



**2021**  
**Sponsorship Booklet**

# 2021 Sponsorship Booklet

## Who We Are

The Georgia Minority Supplier Development Council (GMSDC) is the state of Georgia's leading small business development and supplier diversity organization. Now in its 46th year of serving Georgia's business community, the GMSDC represents the interests of some 400 corporations with either a headquarter or a significant footprint in Georgia and more than 800 Minority Business Enterprise (MBE) firms.

The four pillars of the GMSDC Promise summarize the Mission of the Council -

- Certify - the ethnic minority ownership and corporate documentation of MBE firms
- Develop - their capacity, capabilities and corporate supply chain readiness
- Connect - them to corporations and governmental entities in search of diverse supply chain partners
- Advocate - for the interests of our community in the halls of government and the business community at large

We facilitate mutually beneficial business partnerships that have created tens of thousands of jobs, generated billions of dollars in revenues, and had a lasting economic impact on Georgia's economy. Through this mission-critical work, the GMSDC creates lasting legacies, builds communities and improves the quality of life for all Georgians.

## Corporate Bundle Sponsorship Levels

All corporate sponsors receive branding on print/digital marketing.

### Presenting – \$50,000

- Business Opportunity Exchange – Premier sponsor listing; opportunity to air commercial; full day access for ten (10); event branding
- Spirit of Alliance Awards – Premier sponsor listing; prominent ad placement in program book; twenty (20) attendees; event branding
- Masters of the Links – Two (2) foursomes; event branding
- Opportunity to present Individual Procurement Conference
- Featured ad for four (4) weeks in GMSDC's weekly newsletter - Stay Connected
- Logo placement on GMSDC website
- Speaking opportunity and inclusion in selected Signature event press releases
- Unlimited participation in Corporate Connections and Matchmaking

### Platinum - \$35,000

- Business Opportunity Exchange – Premier sponsor listing; opportunity to air commercial; full day access for eight (8); event branding
- Spirit of Alliance Awards – Premier sponsor listing; ad placement in program book; fifteen (15) attendees; event branding

### Platinum - \$35,000 (Cont.)

- Masters of the Links – Two (2) foursomes; event branding
- Opportunity to present Individual Procurement Conference
- Featured ad for three (3) weeks in GMSDC's weekly newsletter - Stay Connected
- Logo placement on GMSDC website
- Speaking opportunity and inclusion in selected Signature event press releases
- Unlimited participation in Corporate Connections and Matchmaking

### Premier - \$25,000

- Business Opportunity Exchange – Premier sponsor listing; opportunity to air commercial; full day access for six (6); event branding
- Spirit of Alliance Awards – Premier sponsor listing; ad placement in program book; ten (10) attendees; event branding
- Masters of the Links – One (1) foursome; event branding
- Opportunity to present Individual Procurement Conference
- Featured ad for two (2) weeks in GMSDC's weekly newsletter - Stay Connected
- Logo placement on GMSDC website
- Speaking opportunity and inclusion in selected Signature event press releases
- Unlimited participation in Corporate Connections and Matchmaking

### Supporting – \$20,000

- Business Opportunity Exchange – Event sponsor listing; opportunity to air commercial; full day access for five (5); event branding
- Spirit of Alliance Awards – Ad placement in program book; ten (10) attendees
- Masters of the Links Golf – One (1) foursome
- Opportunity to present Individual Procurement Conference
- Featured ad for one (1) week in GMSDC's weekly newsletter - Stay Connected
- Logo placement on GMSDC website
- Speaking opportunity for selected Signature event
- Unlimited participation in Corporate Connections and Matchmaking

### Patron - \$15,000

- Business Opportunity Exchange – Event sponsor listing; opportunity to air commercial; full day access for four (4); event branding
- Spirit of Alliance Awards – Ad placement in program book; five (5) attendees
- Masters of the Links Golf – One (1) foursome
- Opportunity to present Individual Procurement Conference
- Logo placement on GMSDC website
- Unlimited participation in Corporate Connections and Matchmaking

[Click Here to Complete the Corporate Sponsor Commitment Form](#)

## MBE Bundle Sponsorship Levels

All MBE sponsors receive branding on print/ digital marketing

### MBE Platinum - \$20,000

- Business Opportunity Exchange - Premier sponsor listing; opportunity to air commercial; full day access for five (5); event branding
- Spirit of Alliance Awards - Premier sponsor listing; ad placement in program book; twenty (20) attendees; event branding
- Masters of the Links - Two (2) foursomes; event branding
- Executive Breakfast Series - Event sponsor listing; four (4) attendees per series
- Financial Summit - Event sponsor listing; event branding; five (5) attendees
- MBE2MBE Matchmaking - Event sponsor listing; program branding
- 2021 Recertification
- Logo placement on GMSDC website
- Speaking opportunity and inclusion in selected Signature event press releases

### MBE Pinnacle - \$15,000

- Business Opportunity Exchange - Premier sponsor listing; opportunity to air commercial; full day access for four (4); event branding
- Spirit of Alliance Awards - Premier sponsor listing; ad placement in program book; ten (10) attendees; event branding
- Masters of the Links - one (1) foursome; event branding
- Executive Breakfast Series - Event sponsor listing; four (4) attendees per series
- Financial Summit - Event sponsor listing; event branding; four (4) attendees
- MBE2MBE Matchmaking - Event sponsor listing; program branding
- 2021 Recertification
- Logo placement on GMSDC website
- Speaking opportunity and inclusion in selected Signature event press releases

### MBE Leader - \$10,000

- Business Opportunity Exchange - Event sponsor listing; opportunity to air commercial; full day access for three (3); event branding
- Spirit of Alliance Awards - Event sponsor listing; ad placement in program book; ten (10) attendees; event branding
- Masters of the Links - One (1) foursome; event branding
- Executive Breakfast Series - Three (3) attendees per series
- Financial Summit - Event sponsor listing; event branding; three (3) attendees
- MBE2MBE Matchmaking - Event sponsor listing; program branding
- 2021 Recertification
- Logo placement on GMSDC website

### MBE Champion - \$7,500

- Business Opportunity Exchange - Event sponsor listing; opportunity to air commercial; full day access for three (3); event branding
- Spirit of Alliance Awards - Half page ad placement in program book; five (5) attendees

### MBE Champion - \$7,500 (Cont.)

- Masters of the Links - Two (2) players
- Executive Breakfast Series - Two (2) attendees per series
- Financial Summit - Event sponsor listing; two (2) attendees; event branding
- MBE2MBE Matchmaking - Event sponsor listing; program branding
- 2021 Recertification

### MBE Elite - \$5,000

- Business Opportunity Exchange - Event sponsor listing; opportunity to air commercial; full day access for two (2)
- Spirit of Alliance Awards - Half page ad placement in program book; four (4) attendees
- Executive Breakfast Series - Two (2) attendees per series
- Financial Summit - Two (2) attendees
- 2021 Recertification

### MBE Pacesetter - \$2,500

- Business Opportunity Exchange - Event sponsor listing; full day access for two (2)
- Spirit of Alliance Awards - Half page ad placement in program book; two (2) attendees
- Financial Summit - One (1) attendee
- Executive Breakfast Series - One (1) attendee
- 2021 Recertification

## A-La Cart Sponsorships

### Annual Meeting

- Gift Sponsor - \$2,500
- Sponsor - \$3,500
- Digital Book - \$5,000

### Business Opportunity Exchange

- Workshop Sponsor - \$5,000
- Technology Sponsor - \$5,000
- Conference Box - \$10,000

### Spirit of Alliance Awards

- Entertainment Sponsor - \$3,000
- Georgia's Own Gift Box - \$5,000
- Awards - \$7,500

### Masters of the Links Golf Tournament

- Golf Hallway House Sponsor - \$6,000
- Golf Awards Sponsor - \$6,500
- GMSDC Apparel Sponsor - \$7,500

### Executive Breakfast Series

- Title Sponsor - \$2,500
- MBE Sponsor - \$1,500

### Financial Summit

- Workshops Sponsor - \$2,500
- Media Sponsor - \$2,500
- Financial Toolkit Sponsor - \$5,000
- Technology Sponsor - \$5,000

### MBEIC Summit

- Media Sponsor - \$2,000
- Matchmaking Sponsor - \$2,500
- Premier Sponsor - \$5,000

### Stay Connected

- One (1) ad in GMSDC's weekly newsletter - \$100 per insert
- Ad Specs: Rectangle Digital Ad (600px Width X 300px Height); nominal fee for additional ad design

[Click Here to Complete the MBE Sponsor Commitment Form](#)

# Virtual Signature Events

**GMSDC 2021 Kick-Off**

January 21

**Quarterly Business Opportunity Exchange,  
Corporate Connections & MBEIC Kick-Off Summit**

February 25

**Financial Summit**

April 7

**Quarterly Business Opportunity Exchange  
& MBE Presentations**

May 20

**Spirit of Alliance Awards**

August 19

**Business Opportunity Week**

**Quarterly Business Opportunity Exchange,  
MBE Presentations, Corporate Connections & MBEIC Showcase**

September 20 - 24

**Masters of the Links Golf Tournament (In-Person)**

November 8

**Annual Meeting**

December 2

**Quarterly Business Opportunity Exchange  
& Individual Procurement Conference**

December 8

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