



45TH ANNIVERSARY

FAST PASS

Sponsorship Information

MIDSTATESMSDC.ORG

2021



2126 N. Meridian St.,
Indianapolis, IN 46202

One U.S. Bank Plaza
Suite 1820
St. Louis, Mo 63101



FAST PASS

Total Investment: \$10,600

In celebration of the Mid-States Minority Supplier Development Council's (Mid-States MSDC) 45th Anniversary, we are introducing the Fast Pass along with other sponsorship opportunities.

The Fast Pass gives you access to ALL Mid-States MSDC programming and events for 2021 for one reduced price! Here's what is included:

*Business Innovation Zone (BIZ) Challenge (Formerly Known as the Procurement Conference)

New this year – the BIZ Challenge provides MBEs with an opportunity for three touchpoints with corporate members.

1. **Elevator Pitch:** MBEs will introduce their business to a panel of corporations assembled by industry.

As a part of the pitch, they must also introduce an innovative concept that sets their business apart from the competition.

2. **Industry Group Case Competition:** A panel of corporations, assembled by industry will collaborate on a topic/issue within their industry that requires an innovative solution. This solution should be one that can result in an opportunity for the supplier within the industry or directly with one or more corporations. The winners of the competition will advance to matchmaking.
3. **Business Matchmaker:** The winners of the case competition will meet individually with members of the case competition panel.

Show your ongoing support of diverse businesses by becoming the inaugural corporate sponsors for the Mid-States MSDC's 45th Anniversary Subscription Box! Subscription boxes have become increasingly popular among consumers and we want to invite you to sponsor our quarterly boxes that will feature products from diverse businesses from across the entire NMSDC network, providing an opportunity to highlight and introduce minority owned business brands to our stakeholders and the public.

45TH ANNIVERSARY *Subscription Box

45TH ANNIVERSARY SUBSCRIPTION BOX



FEATURING PRODUCTS FROM
MINORITY OWNED BUSINESSES

*MEET US AT THE MOVIES ANNUAL RECOGNITION EVENT

(Formerly Known as the Annual Dinner
Awards Gala)

We're excited for the return of our Annual Recognition Event at Tibbs Drive-In in Indianapolis. Join us as we recognize and honor corporate members and minority businesses. Awards will be presented in the following categories:

- Advocate of the Year Award
- Buyer Awards
- Champion Customer Experience Award
- Dr Gene McFadden Community Service Award
Supplier of the Year Awards
- Local and National Corporate Member MBE
Spend Award
- MBE to MBE Spend Awards
- National Corporation of the Year Award

*ACCELERATE 100+ PROGRAM

The Accelerate 100+ program's mission is to increase economic access for Central Indiana's diverse businesses by providing professional development, best practices and access that meets each participant's individual needs. Accelerate 100+ is a twelve-month program, targeting the scaling of 150 existing businesses and the creation of 30 new businesses that results in greater access to education, capital, contract opportunities, new business and support services.

This includes focusing on diverse businesses, leading them through research and business conception to business implementation and sustainability, education and training – culminating with the issuance of a Certificate of Entrepreneurship from an accredited college/university.

**INCLUDED WITH FAST PASS*

BUSINESS INNOVATION ZONE (BIZ) CHALLENGE

(formerly known as
Procurement Conference)

Total Investment: \$5,500

1. Elevator Pitch
2. Industry Group Competition
3. Business Matchmaker

*See Page two for descriptions

- 1 Virtual exhibitor booth
- 7 Attendees
- Sponsor logo and branding on all 2021 programs and events
- Sponsor logo and branding on all digital platforms
- 1 full page ad in digital annual report

ACCELERATE 100+ PROGRAM

Total Investment: \$1,500

- Sponsor logo/branding on all digital course material
- Sponsor logo/branding on the Certificate of Entrepreneurship that each participant receives
- Sponsor logo/branding on website/registration page

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SUBSCRIPTION BOX

Total Investment: \$7,000

- Sponsor logo/branding on exterior of subscription box.
- Sponsor logo/branding and link on website/order page.
- Opportunity to include exclusive offerings for customers (with audience segmentation available)
- Sponsor logo/branding and website link on all digital media promotions.

Target Audiences; 12,000 certified MBEs (national), 1,400 local and national corporate members. More than 10,000 diversity partner members and stakeholders (minority and women owned businesses and corporations)

MEET US AT THE MOVIES ANNUAL RECOGNITION EVENT

Total Investment: \$2,000

- 7 tickets
- Full page ad in program
- Logo on movie screen
- Premier car placement



SUBSCRIPTION BOX

The quarterly subscription box will feature products from diverse businesses from across the entire NMSDC network, providing an opportunity to highlight and introduce minority business brands to our stakeholders and the public.

Title Sponsorship

Total Investment: \$15,000

- Sponsor logo/branding on exterior of subscription box.
- Sponsor logo/branding and link on website/order page.
- Opportunity to include exclusive offerings for customers (with audience segmentation available)
- Sponsor logo/branding and website link on all digital media promotions.

Target Audiences; 12,000 certified MBEs (national), 1,400 local and national corporate members. More than 10,000 diversity partner members and stakeholders (minority and women owned businesses and corporations)

ALA CARTE ITEMS

Inside Box Sponsorship

Total Investment: \$7,000

- Sponsor logo/branding on the interior cover of the subscription box.
- Sponsor logo/branding and link on website/order page.

Dine With A CPO

Total Investment: \$300

Collaboration with the Chicago Minority Supplier Development Council

Enjoy a virtual evening dinner with up to three Chief Procurement Officers from some of the largest corporations in the Mid-States and Chicago MSDC footprint.

Accelerate 100+ Program

Total Investment: \$2,500

You will have the unique opportunity to participate in some of the program delivery for the 180 entrepreneurs that will be part of this inaugural program. Your sponsorship also includes:

- Sponsor logo/branding on all digital course material
- Sponsor logo/branding on the Certificate of Entrepreneurship that each participant receives
- Sponsor logo/branding on website/registration page

Meet Us at the Movies Annual Recognition Event

General Admission: \$150/Person

Join us for a night at the drive-in where we will honor corporations and minority businesses for their support of supplier diversity and community involvement. We will also screen a few short films.

- Gourmet hors d'oeuvres
- Premium entrée
- Dessert
- Gourmet snack box

SPONSORSHIP OPTIONS Drive-In Sponsor - \$1,800

- 3 tickets
- Full page ad in program
- Logo on movie screen
- Logo placement on delivery meal trays
- Premier car placement

Snack Box Sponsor - \$1,250

- 2 tickets
- ½ page ad in program*
- Logo placement on each snack box
- Premier car placement

BIZ Challenge

General Admission - \$350/Person

See Page two for descriptions

Title Sponsorship*

Total Investment - \$35,000

MBE Title Sponsorship*

Total Investment -\$35,000

Platinum Sponsorship*

Total Investment -\$25,000

* CONTACT US FOR DETAILS

“UP NEXT”

Quarterly Mid-States MSDC

President’s News Series

Total Investment: \$500

“Up Next” is a new quarterly digital news series that will include a message from the Mid-States MSDC President highlighting current news and information in supplier diversity and minority business development. In addition, the digital series will feature four MBEs and four corporations. The content will be available over digital platforms:

- Newsletter email blast (Sent to over 7,000 contacts)
- Social media posts
- “Up Next” zoom interview series
- Mid-States MSDC website

Four digital advertisements

- Links to website
- (1) 30 second commercial

MONTHLY MBE SPOTLIGHT

Total Investment: \$250

Zoom Interview with a certified MBE, hosted by Mid-States MSDC President. The interview will be shared on all social media platforms and the “Up Next” digital newsletter.

MONTHLY CORPORATE

SPOTLIGHT

Total Investment: \$350

Zoom Interview with a local or national corporate member, hosted by the Mid-States MSDC President. The interview will be shared on all social media platforms and in the “Up Next” digital newsletter.



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