MBE BUNDLE

Annual Meeting |Holiday Brunch
December 2020

Annual Meeting | Holiday Brunch

Description: The Annual Meeting is designed to provide a review of the current year's programs, services and activities. The meeting allows HMSDC to present an overview of the plan for the upcoming year and gather feedback from MBEs and Corporate Members. After the business meeting, HMSDC celebrates the holidays with a festive gathering to network and reflect on a great year of minority business development. This event is intended to thank everyone for their participation and to build excitement for the upcoming year!

Impact: It is an opportunity to celebrate all that we have accomplished as an organization and to join in the season of giving.

Sponsorship Level	Platinum	Gold	Silver
Sponsorship Amount	$1,500	$1,000	$750
Welcome Comments	x		
Hosted Table of 10	2	1	5 seats
Logo recognition in program	x	x	Name listed
Logo on invitations	x	x	Name listed
Recognition on the HMSDC event website	x	x	x
Recognition on HMSDC website banner	x		
Recognition on HMSDC mobile app	x		

HOST TABLE(S) **$450**

- One (1) host table (1 table; total of 10 seats)

GIFT SPONSOR **$750**

- Your logo engraved on the gift distributed at the event

HMSDC
Houston Minority Supplier Development Council

MBE BUNDLE

Emerging 10 Awards Ceremony
September 2020

Emerging 10 (E-10) Awards Ceremony

Description: HMSDC will be celebrating 23 years of promoting prominent MBEs by hosting an evening event for the Emerging Ten (E-10) Awards. Nominated MBEs are judged by a panel of corporate representatives and community leaders based on company revenue growth, overcome of business challenges and involvement in their community.

Impact: The Emerging 10 Awards not only spotlight MBEs and how they impact the community; they also display characteristics of successful MBEs that can meet the needs of corporations.

Sponsorship Level	Gold	Silver
Sponsorship Amount	$2,500	$1,500
Host Tables (10 seats at each table)	2	1
Sponsor Recognition	x	x
Exhibit Table	x	x
Private Meet and Greet Reception	10	6
Company Logo on Program	x	x
Company Recognition at Luncheon	x	x
Opportunity to Present an Award to E-10 Recipient	x	x
Company Recognition on the Website	Listing	Listing

HOST TABLE(S) **$800**

- One (1) host table (1 table; total of 10 seats)

HMSDC
Houston Minority Supplier Development Council

MBE BUNDLE

EXPO BEST OF CLASS RECEPTION
November 18, 2020
George R Brown Convention Center
Houston, Texas

Description: The Best in Class Reception is sponsored by certified MBEs of the HMSDC. The reception is held in conjunction with Texas' largest minority business trade fair. The reception provides the opportunity for MBEs to recognize and thank our sponsors and exhibitors that support supplier diversity and minority business development.

Impact: The Best in Class Reception provides MBEs the opportunity to network and socialize with sponsors and exhibitors, corporate buyers and decision-makers – all in a congenial atmosphere designed to build and strengthen relationships with supplier diversity representatives and key decision-makers.

Sponsorship Level	Platinum	Gold	Silver	Bronze	Nickel
Sponsorship Amount	$4,500	$2,500	$1,500	$750	$550
Advertisement in Official EXPO Marketplace Program	Full Page	Full Page	½ Page	¼ Page	
Company Name on all EXPO Marketplace Communications and Press Release	x				
Sponsor Recognition/Designation throughout the Reception	x	x	x	x	x
Sponsor Logos on the Early Bird Energizer Breakfast & Rigel Awards Luncheon Program	x				
Special Seating at the Early Brid Energizer Breakfast	Head Table	x	x	x	x
Special Seating at The Rigel Awards Luncheon	Head Table				
Sponsor Recognition at The Rigel Awards Luncheon	x	x	x	x	x
Opportunity for Interview with the EXPO Marketplace Broadcast Sponsor	x				
Company Logo on Best of Class and Marketplace Marketing Materials	x				
Full EXPO Marketplace Registrations	2	2	1	1	1
Best of Class Private and General Reception Tickets	10	8	4	2	1

MBE BUNDLE

EXPO EVALUATION SPONSOR **$350**

- Logo included on the exhibitor's evaluation form
- Logo included on the general attendee's evaluation form

HMSDC
Houston Minority Supplier Development Council

MBE BUNDLE

Scholarship Fundraiser
May 20, 2020
Blackhorse Country Club

Scholarship Fundraiser

Description: The annual scholarship fundraiser supports the MBE Executive Scholarship program. The proceeds from this event allows HMSDC, its MBE Development Partners and Sponsors to award scholarships, promote and conduct educational and developmental programs to further the professional acumen of MBEs.

Impact: The fundraiser connects corporate buyers and decision-makers with MBEs in a relaxed atmosphere which promotes comradery and facilitates business relationships.

Sponsorship Level	Platinum	Gold	Silver	Bronze	Golf Clinic
Sponsorship Amount	$7,500	$5,000	$2,500	$1,250	$1,500
Luncheon Tickets	12	8	4	2	2
Golf Foursomes* - All inclusive (Can also be used for the golf clinic)	3	2	1	2 golf passes	2 golf passes
Logo Placement on all Materials					
Logo Placement on Event Website	x	x			
Company Banner Displayed on Golf Course	x	x	x	x	x
Greeting Opportunity at Golf Tournament Awards Luncheon					
Logo Banner in all Award Photos					
Company Representative in all Award Photos					
Event Website Publicity for 1 Year	x	x	x	x	x

Golf Course Sponsorships

Beer Refreshment Cart (4 carts – 2 per course) **$450**
(Includes 2 luncheon tickets) Cart must be decorated and may promote your company's products and services. The cart must travel around the golf course to golfers. Beer will be provided by HMSDC for distribution.

Closest to the Pin (1 per course – 2 courses) **$350**

MBE BUNDLE

Exit Banners (Limit 5) **$350**

Hole in One **$800**
(Includes 2 luncheon tickets) Any giveaways and banners that you provide at your own expense should be arranged in ways that do not obstruct play on the course.

Hole Promotional Package **$800**
(Includes 2 luncheon tickets) Any giveaways and banners that you provide at your own expense should be arranged in ways that do not obstruct play on the course. All food and beverage must be approved by HMSDC.

Longest Drive (1 per course – 2 courses) **$350**

Putting Contest **$350**

Score Board Logo **$100**
A new sponsorship this year, the Score Board logo allows your brand to rotate on the new electronic score board and mobile app. The Score Board will continue to be active 6 months after the tournament.

Soft Drink Refreshment Cart (4 carts – 2 per course) **$350**
(Includes 2 luncheon tickets) Cart must be decorated and may promote your company's products and services. Soft drinks will be provided by HMSDC for distributions to golfers.

Tee Box **$125**

SUPPORTERS:

Supporting donation items

- Auction Items
- Beer
- Breakfast Foods
- Coffee
- Golf Balls
- Goodie Bags
- Refreshments
- Snacks
- Transportation/Logistics

All supporters who donate will receive the following:

- Name on banner
- Recognition at Golf Luncheon

Contact Constance Jones at constance.jones@hmsdc.org to pledge your support.

*All-inclusive fee for golfers includes breakfast, special gift, cart and course fees, putting contest, practice range, hole-in-one (if offered), and the Awards Luncheon.

MBE BUNDLE

Connections

Premier Connections

Description: The programs presented under this sponsorship promote direct connections of MBEs to corporate members in their efforts to gain access to key decision makers.

Impact: MBEs gain insight into corporate supply chain needs and processes as a means of becoming a valued supplier. These programs educate and expose MBEs to ways in which they can bring innovative solutions to potential customers.

Sponsorship **$2,000**

- Sponsorship of all three (3) programs listed below (Chief Procurement Officer (CPO) Power Panel, CPO Summit and Industry Forums)

You may also choose to sponsor each program individually at the assigned cost.

CPO Power Panel

Description: The Chief Procurement Officer (CPO) Power Panel is an event connecting leading senior procurement executives and innovative prime suppliers to explore the strategic supply chain priorities that matter most in 2020. This session will also discuss key procurement issues and challenges facing the business community, relevant market developments that will impact MBEs, and provide practical steps MBEs can undertake to bring value to their customers supply chains resulting in mutually beneficial outcomes.

Impact: Corporate representatives and MBE Suppliers will gain keen insight into the emerging issues and market challenges facing supply chain organizations across industries. Corporation will learn how they can help prepare MBE Suppliers to successfully navigate and address supply chain needs in a new decade.

Sponsorship Level	Host	Sponsor
Sponsorship Amount	$1,000	$750
Logo on all marketing materials and agenda	x	Name listed
Recognition at Event	x	x
Recognition on HMSDC website banner	x	
Recognition on HMSDC mobile app	x	x
Registrations for event	4	2

MBE BUNDLE

CPO Summit

Description: The CPO Summit is designed to engage senior procurement leaders representing industries from the Greater Houston community in a forthright and high energy discussion on supplier diversity effectiveness and inclusion solutions.

Impact: Senior procurement leaders that participate share information through a spirited exchange of ideas, challenges and best practices to help guide the future of HMSDC's programming, supplier diversity and supplier development.

Presenting Sponsor **$1,000**

- Company logo on all marketing material and agenda
- Company remarks at CPO Summit
- Company page in program booklet (if applicable)

Capability Statement: *(max 5 MBEs per session – 1 session per year)* **$500**

- Company one-page capability statement included in program

Industry Forums

Description: Conduct industry-focused business opportunity forums to educate MBEs on how to do business in a featured industry, introduce key contract decision makers, and provide insight on upcoming business opportunities. These events can include How to Do Business With Sessions, Straight Talk Sessions, Industry Specific Forums and Professional Services Lunch and Learns and more!

Impact: HMSDC identifies MBEs with specific interest or experience working within a specific industry. These focused connections provide the corporation with an opportunity to network and build a relationship with new suppliers capable of meeting their requirements.

Sponsorship: **$500**

- Company logo on promotional material for one industry forum event listed above
- Company acknowledgment during the event

MBE BUNDLE

Marketing & Communications Sponsor

As a communications sponsor, you will receive sponsorship recognition throughout the year.

Website & Mobile App

Description: Newly developed website and mobile app to be launched in Quarter 1, 2020, will be accessed regularly by corporate members and MBEs seeking information on business opportunities, business news, success stories, and registration for HMSDC events and activities.

Impact: By sponsoring our website (more than 10,000 hits a week) and mobile app, you will be provided a platform to exhibit your support and affiliation with the best Council in the entire network, reaching thousands of MBEs and Corporate representatives across the country.

Sponsorship **$5,000**

- Company logo displayed on website as "powered by" on pages throughout and each time a user launches.
- Company logo displayed on mobile application as "powered by" on pages throughout and each time a user launches.
- Company logo displayed on the corporate training platform as "powered by" on pages throughout and each time a user launches.
- Company logo displayed on the MBE training platform as "powered by" on pages throughout and each time a user launches.

Weekly Alert

Description: Market your company to more than 1,500 corporate members, MBE Suppliers and affiliate organizations under the Council brand featuring your logo.

Impact: Your company can show its support and affiliation with one of NMSDC's best Council's in the network. Your firm will also receive added benefit as our constituents provide network marketing by forwarding information to their associates and members expanding your reach to over 1,500 additional businesses.

Logo impressions: 1 - 10	**$150**
Logo impressions: 11 - 25	**$250**
Logo impressions: 26 up to 50	**$500**

MBE BUNDLE

Procurement Alert

Description: Market your company to more than 1,500 corporate members, MBE Suppliers and HMSDC affiliate organizations (like M/WBE chambers, industry and professional organizations, and elected officials) under the Council brand featuring your logo.

Impact: Your company can show its support and affiliation with one of NMSDC's best Council's in the network. Your firm will also receive added benefit as our constituents provide network marketing by forwarding information to their associates and members expanding your reach to over 1,500 additional businesses.

Logo impressions: 1 - 10	**$150**
Logo impressions: 11 - 25	**$250**
Logo impressions: 26 up to 50	**$500**

MBE BUNDLE

Supplier Bridge

Supplier Bridge

Description: Forging relationships with certified minority business owners is critical to every corporate supplier diversity program. HMSDC's Supplier Bridge meetings are a great opportunity to network with corporate representatives and other MBEs representing various industries all interested in understanding your business needs.

Impact: Sponsoring Supplier Bridge meetings are a high visibility, cost effective means to expand your outreach to corporate representatives and other certified minority business enterprises (MBEs) interested in learning more about your business needs. Invite representatives from your procurement and professional services teams to explore ways to create more opportunities for MBEs while socializing in a non-pressured environment! People do business with people they know, trust and respect. Make this event part of your strategy to meet highly qualified and certified MBEs; get to know and respect them; and foster new business relationships.

Sponsorship Level	Host	Sponsor
Sponsorship Amount	$500	$250
Logo on all marketing materials	x	Name listed
Remarks at the event	x	
Table Display at the event	x	
Recognition at Event	x	x
Recognition on HMSDC website banner	x	
Recognition on HMSDC mobile app	x	
Registrations for event	4	2

MBE BUNDLE

Talking Stick

Talking Stick

Description: The Talking Stick Networking Seminar is designed to generate real sales opportunities for MBEs. During the event, there will be six (6) networking sessions, each 45 minutes, to provide a 3-minute pitch to share what you do and identify goods/services you are willing to purchase from other MBEs. At the end of each session you will be expected to choose one of the MBEs at the table to make a future sales call.

Impact: The main objective for the seminar is to facilitate 90 new sales calls opportunities for MBEs. This will increase the amount of MBE-to-MBE business and provide corporations a more intimate setting to meet potential suppliers.

Sponsorship Level	Platinum	Gold	Silver
Sponsorship Amount	$2,500	$1,500	$1,000
Participation in the Talking Stick (2 individuals)	X	X	X
Luncheon Table (Table of 10)	X	5 seats	2 seats
Welcome Remarks	X		
Title Sponsor	X		
Advertisement in Program	Full Page	½ Page	¼ Page
Logo on Program (Sized based on sponsorship level)	X	X	X

MBE BUNDLE

Building Bosses

Building Bosses

Description: HMSDC has created a program for young entrepreneurs ranging from age 14-26. This program was created due to the need of new energy and insight in the business community. During this program, students will learn through a combination of direct instruction, training classes and coursework. They will engage and explore with business owners as well as the corporate community who will offer guidance and the necessary tools to facilitate and nurture their potential as a Boss!

Impact: This program is creating and building a pipeline for tomorrow's workforce and employment sources. By exposing young entrepreneurs and professionals to minority business owners and corporations gives them the opportunity to formulate opinions about their future from the experience, exposure and examples provided during the sessions.

Sponsorship Level	Platinum	Gold	Silver
Sponsorship Amount	$5,000	$2,750	$1,500
Logo on all marketing collateral materials (Sized according to level)	x	x	x
Recognized as a Program Partner	x	x	x
Recognized as a MBE Development Partner	x	x	x
Recognized in all media collateral materials	x		
Open invite to participate in the program	x	x	x
Open invite to provide speaker for program	x		
Listing of MBEs participating in program (if requested)	x	x	

MBE BUNDLE

MBE Business Executive Scholarships

MBE Business Executive Scholarships

Description: MBE Business Executive Scholarships are awarded to minority business owners in amounts up to $5,000 to pursue educational training specifically related to furthering their professional acumen. These scholarships are presented to MBEs at a special awards luncheon. Applications are judged on specific criteria to ensure this program provides direct development to the needs of MBEs.

Impact: HMSDC, its MBE Development Partners and scholarship fundraiser sponsors have awarded over $1 million in scholarships that have encouraged and facilitated the growth of Houston's top minority-owned businesses. By building stronger MBEs, it widens the pool of suppliers that can compete and support corporate supply chains.

Sponsorship: **$1,000 +**

- Present scholarship(s) on behalf of your company
- Company recognition on HMSDC website
- Recognized as MBE Development Partner

MBE BUNDLE

MBE Development

Premier MBE Development

Description: The programs presented under this sponsorship support the development of our MBEs.

Impact: MBE Development Sponsorships support and increase the number of MBEs in the pipeline for corporations. These trainings prepare and enhance the development of MBEs to become more proficient and professional suppliers.

Sponsorship **$2,000**

- Sponsorship of both programs listed below (1 CEO Conversations and MBE Leadership Academy)

You may also choose to sponsor each program individually at the assigned cost.

CEO Conversations

Description: CEO Conversations is a valuable series that provides quarterly access to C-suite executives from major corporations to develop strategic leadership skills in order to create well-rounded C-level owners of MBEs. These sessions conducted with MBE CEOs representing companies with over $10 million in revenue foster peer-to-peer dialogue between MBE CEOs sharing their insights, methods, tools, mindset and experience in utilizing HMSDC and NMSDC network to lead and grow their companies.

Impact: Participating MBEs gain key leadership insights from senior executives of some of Houston's largest corporations and governmental entities. Building relationships with corporate executives and gaining a network of knowledge through this CEO Mind Trust, will help propel participating MBE companies to the next level of growth.

Sponsorship **$1,250**

- Company logo on all marketing materials
- Company acknowledgment during the event
- Listed as a MBE Development Partner
- Company page in program booklet (if applicable)

MBE BUNDLE

MBE Leadership Academy

Description: MBE Leadership Academy is a program designed to assist growth stage MBEs with maintaining operational excellence while developing key strategic planning skills to sustain growth momentum. This 6 module program is designed to assist participating MBEs in the creation of a growth plan that can be used to seek growth capital, target key customer markets and focus leadership on those areas that promote sustainable growth and development.

Impact: MBEs are exposed to a series of world-class developmental programs to assist in the growth and development of their company. The series include sessions on growth strategies, talent management, cost modeling, access to capital, creating a competitive advantage and completing supplier idol.

Sponsorship **$1,250**

- Company logo on all marketing materials, agenda, and e-blasts
- Company acknowledgment during the event
- Open invitation to participate in seminar series
- Listed as a MBE Development Partner
- Company page in program booklet (if applicable)

Supplier Idol

Description: Supplier Idol is a unique program designed to showcase MBEs and provide candid feedback and coaching on communication presentation skills. MBEs are instructed to send a blind email, make a follow up phone call and provide an oral presentation before a group of corporate judges. The MBE is scored on verbal, written and presentation skills. Afterwards, the MBE is provided resources and guidance for improvements.

Impact: Supplier Idol provides a pipeline of MBEs with strong verbal, written and presentation skills who can clearly articulate their value proposition in a manner which positions them to create corporate interest and gain access to business opportunities.

Sponsorship: **$500**

- Company logo on all marketing materials and e-blasts
- Company acknowledgement in the participant summary

MBE BUNDLE

HMSDC*cares*

HMSDC*cares*

Description: HMSDC*cares* is the vehicle used to connect the philanthropic activities of the Council, its Corporate members and MBE suppliers with the community. It allows us to demonstrate our commitment to supporting the growth of minority-owned businesses and the communities in which we work and live.

Impact: Communities in our service territory are enriched by the hand-on support, volunteer hours and financial commitment made by HMSDC stakeholders to worthy charitable causes across the greater Houston area and our surrounding territory.

Sponsorship - Logo: **$1,000**

- Company logo on all marketing material
- Company logo on t-shirts
- Presentation and/or speaking opportunity at service projects (when applicable)

Sponsorship - name: *(max 5 MBEs)* **$500**

- Company name on all marketing material
- Company name on t-shirts

MBE BUNDLE

Team Refreshments

Snack Sponsor

Description: Committee members and guest enjoy the snacks that are provided by HMSDC during committee meetings. Receive recognition as we put your name in the conference room as a one of our snack sponsors for everyone to see.

Sponsorship: **$100**

- Company recognition