

2025 PARTNERSHIP OPPORTUNITIES GUIDE



**North Central
Minority Supplier
Development Council**

Programs and Events

www.northcentralmsdc.org

TABLE OF CONTENTS

→ Welcome	Page 3
→ Partnership Overview	Page 4
→ Schedule of Programs/Events	Page 5
→ Partnership Packages	Page 7
Business Growth Summit, 50th Anniversary Gala, Rising Star Awards, MBDA MED Week, Scholarship Golf Classic, MBE CEO Academy, MBE Industry Insights, CPO Summit, Supplier Diversity Leadership Council, Game Night, Mingle & Jingle Holiday Mixer	
→ Secure Your Partnership Today	Page 22



Welcome

Welcome to the 2025 Partnership Opportunities Guide. As we prepare for a productive year ahead, I am excited to invite you to join us in championing economic growth, fostering meaningful engagements, and empowering diverse businesses across Iowa, Minnesota, North Dakota, South Dakota, and Wisconsin.

Our mission is to connect our corporate members with qualified Minority Business Enterprises (MBEs) of all sizes. By driving collaboration through certification, development, connection, and advocacy, we accelerate progress and create opportunities for all. Our 2025 programming reflects this commitment, with an exciting lineup of events and initiatives designed to inspire, engage, and deliver measurable outcomes.

From the new MBE CEO Academy to the celebratory 50th Anniversary Gala, from the high-energy Business Growth Summit themed "Leveraging Partnerships for Progress" to the dynamic MED Week, "Empowering Growth: Capital, Contracts, and Connections," this year promises to be one of innovation and connection. We will provide platforms to network and build relationships that drive business success.

Sponsoring our programs and events is more than an opportunity to showcase your brand, it's an investment in a stronger, more inclusive economy. By partnering with us, you demonstrate your commitment to supplier diversity, community impact, and the advancement of minority businesses.



This booklet outlines a wide range of sponsorship opportunities tailored to meet your business goals and enhance your visibility among decision-makers, innovators, and change-makers.

We invite you to explore the possibilities within these pages and join us in making 2025 a year of growth and achievement.

Carolyn Mosby
Interim President/CEO

Partnership Overview

Investing in Impact

Sponsoring NCMSDC programs and events offers a unique opportunity to drive change, build meaningful connections, and create lasting value for your organization and the community. Here are just a few of the many benefits of sponsorship:



Enhanced Brand Visibility

Gain exposure to a diverse and influential audience of corporate leaders, business owners, and decision-makers across the region.



Community Impact

Demonstrate your commitment to supplier diversity and economic inclusion by directly supporting programs that empower minority businesses.



Exclusive Networking Opportunities

Engage with procurement professionals, MBEs, and other stakeholders through targeted events, matchmaking, and networking.



Strategic Alignment

Position your organization as a leader in diversity, equity, and inclusion while aligning with NCMSDC's mission to create a more inclusive economy.



Tailored Sponsorship Packages

Select from sponsorship options designed to meet your marketing and engagement goals, from event-specific opportunities to annual packages.

Schedule of Programs/Events



19 Industry Insights - Consumer Goods
26 Supplier Diversity Leadership Council



19 MBE CEO Academy
24 - 27 MBDA MED Week



24 50th Anniversary Gala
25 Business Growth Summit



21 Industry Insights - Healthcare
22 Supplier Diversity Leadership Council



5 MBE CEO Academy



30 Invitational Scholarship Golf Classic



13 Industry Insights - Food & Beverage
20 Supplier Diversity Leadership Council
27 Chief Procurement Officer Summit



17 MBE CEO Academy
26 Game Night



12 Industry Insights - Transportation/Logistics
19 Supplier Diversity Leadership Council



5 Mingle & Jingle Holiday Mixer
10 MBE CEO Academy

2025 Programs/Events



MBE Industry Insights is a tailored series created to help minority-owned businesses thrive in today's ever-evolving marketplace. Each event focuses on a specific industry, bringing together MBEs, industry experts, and corporate leaders who are passionate about sharing their experiences, insights, and advice. This series is designed to spark meaningful conversations, uncover new opportunities, and provide practical tools to help MBEs grow and succeed. Whether you're exploring a new industry or want to dive deeper into your own, MBE Industry Insights is your chance to connect, learn, and grow with a community that's dedicated to driving progress together.



Align your brand with the forefront of supplier diversity excellence. This is a dedicated group of supplier diversity professionals from NCMSDC corporate members serving as advocates and advisors, supporting NCMSDC's mission by shaping initiatives, driving engagement, and promoting equity for minority-owned businesses.



The MBE CEO Academy is supported by quarterly participation from corporate CEOs in sharing best practices to support minority Presidents and CEOs who have already achieved noteworthy success but are looking to steer their companies towards even greater accomplishments.



The Wisconsin MBDA Business Center Minority Enterprise Development Week celebrates and recognizes the achievements of minority-owned businesses and highlights resources and opportunities available to help these businesses grow.



Celebrate 50 years of progress, partnerships, and possibilities as an NCMSDC 50th Anniversary Gala sponsor. This prestigious event honors decades of achievement while looking to the future of supplier diversity. Elevate your brand by joining top industry leaders and influential stakeholders in this landmark celebration.



The Business Growth Summit is a transformative event dedicated to advancing supplier diversity and fostering meaningful partnerships that drive economic empowerment and create impactful business opportunities. This summit will explore the power of collaborative efforts between Minority Business Enterprises and corporations to unlock new contract opportunities, leverage resources, and fuel economic growth. Attendees will discover innovative strategies and best practices to build and maintain successful business relationships that propel both individual businesses and the broader economy forward.



The Invitational Scholarship Golf Classic is the perfect blend of business networking, offering sponsors a day on the greens with industry peers, corporate executives, and MBE leaders. This engaging event fosters a relaxed atmosphere for forming strategic partnerships while promoting supplier diversity. Elevate your brand and drive your diversity agenda forward in this unique setting.



Join our annual event bringing together Chief Procurement Officers and senior procurement leaders from NCMSDC corporations. This exclusive gathering fosters high-level networking, strategic discussions, and peer learning on the latest trends in procurement and supplier diversity. Participants explore topics such as supply chain innovation, and driving inclusive procurement practices.



This lively and interactive event brings together MBEs and corporate partners for an evening of friendly competition, team-building, and meaningful networking. It's the perfect setting to foster relationships and showcase your support for diversity in a fun, engaging environment.



Spread the cheer and connect with a vibrant business community by sponsoring the NCMSDC Mingle & Jingle Holiday Mixer. This festive event offers an exceptional opportunity to network with MBEs, corporate partners, and community leaders while celebrating the successes of the year.



Rising Stars is a recognition program celebrating ten of the region's most promising emerging MBEs. This prestigious award honors MBEs with exceptional growth, innovation, and adaptability in their respective industries.

Sponsorship Packages

Annual Impact Sponsor

The NCMSDC Annual Impact Partnership offers premier sponsors year-round visibility and engagement across **all NCMSDC programs and events**. This exclusive package positions your brand as a strategic ally in advancing supplier diversity, driving business growth, and fostering meaningful connections. With opportunities to engage at signature events such as the 50th Anniversary Gala, Business Growth Summit, and Invitational Scholarship Golf Classic, your organization will benefit from high-profile exposure, networking access, and alignment with NCMSDC's mission to empower diverse businesses. Become an Annual Impact Partner and make a lasting difference while achieving your business objectives.

Sponsorship Opportunities at a Glance

Choose a sponsorship level to maximize your brand's impact throughout the year.

Sponsorship Benefits	Corporate Visionary Sponsor	Corporate Strategic Sponsor	MBE Visionary Sponsor	MBE Strategic Sponsor
Investment	\$50,000	\$30,000	\$40,000	\$20,000
Event Recognition	Title Branding Across All NCMSDC Events	Branding at Select Events	Title Branding Across All NCMSDC Events	Branding at Select Events
Event Access	10 Tickets Per Event	6 Tickets Per Event	8 Tickets Per Event	4 Tickets Per Event
Digital Presence	Featured on Website, Social Media & Event Materials	Social Media Mentions & Program Features	Featured on Website, Social Media & Event Materials	Social Media Mentions & Program Features
Speaking Opportunities	Keynote/Panel Opportunities at Signature Events	Speaking Roles at Select Events	Keynote/Panel Opportunities at Signature Events	Speaking Roles at Select Events
On-Site Branding	Logo on Welcome Signage, Step-and-Repeat Banners	Logo Placement at Events	Logo on Welcome Signage, Step-and-Repeat Banners	Logo Placement at Events
Exclusive Access	Matchmaking Tables at Signature Events	Matchmaking Tables at Signature Events	Matchmaking Tables at Signature Events	Matchmaking Tables at Signature Events
Resource Highlight	Opportunity to Provide Branded Materials at All Events	Opportunity to Provide Branded Materials at Select Events	Opportunity to Provide Branded Materials at All Events	Opportunity to Provide Branded Materials at Select Events



Date: April 25, 2025

Location: Allina Health – MacMillan Center, Minneapolis, MN

Theme: Leveraging Partnerships for Progress

The NCMSDC Business Growth Summit is a transformative event that brings together corporate leaders, diverse suppliers, and industry influencers to advance supplier diversity and create impactful business opportunities. Through interactive workshops, strategic matchmaking, and engaging panels, sponsors play a critical role in driving collaboration and innovation.

Sponsorship Opportunities at a Glance

Partner with us to elevate your brand and foster meaningful connections.

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
Investment	\$15,500	\$10,500	\$7,500	\$5,500	\$3,500
Logo Placement	Event Page, Materials, Step-and-Repeat Banner	Event Page, Materials, Step-and-Repeat Banner	Event Page, Materials	Event Page, Materials	Event Page, Materials
Event Registrations	10 Full Access	5 Full Access	3 Full Access	2 Full Access	1 Full Access
VIP Access	Reserved VIP Table for 10	Reserved VIP Seats for 5	Reserved VIP Seats for 3	Reserved VIP Seats for 2	Reserved Seat for 1
Speaking Engagement	Award Presenter at Luncheon	Award Presenter at Breakfast	—	—	—
Matchmaking Table	Included	Included	—	—	—
Digital Features	Social Media, Magazine, Blog, Video Interview	Social Media, Magazine	Social Media, Magazine	Social Media	Social Media
Post-Event Benefits	Attendee List, Metrics Report	Attendee List, Metrics Report	Attendee List	Attendee List	—

A La Carte Enhancements

Customize your sponsorship experience with these exclusive add-ons:

- Lanyard Sponsorship: \$2,500 – Feature your branding on every attendee's lanyard.
- Coffee Break Sponsorship: \$1,500 – Gain recognition during key networking breaks.
- Table Sponsorship at Luncheon: \$2,000 – Host 10 guests at the corporate luncheon.



Date: April 24, 2025

Location: To Be Determined

Theme: Celebrating 50 Years of Impact

Join NCMSDC as we commemorate five decades of advancing supplier diversity, fostering economic empowerment, and creating meaningful partnerships. The 50th Anniversary Gala will bring together corporate leaders, MBEs, and community stakeholders to honor past achievements and look toward the future. Sponsors will gain premium exposure and the opportunity to align their brand with this historic celebration.

Sponsorship Opportunities at a Glance

Choose the level of sponsorship that aligns with your goals.

Sponsorship Benefits	Platinum	Gold	Silver	Table Sponsors
Investment	\$10,000	\$7,500	\$5,000	\$1,500
Event Recognition	Featured Branding	Branding	Branding	Table Recognition
Seating Allocation	Premium Table of 10	Reserved Table of 10	8 Reserved Seats at Table	Reserved Table of 10
Digital Presence	Social Media and Program Feature	Social Media Feature and Program Mention	Program Mention	—
Speaking Opportunities	Event Welcome and Award Presentation	Award Presentation	Digital Magazine Feature	—



Date: April 24, 2025 - Presented During the 50th Anniversary Gala
Location: To Be Determined

The Rising Stars Awards celebrates ten of the region's most promising emerging MBEs, recognizing their exceptional growth, innovation, and adaptability within their industries. Presented during the NCMSDC 50th Anniversary Gala, this prestigious recognition program highlights the next generation of business leaders who are making significant impacts in their fields. Sponsors will align their brand with excellence and innovation while gaining unparalleled visibility during this landmark event.

Sponsorship Opportunities at a Glance

Select a sponsorship level to showcase your support for rising MBEs and innovation.

Sponsorship Benefits	Corporate Presenting Award Sponsor	Corporate Supporting Award Sponsor	MBE Presenting Award Sponsor	MBE Supporting Award Sponsor
Investment	\$800	\$600	\$700	\$500
Event Recognition	Title Branding on Sponsored Award	Logo on Shared Sponsor Banner for All Awards	Title Branding on Sponsored Award	Logo on Shared Sponsor Banner for All Awards
Award Presentation	Opportunity to Present the Sponsored Award Onstage	—	Opportunity to Present the Sponsored Award Onstage	—
Event Access	3 Reserved Seats at a Table	2 Reserved Seats at a Table	3 Reserved Seats at a Table	2 Reserved Seats at a Table
Digital Presence	Featured in Award-Specific Social Media Post & Program Mention	Listed in Social Media Post & Program Mention	Featured in Award-Specific Social Media Post & Program Mention	Listed in Social Media Post & Program Mention
On-Site Branding	Logo on Welcome Signage, Mention During Award Presentation	Logo Placement on Event Materials	Logo on Welcome Signage, Mention During Award Presentation	Logo Placement on Event Materials



Dates: March 24 - 27

Format: Hybrid (Virtual and In-Person)

Location: TBD

The Wisconsin MBDA Business Center Minority Enterprise Development (MED) Week is a four-day event celebrating the achievements of minority-owned businesses and highlighting resources and opportunities to support their growth. Featuring a dynamic mix of virtual and in-person programming, MED Week includes inspiring fireside chats, success story showcases, interactive panels, and a legislative forum. Sponsors gain unparalleled visibility while demonstrating their commitment to economic growth, innovation, and diversity in Wisconsin.

Sponsorship Opportunities at a Glance

Support MED Week and connect with leaders, MBEs, and policymakers across four impactful days.

Sponsorship Benefits	Corporate Presenting Sponsor	Corporate Supporting Sponsor	MBE Presenting Sponsor	MBE Supporting Sponsor
Investment	\$3,000	\$1,500	\$1,500	\$750
Event Recognition	Title Branding on All MED Week Materials	Logo on Shared Sponsor Banner	Title Branding on All MED Week Materials	Logo on Shared Sponsor Banner
Event Access	Premium Table for 8 (In-Person Day)	4 Event Tickets (In-Person Day)	Reserved Table for 6 (In-Person Day)	3 Event Tickets (In-Person Day)
Digital Presence	Social Media, Event Page & Program Feature	Social Media Mention	Social Media, Event Page & Program Feature	Social Media Mention
On-Site Branding	Logo on Welcome Signage, Speaking Opportunity (In-Person Day)	Logo Placement at Event (In-Person Day)	Logo on Welcome Signage, Speaking Opportunity (In-Person Day)	Logo Placement at Event (In-Person Day)
Resource Highlight	Opportunity to Provide Resource Materials or Presentations (Virtual & In-Person)	—	Opportunity to Provide Resource Materials or Presentations (Virtual & In-Person)	—



Date: July 24, 2024

Location: Western Lakes Golf Club - Pewaukee, WI

Theme: Tee Up for a Purpose

The NCMSDC Invitational Scholarship Golf Classic is more than just a day on the greens—it's an opportunity to connect with industry peers, corporate executives, and MBE leaders in a relaxed setting while supporting scholarships for MBEs. Sponsors will enjoy branding opportunities, unique networking experiences, and the chance to make a meaningful impact.

Sponsorship Opportunities at a Glance

Choose a sponsorship level that aligns with your goals and maximizes your impact.

Sponsorship Benefits	Green Jacket	Eagle	Birdie	Par	Beverage/Snack Cart	Driving Range
Investment	\$8,000	\$6,000	\$4,000	\$3,000	\$2,000	\$500
Golf Registrations	Two Foursomes	One Foursome	One Foursome	Two Golfers	Two Golfers	—
Brand Visibility	Logo on Materials, Exclusive Banner, 4 Hole Signs, 2 Golf Carts, Driving Range, Registration Table	Logo on Materials, 3 Hole Signs, 2 Golf Carts	Logo on Materials, Longest Drive or Closest-to-Pin Signage	Logo on Materials, 2 Hole Signs, Shared Sponsor Banner	Logo on Beverage/Snack Cart, Shared Banner	Driving Range Signage
Event Participation	Speaking Role at Awards Ceremony	Closest-to-Pin Branding & Awards Ceremony Recognition	Recognition During Awards Ceremony	Recognition During Awards Ceremony	Recognition During Snack Service	Recognition at Event
Promotional Items	Golf Swag Bag Branding + Item Inclusion	Golf Swag Bag Branding + Item Inclusion	Include Branded Items in Swag Bags	—	—	—
Digital Features	Exclusive Spotlight in Newsletter & Social Media	Social Media Spotlight & Event Newsletter Mention	Social Media Feature & Post-Event Email Mention	Social Media Mention	—	—

Additional Opportunities

Opportunity	Investment	Benefits
Awards Sponsor	\$2,500	Registration for two golfers, awards presentation opportunity, event recognition
Hole Sponsor	\$1,000	Logo signage at one designated hole, event recognition
Foursome for a Cause	\$600 (Corporate) \$400 (MBE/Govt)	Registration for one foursome (four golfers)
Individual Golfer Non-Golfer	\$175 \$100	Registration for one golfer Access to breakfast, networking and awards reception



Date: Quarterly Events - March, June, September and December

Location: Various

Theme: Empowering Leadership for Growth

The MBE CEO Academy is a transformative program designed to equip minority business executives with the tools, insights, and strategies needed to scale their businesses, enhance leadership capabilities, and achieve sustainable success. By sponsoring this academy, you'll play a pivotal role in fostering the next generation of diverse business leaders while gaining visibility within an influential network of corporate and MBE participants.

Sponsorship Opportunities at a Glance

Choose the level of sponsorship that aligns with your goals.

Sponsorship Benefits	Corporate Sponsor	MBE Sponsor	MBE Participants
Investment	\$2,500	\$1,500	\$500 (per participant)
Event Recognition	Featured Branding	Branding in Select Areas	Name Mention
Seats Provided	Full Access for One Host CEO and C-Suite Team	Full Access for One Host CEO	One MBE CEO Participant
Digital Presence	Social Media & Program Feature	Program Feature	—



Schedule: Quarterly Events - February, May, August and November

Industries Covered: Consumer Goods, Healthcare, Food and Beverage, Transportation and Logistics

Location: Various

MBE Industry Insights is a quarterly event series tailored to empower minority-owned businesses with the knowledge, connections, and tools needed to thrive in today's dynamic marketplace. Each event focuses on a specific industry, featuring expert panels, interactive discussions, and opportunities for MBEs to connect with corporate leaders. Sponsors play a vital role in shaping these events, hosting attendees, and fostering meaningful connections while positioning themselves as thought leaders within their industries.

Sponsorship Opportunities at a Glance

Sponsor one or more industries to maximize your impact.

Sponsorship Benefits	Industry Sponsor	Supporting Sponsor	Contributing Sponsor
Investment	\$1,500	\$500	\$250
Event Recognition	Title Branding on All Materials for the Sponsored Event	Logo on Shared Sponsor Banner	Name Mention in Program
Event Hosting	Host the Event, Provide Refreshments	—	—
Event Access	4 Event Tickets	2 Event Tickets	1 Event Ticket
Digital Presence	Social Media & Event Page Feature	Social Media Mention	Program Listing
On-Site Branding	Logo on Welcome Signage, Speaking Opportunity	Logo Placement at Event	—



Schedule: August 27, 2025

Audience: Chief Procurement Officers and Senior Procurement Leaders

Location: To Be Determined

The NCMSDC CPO Summit is designed to connect senior procurement leaders and decision-makers from NCMSDC corporations. This high-level gathering fosters strategic discussions, peer learning, and the exploration of emerging trends in procurement and supplier diversity. Topics such as supply chain innovation, resilience, and driving inclusive procurement practices are at the forefront of these transformative sessions. As a sponsor, you will position your brand as a key partner in advancing supplier diversity and procurement excellence.

Sponsorship Opportunities at a Glance

Choose the level that best aligns with your engagement goals.

Sponsorship Benefits	Presenting Sponsor	Supporting Sponsor	Contributing Sponsor
Investment	\$2,000	\$1,000	\$500
Event Hosting	Host the Summit, Provide Refreshments	—	—
Event Recognition	Title Branding on All Materials for the Summit	Logo on Shared Sponsor Banner	Name Mention in Program
Event Access	6 Event Tickets	3 Event Tickets	1 Event Ticket
Digital Presence	Social Media & Event Page Feature	Social Media Mention	Program Listing
On-Site Branding	Logo on Welcome Signage, Speaking Opportunity	Logo Placement at Event	—



Schedule: Quarterly Events - February, May, August and November
Location: Various

The Supplier Diversity Leadership Council is a quarterly forum that brings together supplier diversity professionals from NCMSDC corporate members. These dedicated leaders collaborate to shape initiatives, share best practices, and drive equitable opportunities for minority-owned businesses. Sponsors of this prestigious series gain valuable visibility and engagement with decision-makers who are advancing supplier diversity excellence.

Sponsorship Opportunities at a Glance

Select a sponsorship level that reflects your commitment to supplier diversity.

Sponsorship Benefits	Presenting Sponsor	Supporting Sponsor	Contributing Sponsor
Investment	\$2,500	\$1,500	\$500
Event Hosting	Host the Council Meeting, Provide Refreshments	—	—
Event Recognition	Title Branding on All Materials for the Series	Logo on Shared Sponsor Banner	Name Mention in Program
Event Access	6 Tickets per Event	4 Tickets per Event	2 Tickets per Event
Digital Presence	Social Media & Event Page Features	Social Media Mention	Program Listing
On-Site Branding	Logo on Welcome Signage, Speaking Opportunity	Logo Placement at Event	—



Date: September 26, 2025

Location: To Be Determined

Theme: Networking Through Friendly Competition

NCMSDC Game Night is a unique opportunity for MBEs, corporate leaders, and sponsors to connect in a fun and informal setting. Through engaging games, team-building activities, and lighthearted competition, this event fosters meaningful relationships and camaraderie, creating the perfect environment for networking and brand visibility.

Sponsorship Opportunities at a Glance

Choose the level that best aligns with your engagement goals.

Sponsorship Benefits	Presenting Sponsor	Supporting Sponsor	Contributing Sponsor
Investment	\$2,500	\$1,500	\$500
Event Recognition	Event Host and Title Branding on All Materials	Logo on Shared Sponsor Banner	Name Mention
Event Access	4 Event Tickets	2 Event Tickets	1 Event Ticket
Digital Presence	Social Media, Event Page Feature	Social Media Mention	Event Program Listing
On-Site Branding	Logo on Welcome Signage, Speaking Opportunity	Logo at Game Station	Logo Placement at Shared Banner
Giveaway Opportunity	Include Branded Items in Gift Bags	Include Promotional Items	—



Date: December 5, 2025
 Location: To Be Determined
 Theme: Celebrate, Connect, and Cheer!

The NCMSDC Holiday Mixer is a festive gathering that brings together MBEs, corporate partners, and community leaders to celebrate the year's successes and foster new connections. This joyful event provides the perfect setting for sponsors to increase their visibility, strengthen relationships, and align their brand with the NCMSDC's mission of advancing supplier diversity.

Sponsorship Opportunities at a Glance

Choose the level that best aligns with your engagement goals.

Sponsorship Benefits	Presenting Sponsor	Supporting Sponsor	Contributing Sponsor
Investment	\$2,500	\$1,500	\$500
Event Hosting	Host the Mixer, Provide Refreshments	—	—
Event Recognition	Title Branding on All Materials for the Mixer	Logo on Shared Sponsor Banner	Name Mention in Program
Event Access	6 Event Tickets	4 Event Tickets	2 Event Tickets
Digital Presence	Social Media & Event Page Feature	Social Media Mention	Program Listing
On-Site Branding	Logo on Welcome Signage, Speaking Opportunity	Logo Placement at Event	—
Giveaway Opportunity	Include Branded Items in Gift Bags	Include Promotional Items	—

Secure Your Sponsorship Today!

Thank you for your interest in supporting NCMSDC's mission to advance supplier diversity and foster economic empowerment. We are thrilled to offer you the opportunity to make an impact by selecting your sponsorship level for 2025 programs and events.

To confirm your sponsorship and secure your benefits, please visit the link below to complete the sponsorship form.

Once the form is submitted, a member of our team will reach out to finalize details and provide additional information about the events and opportunities included in your sponsorship package.

If you have any questions or need assistance, please don't hesitate to **contact Reehanah Al-Othman, ralothman@northcentralmsdc.org**.

Thank you for partnering with us to drive meaningful change and create opportunities for minority-owned businesses. We look forward to working with you and showcasing your commitment to supplier diversity throughout the year.

**BECOME A
SPONSOR NOW**

Contact us to activate your sponsorship

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