

2015 SPONSORSHIP BOOKLET



Realizing Tomorrow

Celebrating 40 Years

THE GEORGIA MINORITY SUPPLIER DEVELOPMENT COUNCIL

WHO WE ARE

The Georgia Minority Supplier Development Council (GMSDC) is the state of Georgia's leading small business development and supplier diversity organization. The year 2015 marks the GMSDC's 40th year of advocacy on behalf of the business community in Georgia. Our core function remains as simple as it is effective – to certify Minority Business Enterprises, help them develop the capacity required to contribute to global supply chains, and then facilitate partnerships with corporations and governments looking for their services. It is a time-tested formula that works, resulting in more than \$30 Billion dollars in revenues annually.

Recognized as one of the top councils in the NMSDC network, the GMSDC continues to press forward into new areas of opportunity for its stakeholders. The theme for 2015 – Realizing Tomorrow – is a reflection of our commitment to work diligently with you – the GMSDC family – to help make your tomorrow a reality. Tomorrow will look very different from today, so we must approach the future with a different mindset, as what we did to get here will not take us to the next level. Constantly innovating and willing to collaborate – without the limitations imposed by traditional paradigms – will be a winning formula. Whatever your 'Tomorrow' may be, you can be confident that the tools you need to get there are available through your GMSDC. Constantly working to add value to your GMSDC investment is what drives us every day – it is the promise we make to the business community here in the great state of Georgia.

RELEVANT FACTS & FIGURES: Why Georgia?

Georgia...

- GA ranks #1 (second year running) in US for best state for business (Site Selection 11/14)
- GA ranks #1 (up from #8) in US for top state for business and remains #1 in workforce (CNBC 7/14)
- GA ranks #1 for being the top competitive state in US (Site Selection 5/14)
- GA ranks #1 in US for fastest growth in number of women-owned firms (American Express OPEN 3/14)
- GA ranks #2 Overall in US for top states for doing business (Area Development 9/13)
- GA ranks #2 for states experiencing the largest increases in entrepreneurial activity (Kauffman 3/12)
- GA ranks #2 in US for highest number of black-owned businesses at 20.4% (2/13: US Census 2/11)
- GA ranks #6 in US for job growth (GDOL 9/14)
- GA ranks #11 in US as a top exporting state (Trade & Economic Analysis 3/14)
- GA ranks #8 in US for top states for business and remains #1 in workforce (CNBC 7/13)
- GA ranks #9 in US for best states for starting a business; "Entrepreneur Friendly" (Entrepreneur.com 5/13)
- Atlanta ranks #1 in US as the Top City to which people are moving (CNNMoney 1/14)
- Atlanta gets and "A-" for overall Small Business Friendliness (Thumbtack/Kauffman 2013)

WHY INVEST WITH GMSDC

Corporate Membership Benefits

- Access to an extensive database of certified ethnic-minority suppliers, both in Georgia and all across the nation
- Access to supplier diversity research data, facts, figures and trends, nationwide and in real time
- Availability of best practices information and program consultation support in order to start, develop or enhance a state-of-the-art supplier diversity program
- Matchmaking and networking opportunities that facilitate introductions to potential vendors and suppliers
- Opportunity for cost-effective, targeted visibility of your brand in relevant demographics and business segments through sponsorship

Minority Business Enterprise Benefits

- Access to comprehensive slate of events, conferences and learning opportunities designed to build capacity, enhance business acumen and present opportunities
- Access to the global corporate supply chains and governmental procurement requirements in Georgia and across the nation
- Opportunity to utilize the GMSDC Business Development Center - the council's meet, train, work and collaborate space – exclusive to certified MBEs
- Multiple opportunities for one-on-one exposure to corporate and government procurement executives, through matchmaking, events and conferences
- Opportunity for high-visibility exposure to Georgia's business community through sponsorship, committee leadership and volunteerism
- Access to mission-critical mentoring, consulting and relevant wisdom through multiple GMSDC business development programs

SIGNATURE EVENTS

GMSDC ANNUAL MEETING

Annual business meeting to highlight the prior year's accomplishments, share the organization's goals for the year and roll out new programs and strategic initiatives.

BUSINESS OPPORTUNITY CONFERENCE AND EXPO (BOE)

The BOE is the premier small business conference and trade show in the state of Georgia each year – in size, scope and level of stakeholder participation. This annual expo allows diverse suppliers and corporate procurement professionals to meet, match-make and share best practices. Insightful panels, workshops and training sessions round out the conference agenda.

BUSINESS OPPORTUNITY LUNCHEONS (BOL)

Bi-monthly business luncheons featuring prominent business leaders, BOLs promote business opportunities and share vital capacity-building resources with GMSDC-certified MBEs.

EXECUTIVE BREAKFAST SERIES

A premiere and sought-after event that gives MBEs an opportunity to have active dialogue and breakfast with a senior-level corporate executive. Topics are centered on leadership qualities and the path the executive chose to become a successful corporate leader.

STATE OF MINORITY BUSINESS SUMMIT

A two day summit which focuses on the critical area of the small business landscape. The inaugural edition in 2011 brought together a diverse cross-section of corporate procurement officers, MBE firms, governmental agencies and the academic community for a robust dialogue about mission-critical issues. In 2015 we will once again revisit the topic and gauge our progress and successes.

SPIRIT OF ALLIANCE AWARDS

Annual awards dinner and ceremony recognizing trailblazers in supplier diversity and small business development. This event honors corporations, MBEs and supplier diversity champions.

MASTERS OF THE LINKS

Annual executive golf event at the prestigious East Lake Country Club – home of the PGA Tour Championship – that offers a premier networking and business-building opportunity.

ANNUAL SPONSORSHIP COMMITMENT LEVELS

PRESENTING - \$50,000

- Annual Meeting- tickets for eight (8)
- Business Opportunity Luncheon – Table of eight (8) at all three (3) luncheons
- Business Opportunity Expo – Full day access for eight (8) includes one (1) - 10x20 booth
- Spirit Alliance Awards Dinner – Two (2) tables of ten (10); Ad in program book w/table signage
- Individual Procurement Conference (IPC) developed w/GMSDC Matchmaking Module
- Special guest on “GMSDC Radio” with corporate commercials aired
- Company Recognition at Signature Events
- Masters of the Links Golf – Two (2) foursomes
- Featured in GMSDC marketing & PR
- Presenting Sponsor at selected signature events
- GMSDC Opportunity Vetting – Six (6) hours for a calendar year

PLATINUM - \$35,000

- Annual Meeting - tickets for six (6)
- Business Opportunity Luncheon – Table of eight (8) at all three (3) luncheons
- Business Opportunity Expo – Full day access for six (6) - includes one (1)- 10x20 booth
- Spirit Alliance Awards Dinner – Two (2) tables of 10; Ad in program book w/table signage
- Individual Procurement Conference (IPC) developed w/GMSDC Matchmaking Module
- Special guest on “GMSDC Radio” with corporate commercials aired
- Company Recognition at Signature Events
- Masters of the Links Golf – One (1) foursome
- Featured in GMSDC marketing & PR
- Presenting Sponsor at selected signature events
- GMSDC Opportunity Vetting – Six (6) hours for a calendar year

PREMIER - \$25,000

- Annual Meeting- tickets for four (4)
- Business Opportunity Luncheon – Table of eight (8) at all three (3) luncheons
- Business Opportunity Expo – Full day access for five (5) includes one (1) -10x20 booth
- Spirit Alliance Awards Dinner: One (1) table of 10;

ad in program book w/table signage

- Individual Procurement Conference (IPC) developed w/GMSDC Matchmaking Module
- Company Recognition at Signature Events
- Masters of the Links Golf – One (1) Foursome
- Featured in GMSDC marketing & PR
- Special guest on “GMSDC Radio” with corporate commercials aired
- Presenting Sponsor at selected signature events
- GMSDC Opportunity Vetting – Six (6) hours for a calendar year

SUPPORTING - \$20,000

- Annual Meeting - tickets for four (4)
- Business Opportunity Luncheon – Six (6) tickets at all three (3) luncheons
- Business Opportunity Expo – Full day access for four (4) includes one (1) 10 x 10 booth
- Spirit Alliance Awards Dinner: One (1) table of 10; ad in program book w/table signage
- Masters of the Links Golf – One (1) Foursome
- Company Recognition at Selected Events
- Featured in GMSDC marketing & PR initiatives
- Special guest on “GMSDC Radio” with corporate commercials aired

PATRON - \$15,000

- Annual Meeting - tickets for four (4)
- Business Opportunity Luncheon – Four (4) tickets at all three (3) luncheon
- Business Opportunity Expo-Full day access for four (4) includes one (1)- 10 x 10 booth
- Spirit Alliance Awards Dinner: One (1) table of 10; ad in program book w/table signage
- Masters of the Links Golf – One (1) Foursome
- Company Recognition at Selected Event

MBE PINNACLE- \$10,000

- Annual Meeting - tickets for four (4)
- Business Opportunity Luncheon – table of four (4) at all three (3) luncheons
- Business Opportunity Expo – Full Day access for four (4) includes one (1) -10x10 booth
- Company Recognition at Selected Events
- Masters of the Links Golf – One (1) Foursome
- Spirit of Alliance Awards Dinner – One (1) table of 10; ad in program book w/table signage



ANNUAL SPONSORSHIP COMMITMENT LEVELS

MBE LEADER - \$7,500

- Annual Meeting - tickets for two (2)
- Business Opportunity Luncheon – Two (2) tickets at all three (3) luncheon
- Business Opportunity Expo – Full Day access for three (3) includes one (1)-10x10 booth
- Company Recognition at Selected Events
- Spirit of Alliance Awards Dinner - ½ table of five (5)
- Masters of the Links Golf – two (2) Players

MBE CHAMPION - \$5,000

- Annual meeting - tickets for two (2)
- Business Opportunity Luncheon – two (2) tickets at all three (3) luncheon
- Business Opportunity Expo – Full Day access for three (3) includes one (1) 10x10 booth
- Spirit of Alliance Awards Dinner – Two 2 tickets

MBE PRIME - \$2,500

- Annual Meeting – one (1) ticket
- Business Opportunity Luncheon – one (1) ticket at all three (3) luncheon
- Business Opportunity Expo – Full Day access for two (2) includes one (1) 10x10 booth
- Spirit of Alliance Award Dinner – two (2) tickets

ANNUAL MEETING SPONSORSHIP

- Reception Sponsor - \$3000
- Gift Sponsor - \$2500
- Digital Lounge - \$2500

BUSINESS OPPORTUNITY EXPO

- Opening Reception - \$15,000
- Conference Bag - \$10,000
- Refreshment Center - \$5,000
- Workshop Sponsor - \$5,000
- Wi-Fi Lounge Sponsor - \$2,500
- Digital Lounge - \$2,500
- MBE Exhibit Booth Only - \$600
- Corp Exhibit Booth - \$1,000

AWARDS DINNER RESERVED TABLES FOR 10

- Platinum Level - \$3,500
- Gold Level - \$3,000
- Reserved - \$2,500

SPIRIT OF ALLIANCE AWARDS DINNER

- Blue Carpet Reception - \$10,000
- Awards & Gift Sponsor - \$7,500
- Gift Card Sponsor - \$5,000
- Décor Sponsor - \$6,500
- Entertainment Sponsor - \$6,000
- MBE Alliance – MBEs Only - \$5,000

MASTERS OF THE LINKS GOLF TOURNAMENT

- Hat Sponsor - \$7,500
- Shirt Sponsor - \$7,500
- Golf Awards Sponsor - \$6,500
- Bag Sponsor - \$6,000
- Half-Way House Sponsor - \$5,000
- Ball Sponsor - \$5,000
- Corporate Eagle Sponsor – \$5,000
- MBE Golf Towel Sponsor - \$3,500
- MBE Birdie Sponsor - \$3,000

STATE OF MINORITY BUSINESS

- Title Sponsor - \$10,000
- Luncheon Sponsor - \$7,500
- Reception Sponsor - \$5,000

BUSINESS OPPORTUNITY LUNCHEON

- Hosting Sponsor - \$2,500
- Table Sponsor - \$1,000

BUSINESS DEVELOPMENT CENTER

- Forum Sponsor - \$2,500
- Best Practices Seminar - \$1,500

EXECUTIVE BREAKFAST SERIES

- Leadership Sponsor - \$1,000
- Book Sponsor - \$500

GMSDC ACADEMY

- Education Sponsor – \$2,500

BUILD YOUR OWN/A LA CARTE

GMSDC can assist you in customizing a support package that will meet your corporate needs. Just complete the attached form or call us at 404-589-4923 – Corporate Services.

Please fax the completed form to 404-875-8807 Attention: Corporate Services

PRINT NAME	<input type="text"/>
COMPANY	<input type="text"/>
ADDRESS	<input type="text"/>
	<input type="text"/>
TELEPHONE	<input type="text"/>
E-MAIL ADDRESS	<input type="text"/>
AUTHORIZED SIGNATURE	<input type="text"/>
CARD TYPE	<input type="text"/>
CARD NUMBER	<input type="text"/>
EXPIRATION DATE	<input type="text"/>
SECURITY CODE	<input type="text"/>
SPONSORSHIP SELECTIONS	<input type="text"/>
TOTAL COMMITTED SPONSORSHIP DOLLARS	<input type="text"/>

Check here if you would like to receive an invoice for 2015 sponsorship.

Once your selection is received by GMSDC you will receive a confirmation via return email. Payment can be made via credit card or check. All payments are due within 30 days of confirmation. All event and program confirmations are final.

Please contact GMSDC Corporate Services
for any questions at 404-589-4929



GEORGIA MINORITY SUPPLIER DEVELOPMENT COUNCIL

759 W. Peachtree Street NE, Suite 107 • Atlanta, GA 30308 • 404-589-4929

www.gmsdc.org • www.fb.com/gmsdc.org • www.twitter.com/gmsdc