



MWBE

MINORITY AND WOMEN
BUSINESS ENTERPRISE

**MINORITY
ENTERPRISE
DEVELOPMENT WEEK**

SEPTEMBER 25-29, 2017



A week to recognize the economic impact of minority and women-owned firms

**SPONSORSHIP
PACKAGE**

OVERVIEW

Since 2010, the City of Greenville and Greenville Utilities Minority and Women Business Enterprise (MWBE) Program has set aside a week to recognize the economic impact of the MWBE community. A national event first proclaimed by President Reagan in 1983, MED Week is an opportunity to recognize the many contributions and accomplishments of women and minority owned businesses.

MED Week celebrates but also affirms a commitment to equal opportunity and economic inclusion. MWBE's are critical to the economic vibrancy of our country and have a rippling effect on the quality of life of our communities. Without the contribution of MWBE firms, the US would be missing \$2.4 trillion in economic output and the employment of millions of workers. Yet, these numbers would be drastically improved if minorities and women received the same access to business resources and development opportunities. Through this celebration we will provide a platform for the recognition of these firms and their place in our economic communities.

PURPOSE

The purpose of Greenville's MED Week is to celebrate and acknowledge the economic impact of the minority and women business community. MED Week also provides a platform to promote the growth and success of these firms by providing avenues for:

- ▶ Business development
- ▶ Networking
- ▶ Training and information gathering
- ▶ Awareness and Promotion

SIGNATURE EVENTS

Who is our MWBE Community? Come to the Recognition Luncheon and find yourself in the good company of like-minded business and community leaders. Network with MWBEs and discover the work that happens with your local small businesses.

Patronize these MWBE firms at our various community events sponsored by community partners.

WHY YOU SHOULD BE INVOLVED

Sponsors of MED Week demonstrate an appreciation for the value of MWBE contributions to the economic landscape and show support to support diversity and economic inclusion. Linking your brand with Greenville MED Week shows your customers that diversity and inclusion is a priority of your organization. Many prominent supporting organizations in our community have committed to training and developing this segment of the community. Please consider a contribution to continue the promotion of this important segment of our economy.

COUNT ME IN!

Whether through in-kind support or a financial contribution, there are several ways that you can become a part of this exciting movement.

SPONSORSHIP ADVERTISEMENTS

Some sponsorships includes an advertisement in the 2017 Program Booklet. The size of your advertisement is based upon your sponsorship level as indicated in the sponsorship level descriptions. Please email your advertisements to Ferdinand A. Rouse (frouse@greenvillenc.gov) on or before August 28, 2017.

Print Ready Requirements: All advertisement submissions must be print-ready, with a minimum resolution of 300 dpi in CMYK format to ensure the most accurate reproduction. Please include 1/4" bleed in your document. Your ad must be submitted as a PDF document.

DIVERSITY CHAMPION — \$1000

- ▶ Logo presentation on marketing and promotional materials.
- ▶ Inclusion in all media: TV, Newspaper, Web, Etc.
- ▶ Recognition at all MED Week events.
- ▶ 5 complimentary tickets to Signature Recognition Event.
- ▶ 1-2 minute speaking opportunity at Signature Recognition Event.
- ▶ Full-page (8 in x 10.5 in) advertisement in program booklet for Signature Recognition Event.
- ▶ Sponsor highlight in “Thank You” advertisement in local newspaper.
- ▶ Opportunity to provide give-a-ways to MED Week attendees.

DIVERSITY ADVOCATE — \$750

- ▶ Logo presentation on marketing and promotional materials.
- ▶ Inclusion in all media: TV, Newspaper, Web, Etc.
- ▶ Recognition at all MED Week events.
- ▶ 4 complimentary tickets to Signature Recognition Event.
- ▶ Half-page (4 in x 10.5 in, or 8 in x 5.25 in) advertisement in program booklet for Signature Recognition Event.
- ▶ Sponsor highlight in “Thank You” advertisement in local newspaper.
- ▶ Opportunity to provide give-a-ways to MED Week attendees.

DIVERSITY SUPPORTER — \$500

- ▶ Logo presentation on marketing and promotional materials.
- ▶ Inclusion in all media: TV, Newspaper, Web, Etc.
- ▶ Recognition at all MED Week events.
- ▶ 2 complimentary tickets to Signature Recognition Event.
- ▶ Quarter-page (4 in x 5.25 in) advertisement in program booklet for Signature Recognition Event.
- ▶ Sponsor highlight in “Thank You” advertisement in local newspaper.
- ▶ Opportunity to provide give-a-ways to MED Week attendees.

DIVERSITY SPONSOR — \$200

- ▶ Recognition at all MED Week events.
- ▶ 1 complimentary ticket to Signature Recognition Event.
- ▶ Listing in program booklet for Signature Recognition Event.
- ▶ Sponsor highlight in “Thank You” advertisement in local newspaper.
- ▶ Opportunity to provide give-a-ways to MED Week attendees.



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2017 SPONSORSHIP APPLICATION

Thank you for your support of MED Week 2017! Please complete the application below to secure your sponsorship. *All completed applications and advertisements are due on or before August 28th, 2017.*

GENERAL INFORMATION

First name: _____ Last name: _____

Title: _____

Organization: _____

Telephone: _____ Email: _____

Sponsorship level: ☐ Diversity Champion — \$1000 ☐ Diversity Advocate — \$750
☐ Diversity Supporter — \$500 ☐ Diversity Sponsor — \$200

PAYMENT INFORMATION

Please make checks payable to City of Greenville and mail with the completed application to:

City of Greenville
C/o Ferdinand A. Rouse
200 West 5th Street
Greenville, NC 27858