



Houston

Minority Supplier
Development Council

2024 Engagement Opportunities

Sponsor an HMSDC activity today!

Join us in supporting minority-owned businesses today!

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A Letter from the President

HMSDC has been a transformation leader in communities of color across the greater Houston area by advocating for equity and inclusion in business opportunities that foster the growth of minority-owned businesses and supports corporate and government supplier diversity programs.

Our commitment to advocating for minority-owned businesses is unwavering, and we are reaching out to you to seek your continued support in this journey. Major corporations founded HMSDC to develop minority-owned businesses that create jobs, achieve economic self-sufficiency, and increase purchasing power in diverse communities.



Our certified minority business enterprises (MBEs) contribute nearly 2% of Houston's gross domestic product, making them a key component of Houston's economic engine that keeps our economy strong! Central to our mission is the principle that networking and relationship building among and between minority-owned businesses and corporate/government buyers build businesses.

On behalf of HMSDC, we request your assistance to support programs that are key to the development and resiliency of MBEs. We are pushing the boundaries of our mission even further, placing a renewed focus on networking and relationship building among MBEs, corporate partners, and government buyers. We firmly believe that these connections are the building blocks of successful businesses. By supporting the Council, corporations, governmental entities, and MBEs can attend signature events that recognize organizations and businesses demonstrating best-in-class standards in minority business development. MBEs gain the ability to participate in developmental initiatives designed to provide them with the skills and training necessary to grow their businesses. More importantly, our marketplace connectors facilitate relationship building through intentional networking and provide insight into how industries source goods and services.

Do not miss this opportunity to join the major corporations, government entities, and MBEs committed to the growth and development of minority business enterprises. Your support truly makes a difference!

Yours In Service,

A handwritten signature in blue ink that reads 'Ingrid M. Robinson'. The signature is fluid and cursive.

Ingrid M. Robinson, MBA
President

Benefits of Membership

The Houston Minority Supplier Development Council (HMSDC) has been providing business development programming and services to minority business enterprises (MBEs). HMSDC has assisted MBEs to create jobs, achieve economic self-sufficiency and increase purchasing power in diverse communities. HMSDC provides MBEs the opportunity to connect face-to-face with many of America's largest public institutions and private sectors companies.

HMSDC provides the only nationally recognized ethnic minority business certification in the greater Houston Region. More than 2/3 of the businesses we serve confirm an increase in revenue by gaining exposure to partnering with publicly owned, privately-owned, and foreign-owned companies, as well as universities, hospitals, local, state, and federal government agencies. The engagement opportunities contained in this document allow HMSDC to pursue an effective marketplace through MBE development and strategic programming that facilitate commerce between corporate members, government agencies and MBEs.

VISION

HMSDC's vision is to be recognized as a model in setting the highest standards of excellence by bringing corporate members and minority business enterprises together to create mutual value.

MISSION

Our mission is to actively involve our members in efforts that will increase and expand business opportunities and business growth for minority business enterprises and to drive excellence in supplier diversity and supplier development.

FUELING HOUSTON'S ECONOMY

HMSDC's certified minority-owned businesses contribute nearly 2% of Houston's gross domestic product (GDP).

ECONOMIC IMPACT

HMSDC's 860+ certified minority business enterprises (MBEs) fuel our economy with more than \$17 billion (about \$52 per person in the US) in revenues and created or preserved more than 82,000 jobs supported.

\$23.2B

ECONOMIC
PRODUCTION

39.3K

JOBS AT
CERTIFIED MBEs

\$4.7B

WAGES EARNED
THROUGH JOBS

2024 Signature Events

ANNUAL MEETING

January 25, 2024 | CenterPoint Energy | In-Person | 1111 Louisiana Street

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 of work for the upcoming year and gather feedback from MBEs and Corporate members. After the business meeting, participants will gather to network as we begin a great year of minority business development programs and activities.

| Sponsorship Level | Corporate | | | MBE | | |
|-------------------------------------|----------------|------------------|------------------|--------------------|----------------------|--------------------|
| | Gold (\$5,000) | Silver (\$3,000) | Bronze (\$1,500) | MBE Gold (\$2,500) | MBE Silver (\$1,500) | MBE Bronze (\$500) |
| Quantity | 3 | 5 | 5 | 3 | 5 | 5 |
| Welcome Comments | X | | | X | | |
| Logo recognition in program | X | X | Listing | X | X | Listing |
| Logo on invitations | X | X | Listing | X | X | Listing |
| Recognition on the HMSDC website | X | X | X | X | X | X |
| Recognition on HMSDC website banner | X | | | X | | |
| Social Media Recognition (Tagging) | X | X | X | X | X | X |

CHIEF PROCUREMENT OFFICER SUMMIT

March 27, 2024 | In-Person | 8:30 AM – 12:00 PM (Part 1) | Greater Houston Partnership

October 10, 2024 | In-Person | 8:30 AM – 10:30 AM (Part 2) | EXPO

The CPO Summit is designed to engage senior procurement leaders representing industries from the greater Houston area in a forthright and high-energy discussion on supplier diversity effectiveness and inclusion solutions. The CPO Summit brings Houston's top CPOs together to share insight and strategies in supplier diversity while establishing an important professional network. The CPO Summit consists of information sharing from one of Houston's leading economists, followed by a spirited exchange of ideas, challenges and best practices in supplier diversity and supplier development.

| Sponsorship Level | Corporate Host (\$2,500) | Corporate Supporter (\$1,500) | MBE (\$1,000) |
|------------------------------------|--------------------------|-------------------------------|---------------|
| Quantity | 2 | 2 | 2 |
| Recognition on the Agenda | Logo | | |
| Marketing Materials | Logo | Logo | |
| Recognition on HMSDC website | Logo | Logo | Logo |
| Recognition at Event | X | X | X |
| Capability Statement | | | X |
| Social Media Recognition (Tagging) | X | X | X |
| Attendance at CPO Summit | X | X | X |

FINANCE SYMPOSIUM

April 17, 2024 | Federal Reserve Bank | Virtual Session (Webinar)

■ Class 1: < \$1M ■ Class 2: \$1M - \$10M ■ Class 3: \$10M - \$50M ■ Class 4: \$50M +

The purpose of the Finance Symposium is to provide MBEs with increased awareness, literacy and understanding of financial mechanisms available to build capacity for their companies. Participating financial institutions will share information with MBEs on financial products, investment services, and interest rates that will demonstrate their commitment to minority business growth.

| Sponsorship Level | Corporate Gold (\$5,000) | Corporate Silver (\$2,500) | Corporate Bronze (\$1,000) |
|--|--------------------------|----------------------------|----------------------------|
| Quantity | 2 | 3 | 10 |
| Company Logo on Symposium Signage and advertising material | Logo | Logo | Listing |
| 6' Display Table in preferred location | X | X | X |
| Speaker on panel(s) of choice | 2 panels | 1 panel | |
| Video commercial provided by sponsor to play at event | X | | |
| Distribute Material to all Attendees | X | X | |
| Social Media Recognition (Tagging) | X | X | X |

SCHOLARSHIP FUNDRAISER

June 3, 2024 | In-Person | BlackHorse Golf Club | 12205 Fry Rd, Cypress, TX 77433

The HMSDC Scholarship Fundraiser is a fun annual event developed in 1987 to raise funds to support minority business development. Proceeds from this event are used to underwrite scholarships to select minority entrepreneurs (active and involved MBEs) to participate in HMSDC high-quality development programs and experiences or to attend educational programs of their choice to enhance specific business accreditation or skills. Building stronger MBEs widens the pool of suppliers that can compete and support corporate supply chains. Priority funding will be given to HMSDC MBE Developmental Initiatives. Applications are judged on specific criteria to ensure scholarships focus directly on the developmental needs of MBEs.

Minimum direct scholarship contribution \$1,000. All tournament and course sponsorships will include recognition on the website with a click through to your company website.

| Sponsorship Level | Corp Title (\$10,000) | Corp Platinum (\$8,000) | Corp/MBE Gold (\$5,000) | Corp/MBE Silver (\$2,500) | Corp/MBE Bronze (\$1,000) | Corp/MBE Golf Clinic (\$1,500) |
|---|-----------------------|-------------------------|-------------------------|---------------------------|---------------------------|--------------------------------|
| Quantity | 1 | 2 | 10 | 15 | 20 | 5 |
| Representative in Award Photos | X | | | | | |
| Golf Foursomes* - All inclusive (Can be used for the golf clinic) | 4 | 3 | 2 | 1 | 2 golf players | 2 golf players |
| Day Pass Attendee | 2 | 2 | 1 | 1 | | 1 |
| Social Media Recognition (Tagging) | X | X | X | | | |
| Marketing Material, Social Media and Press Releases | Logo | Logo | Logo | Logo | Logo | Logo |

| | | | | | | |
|--|------|------|------|------|------|------|
| Company Name Logo Displayed at Golf Course** | X | X | X | X | X | X |
| Award Banner | Logo | Logo | Logo | | | |
| Recognition on HMSDC website | Logo | Logo | Logo | Logo | Logo | Logo |

| Golf Course Sponsorship | Price | Qty |
|--|--------------|------------|
| Arrival Gift | \$3,000 | 5 |
| Hole-in-One (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. Get a hole-in-one, get a prize. Sponsors may provide volunteers (2) to track scoring during Hole-in-One. | \$1,500 | 1 |
| Halfway House (Front side of house) (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. | \$800 | 1 |
| Halfway House (Back side of house) (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. | \$600 | 1 |
| Promotional Tent (4 tents available) Cigar Rolling, Tacos & Tequila | \$500 | 4 |
| Golf Course Sponsorship | Price | Qty |
| Beer Refreshment Cart (2 carts available) (Includes 2 luncheon tickets) Cart must be decorated and may promote your company's products and services. Sponsors will be provided with a separate cart to follow BlackHorse Golf Club representatives serving alcoholic beverages. Black Horse will provide all beer and spirits. | \$450 | 2 |
| Beverage Refreshment Cart (2 carts available) (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 distribution to golfers. Sponsor must provide drivers for beverage cart. | \$350 | 2 |
| Putting Contest (2 maximum) Includes attractive and highly visible advertising signage at the "Putting Contest" Hole. Sponsors may provide a volunteer to track scoring during the Putting Contest. Special recognition as the "Putting Contest" sponsor during the awards announcements. Complimentary lunch for one at the golf tournament. | \$400 | 2 |
| Closest to the Pin (2 maximum) Includes attractive and highly visible advertising signage at the "Closest to the Pin" Hole. Special recognition as the "Closest to the Pin" sponsor during the awards announcements. Complimentary lunch for one at the golf tournament. | \$400 | 2 |
| Longest Drive (2 maximum) Includes attractive and highly visible advertising signage at the "Longest Drive" Hole. Sponsors may provide a volunteer to track scoring during Longest Drive. Special recognition as the "Longest Drive" sponsor during the awards announcements. Complimentary lunch for one at the golf tournament. | \$400 | 2 |
| Exit Banner (10 maximum) | \$400 | 10 |
| Tee Box Includes attractive and highly visible advertising signage in the tee box area of your assigned golf hole. Complimentary lunch for one at the golf tournament. | \$200 | 18 |
| Individual Golfer or Non-Golfing Attendee | \$250 | 100 |
| Scoreboard Logo 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. | \$100 | 25 |

MBE Business Executive Scholarships. By building stronger MBEs, it widens the pool of suppliers that can compete and support corporate supply chains. Priority funding will be given to HMSDC MBE Developmental Initiatives. Applications are judged on specific criteria to ensure scholarships focus directly on the developmental needs of MBEs. Minimum direct scholarship contribution **\$1,000**.

| Sponsorship Level | \$1,000+ |
|-----------------------------|----------|
| Recognized on HMSDC website | Logo |

EMERGING 10 (E-10) Awards

July 18, 2024 | In-Person | 6:00 PM – 9:00 PM

The Emerging 10 (E-10) Awards is our flagship award presented to ten of Houston’s prominent emerging minority business enterprises (MBEs). MBEs are selected based on their company’s growth, ability to overcome business challenges and their community involvement. Be inspired by their stories of how they emerged to be successful while facing various trials in an ever-changing business landscape.

| Sponsorship Level | Corporate | | | | MBE | |
|---|--------------------|----------------|------------------|------------------|--|--------------------------|
| | Platinum (\$6,000) | Gold (\$4,000) | Silver (\$2,500) | Bronze (\$1,500) | Past E-10 Winners (\$900) | Individual Ticket (\$75) |
| Quantity | 1 | 3 | 5 | 5 | 10 | 95 |
| Emerging 10 Program Recognition | Logo | Logo | Listing | Listing | Logo | |
| Sponsor Recognition | Logo | Logo | Logo | Listing | Logo | |
| Program Speaking Opportunity | X | | | | | |
| Opportunity to present an Emerging 10 Award | X | X | X | X | | |
| Emerging 10 Awards Tickets | 8 | 6 | 4 | 2 | 4 | |
| Judge the Emerging 10 Awards | X | X | X | X | | |
| Recognition on HMSDC Website | Logo | Logo | Logo | Logo | Highlight <i>*Sponsorship must be secured 30 days prior to event*</i> | |
| Marketing Material, Social Media and Press Releases | Logo | Logo | Listing | Listing | Highlight <i>*Sponsorship must be secured 30 days prior to event*</i> | |

MBE Mixers

Quarterly | In-Person | 4:30 PM – 6:30 PM

The MBE Mixers are vibrant gatherings where MBEs converge to build strong networks and cultivate connections. These events provide a collaborative space for MBEs to share information, discuss potential teaming opportunities, and explore new avenues for business growth. Expand your circle of influence with like-minded business owners at an HMSDC MBE Mixer!

| Sponsorship Level | MBE Gold (\$750) | MBE Silver (\$500) | MBE Bronze (\$250) |
|--|------------------|--------------------|--------------------|
| Quantity | 2 | 3 | 3 |
| MBE Mixer Program Recognition | Logo | Logo | Listing |
| Speaking Opportunity | X | | |
| Marketing Material | Logo | Logo | Logo |
| Recognition on HMSDC Website (Banner) | Logo | Listing | |
| Social Media Recognition (Tagging) | X | X | X |
| Weekly Alert: MBE Sponsor Highlight <i>*Sponsorship must be secured 30 days prior to event*</i> | X | X | |

MBELDEF Donation

MBELDEF (Minority Business Enterprise Legal Defense and Education Fund) is the nation's only legal defense organization dedicated solely to defending the rights and legal interests of minority businesses enterprises (MBEs). Since 1980, MBELDEF has been an indefatigable watchdog for the legal interests of minority-owned businesses. In the aftermath of the Supreme Court's recent decision to curtail affirmative action in higher education, anti-diversity legal groups, through threats, lawsuits, and political pressure, are working to intimidate any entities (both public and private) involved in any efforts to promote diversity and civil rights. Minority businesses are fighting for every dollar they earn and often do not have the time, or legal training to fight these battles alone. For this reason, the Minority Business Enterprise Legal Defense and Education Fund - MBELDEF, a 501 (c)3 non-profit organization is here to fight to protect the rights of MBEs.

SUPPORT MBELDEF

The Houston Minority Supplier Development Council urges you to support the Minority Business Enterprise Legal Defense Fund (MBELDEF), founded in 1980 by the esteemed late Congressman Parren Mitchell (D-MD). MBELDEF stands as the nation's preeminent legal defense organization singularly devoted to upholding the rights and legal interests of MBEs. With a storied history of defending minority-owned businesses, even during resource constraints, MBELDEF remains a vigilant protector of these crucial interests.

| Donation Level | Corporate | | | MBE | | |
|----------------|-------------------|------------------|-------------------|------------------|------------------|-------------------|
| | Champion (\$1000) | Advocate (\$500) | Supporter (\$250) | Champion (\$500) | Advocate (\$250) | Supporter (\$100) |
| | | | | | | |

EXPO BUSINESS OPPORTUNITY MARKETPLACE

October 9 & 10, 2024 | In-Person

EXPO is one of the most successful events of its kind and is Texas' largest minority business trade-fair, supporting the advancement of the minority business community across its service territory area. EXPO serves as the vital link and leading connector between minority, women small businesses and major corporations, prime suppliers, educational institutions, and government agencies who seek to buy their products and services.

| Sponsorship Level | Corporate Title Sponsor (\$25,000) | Corporate/ Prime Platinum (\$10,000) | Corporate/ Prime Gold (\$8,000) | Corporate/ Prime Silver (\$6,000) | Corporate/ Prime Bronze (\$2,500) | MBE Gold (\$2,500) | MBE Silver (\$1,500) | MBE Bronze (\$750) |
|---|--|--------------------------------------|-------------------------------------|--|-----------------------------------|----------------------------|----------------------------|----------------------------|
| Quantity | 1 | 3 | 6 | 10 | 15 | 5 | 10 | 15 |
| Exhibit Booth | 1 | 1 | 1 | 1 | 1 | | | |
| EXPO Trade Show Tickets | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | 4 | 3 | 2 |
| Recognition in the EXPO Marketplace Program | Front Cover Prominent Placement | Logo Front Cover | Logo Front Cover | Logo Back Cover | Listing Back Cover | Inside Logo | Inside Listing | Inside Listing |
| Company Exhibitor Profile in Program | X | X | X | X | X | | | |
| Rigel Awards Program Recognition | Opening Address | Greetings & Logo | Logo | Logo | Listing | Listing | Listing | Listing |
| Rigel Awards Tickets | 10 (2 tables/5 seats each table) | 10 (2 tables/5 seats each table) | 10 (2 tables/5 seats each table) | 5 (1 table/5 seats) | 5 (1 table/5 seats) | 5 (1 table/5 seats) | 3 (3 seats) | 2 (2 seats) |
| Commemorative Sponsors Awards | Presented at Rigel Awards | Presented at Rigel Awards | Presented at Rigel Awards | Presented at Rigel Awards | Presented at Rigel Awards | Presented at BIC Reception | Presented at BIC Reception | Presented at BIC Reception |
| Best In Class (BIC) Reception Tickets | 10 | 10 | 8 | 6 | 4 | 8 | 6 | 4 |
| Recognition on the HMSDC website | Logo Prominent Placement | Logo | Logo | Logo | Logo | Logo | Logo | Logo |
| Marketing Material, Social Media and Press Releases | Logo | Logo | Logo | Listing | Listing | Logo | Listing | Listing |
| Qty: 1 | Keynote Speaker Sponsor (\$5,000) | | | <ul style="list-style-type: none"> • Introduction of Keynote Speaker • Recognition on all marketing materials • Recognition in EXPO Marketplace Program • 4 – Tickets to EXPO Trade Show and Rigel Awards • 2 – Best In Class Reception Tickets | | | | |
| Qty: 15 | Matchmakers (\$1,500) | | | <ul style="list-style-type: none"> • Recognition in the EXPO Marketplace Program • 2 – Tickets to EXPO Trade Show and Rigel Awards • 2 – Best In Class Reception Tickets | | | | |
| Qty: 300 | General Attendee Ticket(s) 300 person limit | | | <ul style="list-style-type: none"> • \$250 Certified MBE/Corporate Member • \$350 Non-Certified MBE / Non-Member | | | | |
| Qty: TBD | Exhibit Booths | | | <ul style="list-style-type: none"> • \$900 General Exhibit Booth • \$750 Prime Exhibit Booth • \$500 Government Exhibit Booth | | | | |
| Qty: 150 | MBE Matchmaker only | | | <ul style="list-style-type: none"> • \$150 – participation in matchmaking activities | | | | |
| Qty: 15 | Corporate Matchmaker only | | | <ul style="list-style-type: none"> • \$500 – logo on website and business matches | | | | |

2024 MBE Development Initiatives

Revenue Categories:

- Class 1: < \$1M
- Class 2: \$1M - \$10M
- Class 3: \$10M - \$50M
- Class 4: \$50M +

INDUSTRY FORUMS

Bundle your marketplace connection activities in an industry-specific package to gain greater value and visibility of your program. These mini conferences are designed to provide exposure to industry experts and increase knowledge of a particular industry. Industry Days will provide a macro-overview of current industry practices and activities with C-Suite Executives; to industry advisors that will discuss sector-specific trends and developments; followed by practical instructions from Corporate and Government agencies on How to do Business within each sector; concluding by pairing MBEs with current business opportunities through targeted matchmakers.

- Transportation | Aerospace (April) | Virtual (Webinar)
- Healthcare | Construction (August) | Virtual (Webinar)

| Sponsorship Level | Corporate Gold (\$2,500) | Corporate Silver (\$1,500) | Corporate Bronze (\$1,000) | MBE Silver (\$1,500) | MBE Bronze (\$750) | Attendee Ticket (\$75) |
|--|--------------------------|----------------------------|----------------------------|----------------------|--------------------|------------------------|
| Quantity | 3 | 5 | 10 | 5 | 5 | 100 |
| L.E.A.D. Conversations Presentation | X | | | X | | |
| Marketing Material | Logo | Logo | Logo | Logo | Logo | |
| How to Do Business | X | X | X | | | |
| Social Media Recognition (Tagging) | X | X | X | X | X | |
| Lead List (Attendee) | X | | | X | | |
| Weekly Alert: MBE Sponsor Highlight <i>*Sponsorship must be secured 30 days prior to event*</i> | X | | | X | | |

MBE LEADERSHIP ACADEMY

- Class 1: < \$1M
- Class 2: \$1M - \$10M



The MBE Leadership Academy is a comprehensive 8-week program that develops the essential skills that emerging minority business enterprises (MBEs) need to enhance their strategic and operational leadership. This program is designed to guide MBEs in developing a growth plan and provide the opportunity for them to pitch to financial institutions. The MBE Leadership Academy provides the tools that will help them manage their profitability, productivity, and performance in cyclical markets.

| Sponsorship Level | Gold (\$6,000) | Silver (\$4,000) | Bronze (\$2,000) | Pitch Grant (\$5,000) |
|--|----------------------|------------------|------------------|--------------------------|
| Quantity | 2 | 2 | 4 | 4 |
| Opening Session | Speaking Opportunity | | | |
| Marketing Materials & Training Sessions | Logo | Logo | Logo | Logo |
| Recognition on the HMSDC Website | Logo | Logo | Logo | Logo |
| Participation in Graduation | X | X | Recognition Only | Recognition Only |
| Judge Supplier Idol Sessions | X | X | X | X |
| Pitch Competition | Welcome Address | Introductions | X | Grant Award Presentation |
| Capability Statement of each participant | X | X | X | X |

SUPPLIER IDOL

- Class 1: < \$1M
- Class 2: \$1M - \$10M
- Class 3: \$10M - \$50M
- Class 4: \$50M



Supplier Idol sessions are designed to assist MBEs with perfecting their business pitch to key decision-makers. MBEs conduct 15-minute presentations to a panel of corporate representatives who provide candid advice, mentoring and feedback on their sales presentation, marketing material, email and phone etiquette.

| Sponsorship Level | Gold (\$4,000) | Silver (\$2,500) | Bronze (\$1,000) |
|--|----------------|------------------|------------------|
| Quantity | 2 | 2 | 6 |
| Speaking Opportunity at Opening Session | X | | |
| Marketing Materials & Participant Videos | Logo | Logo | Name Listing |
| Recognition on HMSDC Website | Logo | Logo | Logo |
| Judge Supplier Idol Sessions | X | X | X |
| Presentation to HMSDC Board | In-Person | In-Person | Recognition Only |
| Capability Statement of each participant | X | X | X |

CEO CONVERSATIONS

■ Class 3: \$10M - \$50M ■ Class 4: \$50M +



© CEO Conversations is designed for CEOs, presidents and senior executives of companies with over \$10 million in revenue. The program helps participants gain an understanding of how Houston's top executives lead their organizations. These MBEs meet quarterly with senior executives from major corporations to develop strategic leadership skills to create well-rounded C-level MBE owners. Through innovation sessions led by Accenture, MBEs are guided through topics that help them transition from operational to strategic leaders.

| Sponsorship Level | Gold (\$6,000) | Silver (\$4,000) | Bronze (\$2,000) | General Attendee Tickets |
|--|----------------|------------------|------------------|--------------------------|
| Quantity | 1 | 2 | 4 | |
| Marketing Material and social media | Logo | Logo | Logo | |
| Recognition during each session | X | X | X | |
| Recognition on HMSDC website | X | X | X | |
| Biographies and capability statement of participants | X | X | X | |
| Open invite to participate in sessions | 3 | 2 | 1 | |

TOTAL BUSINESS DEVELOPMENT

■ Class 1: < \$1M ■ Class 2: \$1M - \$10M ■ Class 3: \$10M - \$50M ■ Class 4: \$50M +



© Total Business Development is designed to address business capability gaps, promote business growth, and increase utilization of the professional services of certified Minority Business Enterprises (MBEs). The program allows MBEs that have identified a strategic need within their organization to hire MBE firms with the technical

expertise to provide a solution - at half the cost! The program encourages the utilization of HMSDC's certified professional service firms by contributing 35% up to \$500 towards the cost of professional services needed by other MBEs.

| Sponsorship Level | Gold (\$4,000) | Silver (\$2,500) | Bronze (\$1,000) |
|-------------------------------------|----------------|------------------|------------------|
| Quantity | 2 | 4 | 6 |
| Marketing Material and social media | Logo | Logo | Name Listing |
| Recognized on HMSDC website | Logo | Name Listing | Name Listing |
| Impact Report | Sponsor Letter | Ad | Acknowledgement |
| Digital Copy of Impact Report | X | X | X |

PATHWAYS TO EXCELLENCE (P2E)

■ Class 1: < \$1M ■ Class 2: \$1M - \$10M ■ Class 3: \$10M - \$50M ■ Class 4: \$50M +

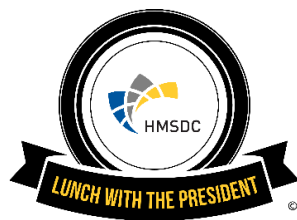
PATHWAYS TO EXCELLENCE®

Pathways to Excellence is a business self-assessment that helps diverse suppliers understand the standards and business requirements used by major corporations and governmental entities in the supplier selection process. P2E provides technical assistance training to close identified gaps within the seven pillars (HSSE, Cyber Security, Quality, Corporate Policies, Technical, Financials, and ESG) reflecting business standards and corporate requirements. This increases a MBEs ability to compete for higher value-added contracts.

| Sponsorship Level | Gold (\$8,000) | Silver (\$6,000) | Bronze (\$3,000) |
|--|----------------|------------------|------------------|
| Quantity | 2 | 4 | 8 |
| Speaking Opportunity at Introductory Session | X | Recognition | Recognition |
| Marketing Materials & Training Sessions | Logo | Logo | Name Listing |
| Recognition on P2E web-based portal | Logo | Logo | Logo |
| Participation in Graduation | X | X | X |
| Matchmaking Opportunity with Graduates | X | X | X |

LUNCH WITH THE PRESIDENT

■ Class 1: < \$1M ■ Class 2: \$1M - \$10M ■ Class 3: \$10M - \$50M ■ Class 4: \$50M +



Lunch with the President is a bi-monthly session held by the President with MBEs and corporate members of HMSDC to provide candid feedback on HMSDC programming and services; to learn about upcoming programs and events; and discuss how to effectively utilize HMSDC to develop and grow. Corporate participants provide insight into marketplace trends and successful strategies to penetrate corporate and government supply chains.

| Sponsorship Level | Corporate Gold (\$500) | Corporate Silver (\$250) | Corporate Bronze (\$100) | MBE Gold (\$500) | MBE Silver (\$250) | MBE Bronze (\$100) |
|--------------------------------------|------------------------|--------------------------|--------------------------|------------------|--------------------|--------------------|
| Quantity | 5 | 5 | 10 | 5 | 5 | 10 |
| Recognized at each Session | Logo | Logo | Listing | Logo | Logo | Listing |
| Speaking Opportunity at each session | X | | | X | | |

2024 Corporate Development Initiative

SUPPLIER DIVERSITY PROGRAM MANAGERS MEETING

June 26, 2024 | In Person

HMSDC's 2024 Program Managers Meeting will consist of workshops designed to ensure Supplier Diversity professionals, Tier 1 Prime Suppliers, and our corporate member advocates have access to information and inspiration that support minority business success. HMSDC's Program Managers meeting will feature:

- Best practices in Supplier Diversity. These sessions are for new supplier diversity professionals and those wanting to refresh their supplier development initiatives.
- Innovative Content. This meeting will share program innovations, career development paths, and available learning solutions for more experienced supplier diversity professionals. We will be offering industry group breakouts for more intensive connections and information sharing within industries.
- Soft skills development. To build support and drive supplier diversity depends on the ability to convey an executive presence, gain support for internal champions, and understanding supply chain management structures, and available certifications that help support career goals.

| Sponsorship Level | Gold (\$5,000) | Silver (\$2,500) | Bronze (\$1,000) |
|--|----------------|------------------|------------------|
| Quantity | 5 | 5 | 10 |
| Company Logo on Event Signage and advertising material | Logo | Logo | Logo |
| Program Development Input | X | | |
| Speaking Opportunity | X | | |
| Video commercial provided by sponsor to play at event | X | | |
| Distribute Material to all Attendees | X | X | |
| Ad in official digital program | Full-Page | Half-Page | ¼ Page |
| Social Media Recognition (Tagging) | X | X | X |

General Sponsorships

TECH TOOLS

■ Class 1: < \$1M ■ Class 2: \$1M - \$10M ■ Class 3: \$10M - \$50M ■ Class 4: \$50M +

Technology sponsors support HMSDC's virtual event hosting, program platforms, and content development. Our Technology sponsors are strategic to our value delivery model and have many benefits, including heightened visibility through increased traffic streams. HMSDC's 2024 rollout of its Customer Relationship Management (CRM) system, the "eXchange" will accelerate your ability to collaborate and track value delivery, key performance indicators, and provide information faster to all stakeholders.

| Sponsorship Level | Corporate Platinum (\$8,000) | Corporate Gold (\$6,000) | Corporate Silver (\$3,000) | MBE Silver (\$3,000) | MBE Bronze (\$1,000) |
|---|------------------------------|--------------------------|----------------------------|----------------------|----------------------|
| Quantity | 2 | 4 | 6 | 3 | 3 |
| Recognized on website as "powered by" | Logo | Logo | Logo | Logo | Logo |
| Recognized on Standing Committee SharePoint Sites | X | X | X | X | X |
| Recognized on eXchange ticker | X | X | X | X | X |

WEEKLY ALERTS

■ Class 1: < \$1M ■ Class 2: \$1M - \$10M ■ Class 3: \$10M - \$50M ■ Class 4: \$50M +

The Weekly Alerts provide the opportunity to market your company to more than 1,500 corporate members, MBE Suppliers and affiliate organizations under the Council brand featuring your logo. 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.

| Sponsorship Level | \$500 | \$250 | \$150 |
|--|------------|-------------|------------|
| Quantity | 10 | 10 | 10 |
| Logo impressions: 1 - 10 | Large Logo | Medium Logo | Small Logo |
| Logo impressions: 11 - 25 | Large Logo | Medium Logo | |
| Logo impressions: 26 up to 50 (Priority Placement) | Large Logo | | |

RECERTIFICATION ASSISTANCE PROGRAM (RAP)

■ **Class 1: < \$1M**

The Recertification Assistance Program (RAP) is designed to assist minority business enterprises (MBEs) that have been adversely affected due to the COVID-19 crisis and economic recession and needs assistance to remain an active certified minority business of the HMSDC. This will allow MBEs with revenue under \$1M to maintain their certification status which will continue to provide them access to development programs, MBE MatchMakers, and procurement opportunities that they will need to gain financial stability.

| Sponsorship Level | Corporate Gold (\$3,000) | Corporate Silver (\$2,000) | Corporate Bronze (\$1,000) |
|-------------------|--------------------------|----------------------------|----------------------------|
| Quantity | 10 | 10 | 10 |
| Sponsors 12 MBEs | X | | |
| Sponsors 8 MBEs | | X | |
| Sponsors 4 MBEs | | | X |

DIVERSE BUSINESS FINDER



The Diverse Business Finder directory is a web-based directory that allows anyone interested in doing business with diverse-owned businesses (minority, women, veteran, LGBTQ) in greater Houston to quickly search and download a list of certified and self-identified businesses. This one-stop searchable solution (search engine) makes it easy to identify diverse companies of all types. The Diverse Business Finder connects buyers to all types of diverse suppliers and is intended to encourage both corporate-to-diverse business and diverse business-to-diverse business buying and partnerships.

| Sponsorship Level | Corporate Platinum (\$20,000) | Corporate Gold (\$10,000) | Corporate Silver (\$6,000) | Corporate Bronze (\$4,000) |
|---|-------------------------------|---------------------------|----------------------------|----------------------------|
| Quantity | 2 | 4 | 6 | 10 |
| Recognized on search page | X | | | |
| Recognized on the website sponsor ticker | Logo | Logo | Logo | Logo |
| Recognized as "supported by" sponsor on home page | Logo | Logo | | |
| Access to aggregate site data analytics | X | X | X | |