Logo placement on promotional item for one of the following events:

- Procurement Conference, Golf Networking Social at Topgolf, St. Louis
- Golf Outing, or Annual Dinner
- Two (2) registrations to the selected event

2019 St. Louis Business Diversity Connect \$2,500

August 2019

Mid-States MSDC is collaborating with some of the leading diversity organizations in the St. Louis market to raise the bar for economic inclusion in the St. Louis and Central Illinois region. Our partners include: the Hispanic Chamber of Commerce of Metropolitan St. Louis, the St. Louis Minority Business Development Agency (MBDA), St. Louis Minority Business Council, and Women’s Business Development Center.

Cardinal Sponsor

Annual Photo Sponsor \$1,300

- Logo placement on registration material for Procurement Conference, Golf Outings, and the Annual Dinner

MBEIC Corporate Meeting \$1,300

This sponsorship supports the Minority Business Enterprise Input Committee (MBEIC) in their efforts to educate Mid-States MSDC certified MBEs on strategies for doing business with corporate members. As the host of quarterly round tables, sponsors provide an opportunity for MBEs to meet with buyers in an intimate setting to discuss forecasted opportunities.

Annual Photo Sponsor \$1,200

Logo placement on registration material for Procurement Conference, Golf Outings, and the Annual Dinner.

2019 EARLY BIRD REGISTRATION



REGISTRATION DEADLINE IS FEBRUARY 28, 2019

SPONSORSHIP PACKAGES

- Corporate Title \$35,000
- Title \$35,000
- Platinum \$25,000
- Gold \$16,500
- Silver \$8,600

- EFT
- CHECK
- VISA
- MASTERCARD
- AMEX

À LA CARTE

- Corporate Matchmaker \$12,000
- Software Sponsor \$5,000
- Lanyard Sponsor \$5,000
- Promo Items Sponsor \$3,000
- St. Louis Business Connect \$2,500
- Cardinal Sponsor \$1,300
- MBEIC Corporate Meeting \$1,300
- Photo Sponsor \$1,200

COMPANY NAME

CONTACT NAME

EMAIL

PHONE

STREET ADDRESS

CITY

STATE ZIP CODE

CREDIT CARD NUMBER

EXPIRATION

SECURITY CODE

BILLING ZIP CODE

By signing below, I authorize Mid-States MSDC to process my credit card for the amount above.

SIGNATURE

MEMBERSHIP

- LOCAL CORP. MEMBER DUES** \$ _____

TOTAL ENCLOSED/TO CHARGE \$ _____

PLEASE REMIT BY FEBRUARY 28, 2019 to:

Email: denika.thomas@midstatesmsdc.org

Postal Mail: Mid-States MSDC
Attention: Early Bird
2126 North Meridian Street
Indianapolis, Indiana 46202



2126 N. Meridian St.
Indianapolis, IN 46202

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