

CITY OF GREENVILLE / GUC

# MWBE

## MINORITY AND WOMEN BUSINESS ENTERPRISE SPONSORSHIP PACKAGE

MINORITY ENTERPRISE DEVELOPMENT WEEK 2015

[MWBE.GREENVILLENC.GOV](http://MWBE.GREENVILLENC.GOV)



*Find yourself in good company*



## 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. The celebration of these resilient businesses proclaims their success and provides a platform for needed progress in the strategy and execution of opportunity and inclusion.

## 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
- Training and information gathering
- Networking
- Awareness and Promotion

## SIGNATURE EVENTS

Who are 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 gems that make Greenville Great!

Patronize these firms during our **City Crawl**. Shop relax, eat, and enjoy the best of our local minority and women owned business community who will be providing deals and discounts during the event.

## WHY YOU SHOULD BE INVOLVED

Sponsors of MED Week demonstrate an appreciation for the value of MWBE contributions to the economic landscape and make an intentional effort to support diversity and economic inclusion. Linking your brand with Greenville MED Week shows your customers that diversity and inclusion are a priority of your organization. You do so in word and deed and your dollars will support the training, development, and promotion of this essential segment of our economy.

## COUNT ME IN!

There are several ways that you can become a part of this exciting movement:

### 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 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 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 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.

**City of Greenville & Greenville Utilities Commission**  
**Minority and Women Business Enterprise (MWBE) Program**  
Minority Enterprise Development (MED) Week 2015

Sponsorship Application

Thank you for your support of MED Week 2015. Please complete the application below to secure your level of sponsorship. **All completed applications and advertisements are due on or before August 31, 2015.**

**GENERAL INFORMATION**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**SPONSORSHIP LEVELS** (please check one)

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## SPONSORSHIP ADVERTISEMENTS

Some sponsorships include an advertisement in the 2015 Program Booklet. The size of your advertisement is based upon your sponsorship level as indicated above. Please email your advertisements to Denisha Harris (dharris@greenvillenc.gov) on or before **September 4, 2015**.

Print Ready Requirements: All submissions must be print-ready, saved at a minimum resolution of 300 dpi using CMYK color mode to ensure highest quality. Please include 1/8" bleed in your document. Your ad must be submitted as a PDF document. Please indicate if your ad has been emailed:

☐ Yes ☐ No

## PAYMENT

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

City of Greenville  
c/o Denisha Harris  
200 West 5th Street  
Greenville, NC 27858

**Thank you for your support!**