



North Central  
Minority Supplier  
Development Council



Become a 2021 Signature Sponsor!

## 2021 NCMSSDC Sponsorship Packages

**Dear Corporate Member Representatives and MBE Owners/Executives:**

**Welcome to 2021!** Reflecting on our accomplishments in 2020, we are excited to present our 2021 programming schedule, including the 2021 NCMSSDC Signature Sponsorship.\*

**Why sponsor\*?** While membership fulfills our mission to Certify and support our corporate members' supply chain activities, our programming fulfills the rest of our mission to Connect, Develop, and Advocate for our MBE firms and our Corporate Members' Supplier Diversity Programs. Sponsorship\* also allows us to keep building on our successful live-stream platform for program delivery, supporting our mutual goals of economic wealth and job creation.

**We continue to offer customizable Signature Event Sponsorship\* options with expanded visibility, and new this year:** a single-sponsorship\* level annual package option. Please reach Cynthia (Cindy) Radtke, Corporate Relations and Program Manager with questions and to customize a package ([cradtke@northcentralmsdc.net](mailto:cradtke@northcentralmsdc.net)/612-465-8885).

**Please continue to be safe and stay well.**

**Warmest Regards,**

*Heather N. Olson*



**Heather Olson  
President & CEO**

**\*Note:** As is NCMSSDC practice, sponsorship is logo-related branding such as (but not limited to) branding an agenda section, logo on digital platform, logo in program, etc. Sponsorship does not influence content or participation (to include but not limited to) agenda, topics, etc.



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# Annual Meeting June 17, 2021

## Platinum\*

**Corporate:** \$8,000 | **Non-Profit/Gov:** \$6,400  
**MBE:** \$4,000

- Virtual Networking Lounge Branding
- Company Promotional Video (max 60-seconds)\*
- Brief Company Welcome Video (10-seconds)
- Logo on the NCMSDC Event Landing Page
- Two (2) Page Digital Advertisement
- Reserved Corporate Procurement Lifecycle Round Table
- Social Media Marketing
- All-Inclusive Registration—Unlimited Team Members

## Gold\*

**Corporate:** \$6,000 | **Non-Profit/Gov:** \$4,800  
**MBE:** \$3,000

- State of the NCMSDC Branding
- Company Promotional Video (max 30-seconds)\*
- Brief Company Welcome Video (10-seconds)
- Logo on the NCMSDC Event Landing Page
- Full Page Digital Advertisement
- Reserved Corporate Procurement Lifecycle Round Table
- Social Media Marketing
- All-Inclusive Registration—Unlimited Team Members

## Silver\*

**Corporate:** \$4,000 | **Non-Profit/Gov:** \$3,200  
**MBE:** \$2,000

- Workshop Sponsorship Branding
- Company Welcome Video (20-seconds)
- Half (½) Page Digital Advertisement
- Reserved Corporate Procurement Lifecycle Round Table
- Social Media Marketing
- All-Inclusive Registration—Unlimited Team Members

## Bronze\*

**Corporate:** \$2,000 | **Non-Profit/Gov:** \$1,600  
**MBE:** \$1,000

- Pre-event Virtual Gathering Branding
- Company Welcome Video (10-seconds)
- Quarter (¼) Page Digital Advertisement
- Reserved Corporate Procurement Lifecycle Round Table
- Social Media Marketing
- All-Inclusive Registration—Unlimited Team Members

## Champion\*

**Corporate:** \$500 | **Non-Profit/Gov:** \$400  
**MBE:** \$250

- Program Logo Inclusion
- Social Media Marketing
- All-Inclusive Registration—Unlimited Team Members

*\*Sponsorship collateral depends on the platform chosen and its capabilities. The NCMSDC will request collateral in advance that is platform supported.*

- *All videos will need to be approved by the NCMSDC prior to use. If not approved, sponsorship will be refunded. To qualify for refund of sponsorship, videos have to be sent for approval at least 15 days prior to use/screening of the event.*



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## Business Opportunity Exchange September 23, 2021

### Diamond\*

**Corporate:** \$15,500 | **Non-Profit/Gov:** \$12,400 | **MBE:** \$7,750

- Logo in Event Speakers' Digital Background
- C-Suite Award Presenter
- Company Promotional Video (max 60-seconds)\*
- Brief Company Welcome Video (10-seconds)
- Welcome Gift Box Branding
- Logo on the NCMSDC Event Landing Page
- Branded Host with Networking Lounge
- Reserve Networking table
- Social Media Marketing
- All-Inclusive—Unlimited Team Members

### Platinum\*

**Corporate:** \$10,500 | **Non-Profit/Gov:** \$8,400  
**MBE:** \$5,250

- Award Ceremony
- Event Frame Branding
- Welcome Gift Branding
- Digital Program Full- Page Advertisement with Company Slogan Voice-Over
- Logo on the NCMSDC Event Landing Page
- Company Welcome Video (30 seconds)
- Reserved networking table
- Social Media Marketing
- All-Inclusive—Unlimited Team Members

### Gold\*

**Corporate:** \$7,500 | **Non-Profit/Gov:** \$6,000  
**MBE:** \$3,750

- Main Panel/Speaker Frame Branding
- Digital Program Half (1/2) Page Advertisement with Company Slogan Voice-Over
- Logo with Company Slogan Voice Over
- Company Welcome Video (30 seconds)
- Reserved networking table
- Social Media Marketing
- All-Inclusive—Unlimited Team Members

### Silver\*

**Corporate:** \$5,500 | **Non-Profit/Gov:** \$4,400  
**MBE:** \$2,750

- Panel/Speaker Frame Branding
- Digital Program Quarter (1/4) Page Advertisement with Company Slogan Voice-Over
- Logo with Company Slogan Voice Over
- Company Welcome Video (20 seconds)
- Reserved networking table
- Social Media Marketing
- All-Inclusive—Unlimited Team Members

### Bronze\*

**Corporate:** \$3,500 | **Non-Profit/Gov:** \$2,800  
**MBE:** \$1,750

- Pre-Event Gathering Branding
- Digital Program Quarter (1/4) Page Advertisement
- Company Welcome Video (10 seconds)
- Reserved networking table
- Social Media Marketing
- All-Inclusive—Unlimited Team Members

### Champion\*

**Corporate:** \$1000 | **Non-Profit/Gov:** \$800 | **MBE:** \$500

- Introduction to Matchmaker Branding
- Digital Program Logo Inclusion
- Social Media Marketing
- All-Inclusive—Unlimited Team Members

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## Consortium Sponsorship Packages for Each Program

**Financial, Banking and Professional Services Consortium--March 11, 2021**

**Healthcare Consortium--March 25, 2021**

**Retail/Food & Bev Consortium--November 17, 2021**

### Platinum\*

**Corporate:** \$5,000 | **Non-Profit/Gov:** \$4,000  
**MBE:** \$2,500

- Logo on all Virtual Speaker and Panel Backgrounds
- Logo on all Polling Questions throughout the Panel
- Sponsorship Logo Throughout the Event
- Company Promotional 60-second Video Option\*
- Full-Page Digital Advertisement
- Sponsorship Logo
- All-Inclusive/Per company
- Brief Company Welcome Video
- Unlimited Group Registration/Buyers

### Gold\*

**Corporate:** \$3,500 | **Non-Profit/Gov:** \$2,800  
**MBE:** \$1,750

- Logo on all Virtual Speaker and Panel Backgrounds
- Company Promotional 30-second Video Option\*
- Half (½) Page Digital Advertisement
- Sponsorship Logo
- All-Inclusive/Per company
- 20-Second Company Presentation Video
- Unlimited Group Registration/Buyers

### Silver\*

**Corporate:** \$1,500 | **Non-Profit/Gov:** \$1,200  
**MBE:** \$750

- Branding to Introduce Matchmaker Sponsorship
- Quarter (¼) Page Digital Advertisement
- Sponsorship Logo
- All-Inclusive/Per company
- 15-Second Company Presentation Video
- Unlimited Group Registration/Buyers

### Bronze\*

**Corporate:** \$750 | **Non-Profit/Gov:** \$600  
**MBE:** \$375

- Sponsorship Logo
- All-Inclusive/Per company
- 10-Second Company Presentation Video
- Unlimited Group Registration/Buyers

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- All videos will need to be approved by the NCMSDC prior to use. If not approved, sponsorship will be refunded. To qualify for refund of sponsorship, videos have to be sent for approval at least 15 days prior to use/screening of the event.



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## 6th Annual Construction Industry Business-to-Business Forum

August 12, 2021

### Titanium\* \$2,000

- Logo on all Virtual Speaker and Panel Backgrounds
- Logo on all Polling Questions throughout the Panel
- Sponsorship Logo Throughout the Event
- Company Promotional Video Marketing option
- Full-Page Digital Advertisement
- Sponsorship Logo
- All-Inclusive/Per company
- Brief Company Welcome Video
- Unlimited Group Registration/Buyers

### Steel\* \$1,000

- Panel Sponsorship
- Logo Virtual Background for Panelists
- Half (½) Page Digital Advertisement
- Sponsorship Logo
- All-Inclusive/Per company
- 10-Second Company Presentation Video
- Unlimited
- Group Registration/Buyers

### Cobalt\* \$750

- Branding to Introduce Matchmaker Sponsorship
- Quarter (¼) Page Digital Advertisement
- Sponsorship Logo
- All-Inclusive/Per company
- 10-Second Company Presentation Video
- Unlimited Group Registration/Buyers

### Featured Partner\* \$450

- Sponsorship Logo
- All-Inclusive/Per company
- 10-Second Company Presentation Video
- Unlimited Group Registration/Buyers

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- *All videos will need to be approved by the NCMSDC prior to use. If not approved, sponsorship will be refunded. To qualify for refund of sponsorship, videos have to be sent for approval at least 15 days prior to use/screening of the event.*



## By Level: 2021 Signature Sponsorship Packages

**Annual Meeting--June 17, 2021**

**+**

**Business Opportunity Exchange--September 23, 2021**

**+**

**Choose One Consortium:**

**Financial, Banking and Professional Services Consortium--March 11, 2021**

**Healthcare Consortium--March 25, 2021**

**Retail/Food & Bev Consortium--November 17, 2021**

### **Platinum\***

**Corporate:** \$23,500  
**Non-Profit/Gov:** \$18,800  
**MBE:** \$11,750

### **Gold\***

**Corporate:** \$17,000  
**Non-Profit/Gov:** \$13,600  
**MBE:** \$8,500

### **Silver\***

**Corporate:** \$11,000  
**Non-Profit/Gov:** \$8,800  
**MBE:** \$5,500

### **Bronze\***

**Corporate:** \$6,250  
**Non-Profit/Gov:** \$4,400  
**MBE:** \$3,125

*\*Sponsorship collateral depends on the platform chosen and its capabilities. The NCMSDC will request collateral in advance that is platform supported.*

- All videos will need to be approved by the NCMSDC prior to use. If not approved, sponsorship will be refunded. To qualify for refund of sponsorship, videos have to be sent for approval at least 15 days prior to use/screening of the event.*



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## Other Programming Sponsorship Opportunities

### MBE Capacity Building and Programming

Contact NCMSDC to Discuss

Examples may include, but not limited to the following: Cybersecurity Preparedness Training, MBE Spotlight Series, Webinar sponsorship, etc.

### MBE Executive Education/Scholarship

Contact NCMSDC to Discuss

Examples may include, but not limited to the following: Scholarships to an existing NCMSDC Executive Education Partner Program, etc.

### Corporate Member Supplier Diversity Process Development

Contact NCMSDC to Discuss

Examples may include, but not limited to the following: supplier diversity (SD) leadership programming, center for SD best practices, etc.

### Corporate Subscription Services

Contact NCMSDC to Discuss

Examples may include, but not limited to the following: value added services like benchmarking studies, economic impact reports, etc.

### NCMSDC Technology Enhancement

Contact NCMSDC to Discuss

Examples may include, but not limited to the following: RFX platform, metrics dashboard, peer-to-peer communication portals, website enhancements, etc.





## Descriptions of NCMSDC Signature Programs

### **Consortiums**

*This boutique in-industry/for-industry program supports the Consortia Model that creates opportunity acceleration for MBEs and enhanced industry-specific value added services with peer-to-peer engagement for corporate members.*

### **Annual Meeting**

*Bringing together the five states of our affiliate region to share with all NCMSDC stakeholders the Past, Present, and Future State of the Council; Fireside Chat on a critical topic across industries; to host intentional networking space; and to grow our certification and supply chain capabilities by inviting potential stakeholders.*

### **Business Opportunity Exchange (BOE)**

*Bringing together all current Corporate Members, certified MBE firms, and NCMSDC Subscription Services MBE firms to hold panels/workshops; 1:1 Matchmaker Meetings; and the Annual NCMSDC Awards Ceremony, sending our winners on to Regional and National Award Nomination committees.*