



2018

SPONSORSHIP OPPORTUNITIES

NATIONAL MINORITY ENTERPRISE
DEVELOPMENT WEEK

OCTOBER 14-20, 2018

PRESENTED BY



**MINORITY BUSINESS
DEVELOPMENT AGENCY**
U.S. DEPARTMENT OF COMMERCE

NATIONAL MINORITY ENTERPRISE DEVELOPMENT (MED) WEEK

For more than three decades, every U.S. president has issued a Presidential Proclamation that has recognized the contributions of the minority business community to the U.S. economy by designating a National Minority Enterprise Development (MED) Week. In honor of National MED Week, the U.S. Department of Commerce, Minority Business Development Agency (MBDA), leads the annual celebration and conducts an awards program to honor minority business owners and champions of minority business development. MBDA also spearheads business development and educational opportunities to during National MED Week.

In 2017, President Donald J. Trump was the first President to honor the National MED Week award recipients with a meeting in the Oval Office.



THE 2018 NATIONAL MED WEEK WILL BE OCTOBER 14-20, 2018

MBDA is collaborating with the National Minority Supplier Development Council (NMSDC) to commemorate National MED Week in concert with the NMSDC Conference and Business Opportunity Exchange. The conference and associated MED Week activities will attract **more than 6,000 business and industry leaders from multinational companies and organizations aimed at increasing supplier diversity**. Attendees will have an opportunity to:

- Learn about current industry trends
- Gain tools to help grow their businesses
- Network and form new partnerships

- Learn practical ideas and tips that can contribute to continued job creation and growth of the economy.

MBDA will present a series of *Powered by MBDA* workshops and seminars at the conference that will focus on Federal Government resources including trade/exports, infrastructure and federal procurement opportunities. MBDA will also host the *MBDA Pavilion* where minority entrepreneurs and business owners can obtain one-on-one business counselling and coaching sessions.

During National MED Week, we will also set aside time to honor minority business enterprises for their contributions to our nation's economy. A special reception for award winners, their guests, and sponsors will be held.

YOU'RE INVITED TO SPONSOR NATIONAL MED WEEK

As a sponsor, you will be a part of a longstanding tradition honoring the Nation's fastest growing minority-owned firms, entrepreneurs and advocates. Sponsoring National MED Week and the National Minority Business Awards program provides an opportunity to reach thousands of minority-owned businesses and business executives in one location. Whether you produce a product or provide a service that minority entrepreneurs need to manage and grow their businesses, or you are in the market for products and services that minority-owned firms can provide, you will make connections and do business with some of the best companies in the country.

Your support will enable MBDA to continue its work in the advancement of the minority business community and enable you to network with leading companies, industry experts, government officials, and corporate executives.

LEARN MORE ABOUT BECOMING A SPONSOR

Contact: **Antavia Grimsley**
MBDA Sponsorship Coordinator
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agrimsley@mbda.gov

FOR MORE INFORMATION, visit <https://MEDWeek.MBDA.gov>

2018 MED WEEK TIERED SPONSORSHIP OPPORTUNITIES

	DIAMOND-\$35,000	PLATINUM-\$25,000	GOLD-\$10,000	SILVER-\$5,000
PRESENCE	<ul style="list-style-type: none"> • 2 logos on MBDA Pavilion • 2 logos on stage at Awards Reception • Logos on banners outside of MED Week workshops AND plenary session • Premier mention in MED Week Awards Ceremony Book 	<ul style="list-style-type: none"> • 1 logo on MBDA Pavilion • 1 logo on stage at Awards Reception • logo on banners outside of MED Week Workshops • Mention in MED Week Awards Ceremony Book 	<ul style="list-style-type: none"> • 1 logo on MBDA Pavilion • logo on banners outside of MED Week workshops • Mention in MED Week Awards Ceremony Book 	<ul style="list-style-type: none"> • Name on MBDA Pavilion • Name on banner outside of MED Week Workshops • Mention in MED Week Awards Ceremony Book
SEATING	<ul style="list-style-type: none"> • 10 Reserved Seats at MBDA Awards Reception • 5 Reserved Seats at NMSDC meal functions 	<ul style="list-style-type: none"> • 5 Reserved Seats at MBDA Awards Reception • 4 Reserved Seats at NMSDC meal functions 	<ul style="list-style-type: none"> • 3 Reserved Seats at MBDA Awards Reception • 3 Reserved Seats at NMSDC meal functions 	<ul style="list-style-type: none"> • 2 Reserved Seats at MBDA Awards Reception • 2 Reserved Seats at NMSDC meal functions
SOCIAL MEDIA	<ul style="list-style-type: none"> • Mention in MBDA Press Releases • Video Interviews to be featured across Social Media Platforms • 6 Twitter Posts • 6 Facebook Posts • 6 Instagram Posts 	<ul style="list-style-type: none"> • Mention in MBDA Press Releases • Video Interviews to be featured across Social Media Platforms • 4 Twitter Posts • 4 Facebook Posts • 4 Instagram Posts 	<ul style="list-style-type: none"> • Mention in MBDA Press Releases • Video Interviews to be featured across Social Media Platforms • 2 Twitter Posts • 2 Facebook Posts • 2 Instagram Posts 	<ul style="list-style-type: none"> • 1 Twitter Post • 1 Facebook Post • 1 Instagram Post

SOME OF OUR PAST NATIONAL MED WEEK SPONSORS INCLUDE:

- ★ Arnold-Hanafin Corporation ★ BAE Systems ★ The Bernd Group, ★
- ★ The Boeing Company ★ Brocade ★ CAMRIS International ★ Cardinal Health, Inc. ★
- ★ Chevron ★ Chrysler Group ★ Cisco Systems, Inc. ★ Coastal ★
- ★ The Coca-Cola Company ★ Con Edison of New York ★ Dakota Integrated Systems ★
- ★ Dell ★ Deltek ★ Exxon Mobil Corporation ★ General Motors Company ★
- ★ Goodrich Corporation, ★ Harris Corporation ★ Highmark ★ Hightowers Petroleum ★
- ★ Home Depot ★ HP Enterprise Services ★ IBM ★ Indian Eyes, LLC ★
- ★ Johnson & Johnson ★ Lockheed Martin ★ Morgan Stanley ★
- ★ The National Center for American Indian Enterprise Development ★ Navistar ★
- ★ Northrop Grumman ★ Progress Energy, Inc. ★ Raytheon ★ SAS Institute Inc., ★
- ★ Tremco ★ Triune ★ TW & Company ★ United Parcel Service of America, Inc. ★
- ★ Verizon ★ Wells Fargo ★ WalMart ★ 3M ★

HIGHLIGHTS FROM THE 2017 NATIONAL MED WEEK AND NMSDC CONFERENCE



ABOUT MBDA

Since 1969, the Minority Business Development Agency (MBDA), has supported the growth of our nation's minority-owned businesses by successfully providing programs and services that help them build size, scale and capacity. As the only Federal agency focused on the growth and global competitiveness of minority-owned firms, MBDA serves as a strategic partner to create greater access to capital, contracts and markets. The Agency is committed to growing all minority-owned businesses as an integral asset to our nation's financial success, now and in the future.



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