



2017  
*Sponsorship*  
*Booklet*

**OWN** *the*  
**moment**

## Who We Are

The Georgia Minority Supplier Development Council (GMSDC) is the state of Georgia's leading small business development and supplier diversity organization. Our core function remains as simple as it is effective – to certify Minority Business Enterprises, help them develop the capacity required contributing to global supply chains, and then facilitating partnerships with corporations and governments looking for their services. It is a time-tested formula that works, resulting in billions of dollars in revenues annually.

## Relevant Facts & Figures: Why Georgia?

- GA ranks #1 in the nation for business growth – GA Department of Economic Development
- GA has the most-travelled airport in the world and the fastest growing port - GA Department of Economic Development
- Atlanta is in the top 5 cities for black-owned businesses – Atlanta Business Chronicle (2/2016)
- Atlanta ranks #9 as one the best places for business and careers – Forbes Magazine

## Our Value Proposition is Your Success!

- Access to an extensive database of certified ethnic-minority suppliers in Georgia and nationwide
- Corporate and MBE networking opportunities for creating value-driven business relationships
- Assistance with customized procurement conferences and matchmaking services
- Corporate visibility through sponsorship
- Professional development courses and seminars, expansion of business networks, and access to mentoring are benefits enjoyed by certified MBE firms

## Corporate Bundle Sponsorship Levels

### Presenting - \$50,000

- Business Opportunity Exchange – Full access for 8 with table & matchmaking
- Spirit of Alliance Awards Dinner – 2 tables of 10 & ad in program book with table signage
- Masters of the Links – 2 Foursomes
- Business Opportunity Luncheon – Table of 8 for all luncheons
- Bus Tour – 4 seats for all tours
- Branding opportunities on Let's Talk Small Business Radio & features in the Stay Connected Newsletter
- Premier recognition & signage at signature events
- GMSDC Opportunity Vetting

### Platinum - \$35,000

- Business Opportunity Exchange – Full access for 6 with table & matchmaking
- Spirit of Alliance Awards Dinner – 2 tables of 10 & ad in program book with table signage
- Masters of the Links – 1 Foursome
- Business Opportunity Luncheon – Table of 8 for all luncheons
- Bus Tour – 2 seats for all tours
- Branding opportunities on Let's Talk Small Business Radio & features in the Stay Connected Newsletter
- Recognition and signage at signature events
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### Premier - \$25,000

- Business Opportunity Exchange – Full day access for 5 with table & matchmaking
- Spirit of Alliance Awards Dinner – 1 table of 10 & ad in program book with table signage
- Masters of the Links – 1 Foursome
- Business Opportunity Luncheon – Table of 8 at one (1) luncheon
- Bus Tours – 2 seats for all tours
- Branding opportunities on Let's Talk Small Business Radio & in the Stay Connected Newsletter
- Recognition and signage at signature events
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# 2017 SPONSORSHIP BOOKLET

## Corporate Bundle Sponsorship Levels (cont)

### Supporting - \$20,000

- Business Opportunity Exchange – Full day access for 4 with table & matchmaking
- Spirit of Alliance Awards Dinner- 1 table of 10 & ad in program book with table signage
- Masters of the Links Golf – 1 Foursome
- Business Opportunity Luncheon – 4 Seats at one (1) luncheon
- Bus Tours 1 seat for all tours
- Branding opportunities on Let's Talk Small Business Radio & in the Stay Connected Newsletter
- GMSDC Opportunity Vetting
- Company recognition at selected events

### Patron - \$15,000

- Business Opportunity Exchange – Full day access for 4 with table & matchmaking
- Spirit of Alliance Awards Dinner – 1 table of 10 & ad in program book with table signage
- Masters of the Links Golf – 1 Foursome
- Business Opportunity Luncheon – 2 seats at one (1) luncheon
- Bus Tours – 1 seat for all tours
- Company recognition at selected events

## MBE Bundle Sponsorship Levels

### MBE Pinnacle - \$10,000

- Business Opportunity Exchange – Full Day access for 4
- Spirit of Alliance Awards Dinner – 1 Platinum table of 10 & ad in program book with table signage
- Masters of the Links Golf – 1 Foursome
- Business Opportunity Luncheon – 2 Seats at all luncheons
- Bus Tours – 2 seats for all tours
- 2017 Recertification
- Executive Breakfast Series – 2 Seats at all breakfasts
- Lunch & Learn Series – 2 Seats at all lunches
- Premier recognition & signage at signature events

### MBE Leader - \$7,000

- Business Opportunity Exchange – Full Day access for 2
- Spirit of Alliance Awards Dinner – 1 Gold Table of 10 & ad in program book
- Masters of the Links Golf – 1 Foursome
- Business Opportunity Luncheon – 2 Seats at all luncheons
- Bus Tours – 2 seats for all tours
- 2017 Recertification
- Company recognition at selected events

### MBE Champion - \$4,500

- Business Opportunity Exchange – Full Day access for 2
- Spirit of Alliance Awards Dinner – 1 Reserved Table of 10 & ad in program book
- Masters of the Links Golf – 2 Players
- Business Opportunity Luncheon – 2 Seats for all luncheons
- Bus Tours - 2 Seats for all tours
- 2017 Recertification
- Company recognition at selected events

## MBE Bundle Sponsorship Levels (cont)

### MBE Elite - \$1,500

- Business Opportunity Exchange – Full Day access for 2
- Spirit of Alliance Award Dinner – 2 tickets
- Business Opportunity Luncheon – 2 tickets for all luncheons
- 2017 Recertification

## A-la Carte Sponsorships

### Annual Meeting Sponsorship

- Reception Sponsor – \$3,500
- Gift Sponsor – \$2,500

### Business Opportunity Exchange

- Opening Reception – \$15,000
- Trade Fair – \$10,000
- Conference Bag – \$10,000
- Workshop Sponsor – \$5,000

### Awards Dinner – Reserved Table for 10

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

### Spirit of Alliance Awards Dinner

- Reception – \$10,000
- Awards & Gifts – \$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 – \$5,000
- Ball Sponsor - \$5,000
- Corporate Eagle Sponsor – \$5,000
- MBE Golf Towel Sponsor – \$3,500
- MBE Birdie Sponsor – \$3,000

### Executive Breakfast Series

- Title Sponsor – \$2,000
- Book Sponsor – \$1,000

### Business Opportunity Luncheon

- Title Sponsor – \$2,000
- Table Sponsor – \$1,000

### Bus Opportunity Tours

- Title Sponsor – \$2,000
- Table Sponsor – \$1,000

# signature events

**February 16**  
Financial Summit

**April 26-27**  
Business Opportunity Exchange

**August 25**  
Spirit of Alliance Awards

**November 13**  
Master of the Links

**December 7**  
Holiday Celebration



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[www.gmsdc.org](http://www.gmsdc.org)

