

TWENTY

**TWENTY**

TWO

# EARLY BIRD

SPONSORSHIP PACKAGES

MIDSTATESMSDC.ORG

**2022**



2126 N. Meridian St.,  
Indianapolis, IN 46202

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



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**

# Return to In Person Events



After two years of virtual programs and events, we are happy to be able to return to hosting you in person.

Our primary responsibility in hosting in person events will continue to ensure the health and safety of all our guests, therefore, we are constantly monitoring advice from state, local and federal authorities and are prepared to respond accordingly by either shifting to a virtual platform, or if necessary, canceling an event.

If we shift to virtual, we will make the necessary accommodations to ensure you are able to fully participate and engage. While we don't expect this to happen, if an event is canceled, you will receive communications from us on available options to apply your sponsorship or event registration to another opportunity.

## On-site COVID-19 Testing

We will provide on-site COVID-19 testing at most events. A negative COVID-19 test will be required to attend the designated event. In addition, KN95 masks will be required to be worn at all times. If you do not have a KN95 mask, one will be provided to you.

## New Procurement Conference Format

To ensure the health and safety of Procurement Conference attendees, this event will be offered as a hybrid event. Individuals will be able to choose whether they want to attend virtually or in person during the online registration process.

## Experience the MBE Marketplace

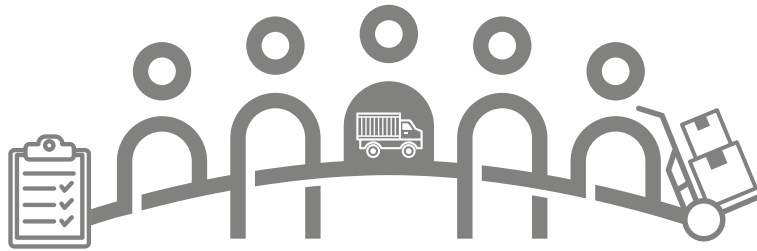
The MBE Marketplace will feature 10-15 diverse owned businesses and provide our guests with an opportunity to purchase their products. The marketplace will feature food, clothing, jewelry, health and wellness, just to name a few. Items will be available for purchase in person and online.

## Return of the Executive Industry Forum with Topics Human Resources and Artificial Intelligence

Organized by the Minority Business Enterprise Input Committee, the Executive Industry Forum (EIF) is an opportunity for MBEs to hear from subject matter experts from corporations in the designated industries as they discuss best practices and trends as well as learn how to grow sustainable business opportunities. This year's EIF will feature discussions on Human Resources and Artificial Intelligence.



# INTRODUCING



# BRIDGING THE GAP

Today, more than ever, supply chains face an unprecedented challenge; between the global economic slowdown, COVID-19 and other supply chain issues, large corporations must find a way to continue to be exhaustive in their search to support the needs of their organization and the customers they serve.

The gaps that are associated with these supply chain issues while presenting challenges to the business, presents opportunities to entrepreneurs in the marketplace.

The Mid-States MSDC will launch Bridging the Gap, a rapid response to the growing supply chain issues in corporate America. Three to five teams of MBEs will be invited to hyper accelerate the business model formation that will fill a gap in the corporate supply chain utilizing data and information provided by our corporate partners. Bridging the Gap will produce new business options to support the needs of our corporate partners and the identified gaps in their supply chains.

# ECONOMIC IMPACT

As demographics in the U.S. continue to evolve, minorities will constitute more than 50% of the population by the year 2045. The cause of MBEs endures: their presence in American business represents a common interest in its future.

# OUR AUDIENCE

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.

## MBEs GENERATED MORE THAN

**\$400  
BILLION**

IN ECONOMIC OUTPUT THAT  
RESULTED IN THE CREATION  
AND/OR PRESERVATION OF

**\$2.2  
MILLION**

JOBS AND ALSO  
CONTRIBUTED

**\$4.9  
BILLION**

IN REVENUE TO LOCAL,  
STATE AND FEDERAL TAX  
AUTHORITIES

## INCOME (SALARIES)

<b>68%</b>	<b>88%</b>	<b>12%</b>
UNDER 100K	100K-150K	OVER 150K

## EDUCATION

<b>8%</b>	<b>46%</b>	<b>46%</b>
HIGH SCHOOL	COLLEGE UNDERGRAD	COLLEGE ADVANCE



**64%**  
MEN



**36%**  
WOMEN

# CORPORATE SPONSOR OPPORTUNITIES

## **\$35,000 INVESTMENT**

**SOLD**

**Anthem**<sup>®</sup>

### **PROCUREMENT CONFERENCE**

*CARMEL, IN – April 21, 2022*

- 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, MO – June or July 2022*

Held at Topgolf, attendees will enjoy business networking with area corporations and minority businesses.

### **INDY GOLF NETWORKING SOCIAL**

*FISHERS, IN – August 18, 2022*

Join us at Topgolf, 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 DINNER & AWARDS CELEBRATION**

*INDIANAPOLIS, IN – November 11, 2022*

Our Annual Dinner and Awards celebration, held at Crane Bay 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. 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 SPONSOR OPPORTUNITIES

## \$35,000 INVESTMENT

**SOLD**



### PROCUREMENT CONFERENCE

*CARMEL, IN – April 21, 2022*

- 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, MO – June or July 2022*

Held at Topgolf, attendees will enjoy business networking with area corporations and minority businesses.

### INDY GOLF NETWORKING SOCIAL

*FISHERS, IN – August 18, 2022*

Join us at Topgolf, 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 DINNER & AWARDS CELEBRATION

*INDIANAPOLIS, IN – November 11, 2022*

Our Annual Dinner and Awards celebration, held at Crane Bay 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. MBEs can post job opportunities on the site and corporations can post bid opportunities through our online bid posting portal.

- [Midstatesmsdc.org](http://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

# PLATINUM SPONSOR OPPORTUNITIES

## **\$25,000 INVESTMENT**

### PROCUREMENT CONFERENCE

CARMEL, IN – April 21, 2022

- 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, MO – June or July 2022

Held at Topgolf, attendees will enjoy business networking with area corporations and minority businesses.

### INDY GOLF NETWORKING SOCIAL

FISHERS, IN – August 18, 2022

Join us at Topgolf, 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 DINNER & AWARDS CELEBRATION

INDIANAPOLIS, IN – November 11, 2022

Our Annual Dinner and Awards celebration, held at Crane Bay 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. 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

# GOLD SPONSOR OPPORTUNITIES

## **\$16,500 INVESTMENT**

### PROCUREMENT CONFERENCE

*CARMEL, IN – April 21, 2022*

- 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, MO – June or July 2022*

Held at Topgolf, attendees will enjoy business networking with area corporations and minority businesses.

### INDY GOLF NETWORKING SOCIAL

*FISHERS, IN – August 18, 2022*

Join us at Topgolf, 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 DINNER & AWARDS CELEBRATION

*INDIANAPOLIS, IN – November 11, 2022*

Our Annual Dinner and Awards celebration, held at Crane Bay 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

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

# SILVER SPONSOR OPPORTUNITIES

## **\$8,600 INVESTMENT**

### **PROCUREMENT CONFERENCE**

*CARMEL, IN – April 21, 2022*

- 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, MO – June or July 2022*

Held at Topgolf, attendees will enjoy business networking with area corporations and minority businesses.

### **INDY GOLF NETWORKING SOCIAL**

*FISHERS, IN – August 18, 2022*

Join us at Topgolf, 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 DINNER & AWARDS CELEBRATION**

*INDIANAPOLIS, IN – November 11, 2022*

Our Annual Dinner and Awards celebration, held at Crane Bay 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](mailto:denika.thomas@midstatesmsdc.org). Thank you for your support of the Mid-States MSDC!

## LOCAL CORPORATE MEMBER DUES

Less than 500 employees	\$2,600
500 to 1,000	\$2,800
1,001 to 5,000	\$3,100
5,001 to 10,000	\$3,300
10,000+	\$3,600

Contact Denika Thomas for more details.

## 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.

## PROMOTIONAL ITEMS SPONSOR

### **\$3,000 INVESTMENT**

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

## LANYARD SPONSOR

(2022 Procurement Conference)

### **\$5,000 INVESTMENT**

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

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

## ANNUAL PHOTO SPONSOR

### **\$1,500 INVESTMENT**

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

## MATCHMAKER SOFTWARE SPONSOR

(2022 Procurement Conference)

### **\$5,000 INVESTMENT**

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.

- Placement on the website registration landing page for the 2020 Procurement Conference
- One Matchmaker station
- Two (2) full conference registrations

## MBEIC CORPORATE MEETING SPONSOR

### **\$1,300 INVESTMENT**

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.

# ASK US ABOUT THIS GREAT OPPORTUNITY



## Business Equity and Economic Opportunity Show



Business Equity and Opportunity Weekly is an hour-long program focused on promoting the success of Indiana minority & women owned businesses and diversity programs. Our goal is to promote the growth of underserved businesses weekly through diverse storytelling, in depth financial successes, strong business practices to create true economic wealth and sustainable growth.

Supported by area *Businesses and Corporations*, the show will prove to be valuable and serve as a resource and guide for new and existing businesses that drive diversity and inclusion initiatives through education, support, capital ideas, compliance and more. This show will have a dedicated website, where content can live and be downloaded shared or viewed later.

Closing the wealth gap, we look to provide a fusion of Government, Finance, Institutional, Corporate and Private Capital and MBE entrepreneurs as special guest or contributors appearing on the show. This will help to educate and bring awareness to the many resources and tools that are available for minority and women owned businesses. **BEO** provides business management resources through stories and interviews that address business challenges, trends, and research.

**BEO** airs weekly on WISH-TV in Indianapolis Indiana and can be live streamed and available on YouTube and other social media platforms. The mission is to move and inspire people through the stories of diverse entrepreneurs and business owners who are impacting and shaping the future.

### **BEO** will:

- Provide resources where diverse business owners can learn about research, trends, and best practices along with information.
- Produce meaningful, dynamic content that informs, educates, and empowers.
- Create a relationship with viewers and advertisers based upon trust, reliability, and equality.
- Provide new minority business and growing existing ones.



Circle City Broadcasting produces **BEO** at their studios in Indianapolis, Indiana and is a certified MBE with the State of Indiana. The show will air in central Indiana, with a plan to broadcast it nationally through syndication.

### INVESTMENT

Circle City Broadcasting is underwriting 50% of this project at \$1.1 million per year for 3 years, and actively seeking corporate investors that support Diversity, Equity and Inclusion for a 3 year commitment.

<https://www.wishtv.com/news/local-news/circle-city-broadcasting-provides-1-1m-for-weekly-business-equity-and-economic-opportunity-show/>

# 2022 EARLY BIRD REGISTRATION

**REGISTRATION DEADLINE IS FEBRUARY 28, 2022**

## SPONSORSHIP PACKAGES

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

## À LA CARTE

- ☐ Corporate Matchmaker.....\$12,000
- ☐ Software Sponsor.....\$5,000
- ☐ Lanyard Sponsor.....\$5,000
- ☐ Promo Items Sponsor.....\$3,000
- ☐ MBEIC Corporate Meeting.....\$1,300
- ☐ Photo Sponsor.....\$1,500

## MEMBERSHIP

- ☐ LOCAL CORP. MEMBER DUES      \$\_\_\_\_\_

TOTAL ENCLOSED/TO CHARGE      \$\_\_\_\_\_

PLEASE REMIT BY FEBRUARY 28, 2022 to:

Email: [denika.thomas@midstatesmsdc.org](mailto:denika.thomas@midstatesmsdc.org)

## Postal Mail:

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

- ☐ EFT
- ☐ CHECK
- ☐ VISA
- ☐ MASTERCARD
- ☐ AMEX

- ☐ Request Invoice – Pay by Credit Card
- ☐ Request Invoice – Pay by Check

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
CONTACT NAME EMAIL

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
STREET ADDRESS CITY

\_\_\_\_\_  
STATE ZIP CODE





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Indianapolis, IN 46202

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