



Dallas Fort Worth
Minority Supplier
Development Council, Inc.



CERTIFY



CONNECT



DEVELOP



ADVOCATE

Our mission is built upon a foundation of encouraging the utilization of ethnic minority-owned businesses by corporate and public sector agency members to deliver innovative solutions, cost efficiencies and sustainable economic impact in North Texas.

2022 Investment Prospectus

MEANINGFUL CONNECTIONS. IMPACTFUL GROWTH.

Join Us in 2022

Intentionally Designed Investment Opportunities

The Dallas Fort Worth Minority Supplier Development Council (D/FW MSDC) is the leader in advancing business opportunities for certified Asian, Black, Hispanic and Native American business enterprises in North Texas. We connect certified ethnic minority-owned businesses to our Buying Entity Members (corporations and public sector agencies) in an effort to increase procurement engagement and enhance diverse supplier inclusion and utilization.

This DFW MSDC Investment Prospectus is intentionally designed to benefit your organization. Investment in D/FW MSDC affords your organization positive exposure, inclusion branding, viable and vetted connections, plus recognition. We have developed numerous opportunities to connect your business both virtually and in-person. From any one of our major annual events to newly minted opportunities, you can make your dollar investments pay off for your organization. This package provides you the opportunity to take advantage of savings off regular 2022 investment pricing. A full explanation of each event and associated pricing is included in the package.

Why Dallas Fort Worth Minority Supplier Development Council?



CERTIFICATION

Gold Standard for
certifying MBEs



COMPETITION

Competitive supply
chain alternatives



INNOVATION

Innovative and
disruptive supplier
solutions



REVENUE PROTECTION

Protection of "at-risk"
revenue streams



CUSTOMER FOCUSED

Match supply chain
customer base



ECONOMIC MULTIPLIER

Multiply dollar spend
impact within the
community.



CONNECTION

Build relationships
between Buying
Entities and MBEs and
MBE-to-MBE



TRAINING

Phenomenal business
development
opportunities

CERTIFICATION. CONNECTION. DEVELOPMENT. ADVOCACY. RECOGNITION.

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 - Power Pitch

Note:
All pricing
included in this
package is for
payments
received by
February 28, 2021

A. Annual Board of Directors' Installation Ceremony and Reception – February 2022

Meet the 2022 members of the DFW MSDC Board of Directors, Council Leadership, Buying Entity Partners, Certified Minority Business Enterprises (MBEs), Community Leaders, Government Representatives and Council Staff in a robust networking environment. Start the new year out right by making meaningful connections!



- | | |
|---|-------------------|
| <input type="checkbox"/> Ceremonial Investor (one available)
3 minutes of remarks
Website pre and post recognition
Program recognition and signage
Prime seating for 20 people
Photo with the Board | \$5,000.00 |
| <input type="checkbox"/> Program Investor
Website pre and post recognition
Program recognition and signage
Photo opportunity
Prime seating for 15 people | \$3,000.00 |
| <input type="checkbox"/> Underwriter
Prime seating for 10 people
Program recognition and signage | \$1,000.00 |

INVEST IN MEANINGFUL CONNECTIONS AND IMPACTFUL GROWTH.

B. HARD HAT 2020 Construction Expo March 2022

HARD HAT 2022 Construction Expo promises to be the largest construction expo of its kind in the Southwest. Developers, general contractors, facility managers and owners all come together to build relationships and connect with certified minority-owned contractors and subcontractors. Plus, there is no better way to get acquainted than over great Texas BBQ!



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| <input type="checkbox"/> Signature Investor
Reserved table in Hard Hat dining area
20 full admission passes
Signage throughout the year
Premier exhibit booth space
Signage on materials and expo floor
Ad in exhibitor's guide/souvenir journal
Photo opportunity
ADDED VALUE – 3--5 hosted/managed events at the Council's Activity Center | \$ 8,000.00 |
| <input type="checkbox"/> G.C. Extraordinaire Investor
Exhibit booth space
14 admission passes
Signage on Expo Floor
Logo on exhibitor's guide/souvenir journal
Photo opportunity
ADDED VALUE – 1-2 hosted/managed events at the Council's Activity Center | \$ 4,000.00 |
| <input type="checkbox"/> Project Manager Round Table Investor
Exhibit booth space
Signage at Round Tables venue
Kick-off remarks at Round Tables
Logo on exhibitor's guide and souvenir journal
Round Table
Photo opportunity | \$ 2,500.00 |
| <input type="checkbox"/> Exhibitor Guide Investor
Exhibit booth
Full page ad in exhibitor's guide and souvenir journal
Photo opportunity | \$ 2,000.00 |
| <input type="checkbox"/> Booth Investor
Exhibit booth
Signage | \$ 1,100.00 |

ACCESS to Meaningful Connections

C. ACCESS 2020 Business Expo - May 2022



There is no better way to invest your dollars than the ACCESS 2022 Business Expo. Connections can be made and business is getting done. The State of Texas HUB coordinators always bring plenty of contracting opportunities that are awarded over the day and a half experience. Build relationships in a relaxed and

enjoyable venue, complete with one-on-one matchmaking sessions, round table discussions, opening and closing receptions, floor exhibits, the Buy Those That Buy Us™ Marketplace pavilion and educational seminars. One of those friendly conversations may lead to a strong business connection.

- | | |
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| <input type="checkbox"/> Signature Investor \$14,000.00
Pre and post event web presence
90 – second continuous play video
Spot on opening reception signage at Expo entrance
10 x 20 Booth at preferred locations
20 passes to all activities
60-second video at luncheon
Investor remarks at luncheon | <input type="checkbox"/> Cyber Café Investor \$ 6,000.00
Signage located at Cyber Café
Event space/booth
6 admission passes
Event signage |
| <input type="checkbox"/> Luncheon Investor \$10,000.00
Premier signage inside luncheon area
Option on Keynote Speaker
Logo on luncheon program
Prime event space
20 admission passes | <input type="checkbox"/> Match Maker (MM) Investor \$ 3,500.00
Announcement at Ribbon Cutting
Announcement at end of Luncheon
Identification and logo on each MM table sign
5 admission passes to all vents
Event signage |
| <input type="checkbox"/> Buy Those That Buy Us™ Pavilion Investor \$10,000.00
<i>*Must have completed BTTBU™ Scorecard</i>
Opportunities to market your business <ul style="list-style-type: none">• solutions on the Expo floor• demonstrations and sales 10 x 20 space in pavilion
10 x 10 space in procurement
Area Banner | <input type="checkbox"/> Platinum Investor \$ 8,000.00
Multi-Media recognition at opening reception
10 X 20 booth
10 admission passes to all events
Event signage |
| <input type="checkbox"/> Media Lounge Investor \$ 6,500.00
Interview option
Exhibit space 10 X 10
6 admission passes
Signage | <input type="checkbox"/> Gold Investor \$ 5,500.00
Event space/booth
6 admission passes
Event signage |
| | <input type="checkbox"/> Silver Investor \$ 4,000.00
Event space/booth
4 admission passes to all events
Event signage |
| | <input type="checkbox"/> Bronze Investor \$ 3,000.00
No booth
5 admission passes to all events
Event signage |

INVEST IN MEANINGFUL CONNECTIONS AND IMPACTFUL GROWTH.

INVEST IN RECOGNITION OPPORTUNITIES

D. Awards Gala - November 2022



The E Awards Gala encompasses the very best in advocates, corporations, public sector representatives, buyers and executives focused on minority business inclusion results and best practices. The black-tie event engages the “who’s who” in supplier diversity and minority business inclusion in North Texas. It’s your chance to shine, as well as mingle.

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|---|---|
| <ul style="list-style-type: none"> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Signature Investor</p> <p>Investor Remarks</p> <p>60-second video</p> <p>VIP seating (up to 3 tables)</p> <p>20 tickets to the Major Investors Reception</p> <p>Table signage and recognition</p> <p>Inclusion in all press/media releases</p> <p>Photo opportunity</p> <p>Featured on D/FW MSDC website</p> <p>Full page color ad - front inside cover - in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$14,000.00</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Mega Awards Investor</p> <p>Premier seating (2 tables of 10 seats)</p> <p>10 tickets to the Major Investors Reception</p> <p>Mega Awards co-presenter</p> <p>Table signage and recognition</p> <p>Inclusion in all press/media releases</p> <p>Photo opportunity</p> <p>Featured on D/FW MSDC Website</p> <p>Full page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$10,000.00</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Platinum Investor</p> <p>Premier seating (2 tables of 10 seats)</p> <p>4 tickets to the Major Investors Reception</p> <p>Table signage and recognition</p> <p>Inclusion in all press/media releases</p> <p>Photo opportunity</p> <p>Featured on D/FW MSDC Website</p> <p>Full page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$ 8,500.00</p> </div> </div> | <ul style="list-style-type: none"> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Gold Investor</p> <p>Priority seating (1 table of 10 seats)</p> <p>Table signage and recognition</p> <p>Inclusion in all press/media releases</p> <p>Photo opportunity</p> <p>Featured on D/FW MSDC Website</p> <p>Full page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$ 6,500.00</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Silver Investor</p> <p>Priority seating (8 seats)</p> <p>Table signage</p> <p>Inclusion in all press/media releases</p> <p>Half-page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$ 4,500.00</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Bronze Investor</p> <p>6 seats at Gala</p> <p>Table signage</p> <p>Quarter-page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$ 3,500.00</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Souvenir Journal Investor</p> <p>Credit and logo on back of each journal</p> <p>6 seats at Gala</p> <p>Table signage at Gala</p> <p>Full page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$ 6,000.00</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Red Carpet Investor</p> <p>Signage on Red Carpet video</p> <p>6 seats at Gala</p> <p>Table signage</p> <p>Half-page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$ 5,000.00</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="flex: 1;"> <p>□ Club E Investor</p> <p>Club E Signage</p> <p>Reserved VIP Table at Club E</p> <p>6 seats at Gala</p> <p>Table signage at Gala</p> <p>Full page color ad in souvenir journal</p> </div> <div style="text-align: right; flex: 0.5;"> <p>\$ 5,000.00</p> </div> </div> |
|---|---|

INVEST IN RECOGNITION OPPORTUNITIES

E. Golf & Tennis Classic - August 2022



Just when you thought it was the end of summer and time to focus your attention to last quarter goals...the Golf & Tennis Classic arrives. One more chance to play, relax, connect and enjoy. And... if you don't take the game too seriously, you'll have a wonderful time. Tennis players, we love you too! Plan to join for a fun time – 30 – Love!

- ☐ **Title Investor** **\$ 6,000.00**
3 golf teams (12 people total)
6 tennis players
Special cart
Course & cart signage
Inclusion in all promotional materials and pre and post publicity
Photo opportunity
- ☐ **Underwriter** **\$ 2,500.00**
2 golf teams (8 people total)
4 tennis players
Course & cart signage
Photo opportunity
- ☐ **Course Investor** **\$ 1,800.00**
2 golf teams (8 people total)
2 tennis players
Course signage
- ☐ **Event Investor** **\$ 1,200.00**
One golf team (4 people total)
One tennis player
Course & cart signage
- ☐ **Eagle Golf Investor**
Gold Package **\$ 1,000.00**
One golf team (4 people total)
Hole signage
- ☐ **Birdie Golf Package** **\$ 500.00**
Two golfers
Hole signage

- ☐ **Par Golf Package** **\$ 350.00**
One golfer
Hole signage
- ☐ **Golf Ball Investor** **\$ 1,200.00**
- ☐ **Longest Drive Investor** **\$ 1,000.00**
- ☐ **Closet-to-Pin Investor** **\$ 1,000.00**
- ☐ **Hole-in-One Investor** **\$ 1,000.00**



Sometimes being with your friends and golfing is all the therapy you need.

INVEST IN MEANINGFUL CONNECTIONS AND IMPACTFUL GROWTH.

HIGHLIGHTING BEST PRACTICES AND RESULTS

F. Buy Those That Buy Us™

Buy Those That Buy Us™ is the Council's premier initiative tying minority business inclusion to the marketplace and best practices that get results. BTTBU™ recognizes those Buying Entities who have invested their time and money in diversifying their supply chain in innovative ways that are delivering impactful results.



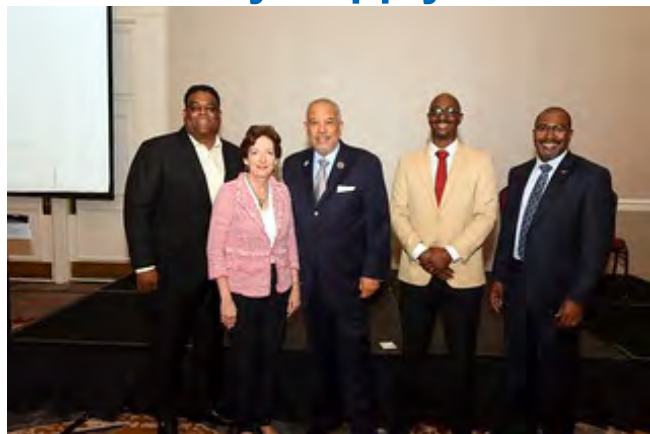
BTTBU™ White Paper Investors

- | | |
|---|--------------------|
| <input type="checkbox"/> BTTBU™ Signature Investor | \$ 2,500.00 |
| Recognition at E Awards Gala | |
| Website recognition | |
| Logo on program | |
| Recognition in BTTBU™ White Paper | |
| <input type="checkbox"/> White Paper Investor | \$ 2,000.00 |
| Full page color ad or related content in BTTBU™ White Paper | |
| Recognition at E Awards Gala | |
| <input type="checkbox"/> Signage Investor | \$ 1,500.00 |
| Recognition in BTTBU™ White Paper | |
| Recognition at E Awards Gala | |

BTTBU™ Building Capacity Scholarship

- | | |
|--|--------------------|
| <input type="checkbox"/> Premier Scholarship | \$ 5,000.00 |
| Recognition in BTTBU™ White Paper | |
| Participation in Scholarship Ceremony | |
| <input type="checkbox"/> Gold Scholarship | \$ 3,000.00 |
| Recognition in BTTBU™ White Paper | |
| <input type="checkbox"/> Contributor (enter amount) | \$ _____ |

G. Inclusive Supply Chain Working Group Quarterly Supply Chain Professionals Luncheons



Looking for a way to invest in your buyers and recognize them for all their hard work? There is no better way than to participate in the Quarterly Supply Chain Professionals Luncheons. **SUPPLY CHAIN PROFESSIONALS ATTEND FREE!** The Luncheon Investor has the opportunity to work with the Inclusive Supply Chain Working Group in helping to showcase hot topics of interest to buyers, supplier diversity professionals, senior leaders and minority business owners and representatives. Cyber Security? Industry 4.0? Best Practices? Supply Chain Trends? And more...

- | | |
|---|--------------------|
| <input type="checkbox"/> Luncheon Investor | \$ 4,000.00 |
| Signage and recognition at the event in all published materials | |

INVEST IN MEANINGFUL CONNECTIONS AND IMPACTFUL GROWTH.

INVESTMENT FOCUSED ON DEVELOPMENT

H. Top Golf Networking Experience

TBD

Initially targeted to Council Millennials, Top Golf draws everyone – millennials, seasoned MBEs, Buying Entities and non-golfers. The atmosphere is relaxing and electric as skilled duffers instruct the newbies in how to swing a club. It's fun and supports the Council's scholarship fund, designed to assist minority-owned businesses in building capabilities and capacity. Enjoy delicious finger foods, beverages, networking and bragging rights with your golf swing.



\$5,000.00

☐ **Pavilion Sponsor**

- Website pre and post recognition
- Event Signage
- Welcoming Remarks
- Photo opportunity

☐ **Bay Sponsor**

- Photo opportunity
- Logo recognition

\$ 800.00

I. Supplier Diversity Professionals Working Group Sessions

The Supplier Diversity Professionals Working Group meets regularly throughout the year to share best practices related to minority business inclusion. Sessions include benchmarking programs, supply chain trends, supplier needs, supplier diversity professional best practices and more.

In addition, once per year the working group joins the Minority Business Enterprise (MBE) Input Committee for a joint event. In 2019, buyers and supplier diversity professionals hosted a Coaches Corner to provide coaching sessions on capability statements and opportunities to the participating MBEs. Virtual breakout rooms and sessions were held in 2020 and 2021.



- ☐ **Event Sponsor** **\$ 2,500.00**
Signage and recognition at the event and in published materials
Logo on program
- ☐ **Contributor** **\$ 1,000.00**
Logo on program

INVESTMENT FOCUSED ON DEVELOPMENT

J. MBE Academy

Sessions designed to help MBEs build operational excellence, financial acumen, leadership skills and more. The MBE Academy is targeted to position MBE companies for growth and expansion. Buying Entity subject matter experts provide valuable lessons and interactive experiences. Investment in the academy is an investment in minority business growth and development.

- ☐ **Event Investor** \$ 2,500.00
Signage and recognition at the event and in published materials
Logo on program
- ☐ **Contributor** \$ 1,000.00
Logo on program



Never stop learning, because life never stops teaching.

K. Digital Directory

The Digital Directory provides members and certified DFW MSDC minority-owned businesses with an avenue to make connections. The Directory, published twice year, is the perfect tool to find and reach out to potential businesses. The Directory provides listings by industry group as well as alphabetically.

Digital Directory Investor \$1,500.00

L. Special Bonus Sessions - TBD

**Economic Outlook
Reverse Pitch**

Don't see something you would like to invest in? We welcome your input so that we can deliver value to you and your organization. Give us a call!

- ☐ **Session Keynote Investor** **\$5,000.00**
 - Agenda Development
 - Reserved seating (6)
 - Website pre and post recognition
 - Logo recognition in printed program
 - Photo opportunity
- ☐ **Session Program Investor** **\$3,000.00**
 - Website recognition
 - Logo recognition in printed program
 - Photo opportunity
- ☐ **Session Underwriter** **\$1,000.00**
 - Logo recognition in printed program



CERTIFICATION. CONNECTION. DEVELOPMENT. ADVOCACY. RECOGNITION.

TOTAL AMOUNT DUE



Dallas Fort Worth
Minority Supplier
Development Council, Inc.
MEANINGFUL CONNECTIONS. IMPACTFUL GROWTH.

Company: _____

Address: _____

Contact Name: _____

Phone Number: _____

Email: _____

NOTE: To qualify for member investor discount, payment MUST BE PAID IN FULL AND RECEIVED ON OR BEFORE 2/28/2022. Membership dues are invoiced and paid separately (for accounting purposes).

A.	Board of Directors Installation	\$ _____
B.	HARD HAT Construction Expo	\$ _____
C.	ACCESS 2022 Business Expo	\$ _____
D.	🌸 Awards Gala	\$ _____
E.	Golf & Tennis Classic	\$ _____
F.	Buy Those That Buy Us™	\$ _____
G.	Inclusive Supply Chain Working Group	\$ _____
	Quarterly Supply Chain Professionals Luncheon	\$ _____
H.	Top Golf Networking Experience	\$ _____
I.	Supplier Diversity Professionals Working Group Sessions	\$ _____
J.	MBE Academy	\$ _____
K.	Digital Directory	\$ _____
L.	Special Bonus Sessions	\$ _____
	Economic Outlook	\$ _____
	Power Pitch	\$ _____

TOTAL AMOUNT DUE by 2/28/2022

\$ _____

THANK YOU FOR YOUR SUPPORT! WE DO APPRECIATE YOU!

If you have any questions concerning the DFW MSDC Investment Portfolio Opportunities, please contact the Council's office at 214.630.0747.

INVEST IN MEANINGFUL CONNECTIONS AND IMPACTFUL GROWTH.



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MEANINGFUL CONNECTIONS. IMPACTFUL GROWTH.

Established in 1973, the Dallas Fort Worth Minority Supplier Development Council (DFW MSDC) is a nonprofit business organization that certifies, connects, develops and advocates for minority owned businesses and is a sourcing resource for corporate and public sector buying entities. The mission of the DFW MSDC is to encourage and facilitate procurement and business opportunities between Buying Entity Members and Certified Minority Business Enterprises (MBEs). The participation, volunteer work and financial support of our stakeholders and members have helped the Council deliver needed programs, connect MBEs to business opportunities and create jobs in our community.

The DFW MSDC is an affiliate of the National Minority Supplier Development Council (NMSDC), a network of national Councils that advances business opportunities for certified minority business enterprises and connects them to corporate and public sector agency members.

**8828 N. Stemmons Freeway
Suite 550
Dallas, TX 75247**

**214.630.0747
www.dfwmcdc.com**



Certify



Connect



Develop



Advocate