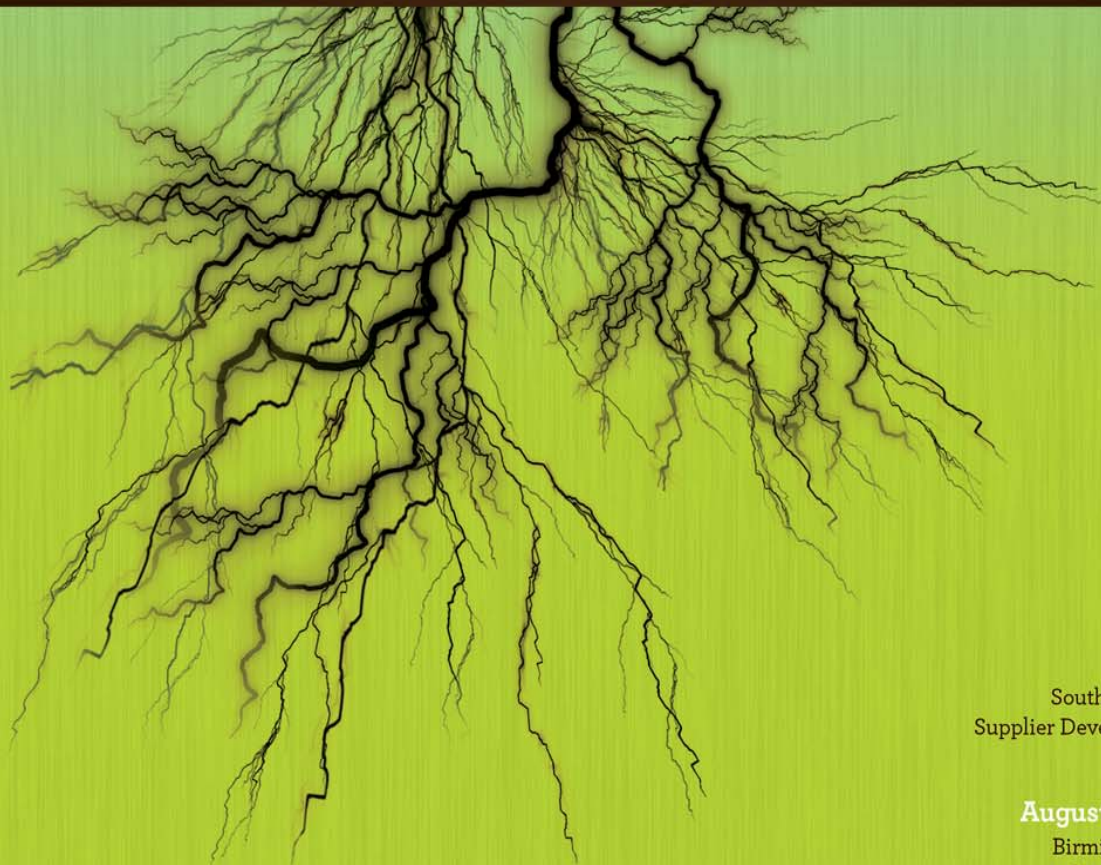


**2010 BUSINESS CONNECTIONS**  
GROWING TOGETHER



South Region Minority  
Supplier Development Council

**August 18 + 19, 2010**  
Birmingham-Jefferson  
Convention Complex



## Dear SRMSDC Supporter,

Thank you for your interest in supporting 2010 Business Connections – the premier event of its kind in Alabama – hosted by SRMSDC (South Region Minority Supplier Development Council). We are proud to be an agency that certifies high quality minority business enterprises (MBEs) and is governed by an association of forward-thinking corporations seeking partner with them.

Our annual Business Connections Conference and Expo is not only SRMSDC's best networking and educational opportunity for supply chain professionals, corporate executives/managers and MBEs, it is the single best marketing platform for any organization interested in building business relationships with our members and affiliates.

This sponsorship opportunity document includes highlights of our awards program as well as a high level overview of our workshops, MBE Showcase, industry forums, tradeshow, matchmaker and other networking opportunities.

Please review the attached document and contact me at **(205) 588-0048** or **[carol.clarke@regions.com](mailto:carol.clarke@regions.com)** if you have questions about sponsorship. Thank you again for your time and interest in supporting the SRMSDC's 2010 Business Connections.

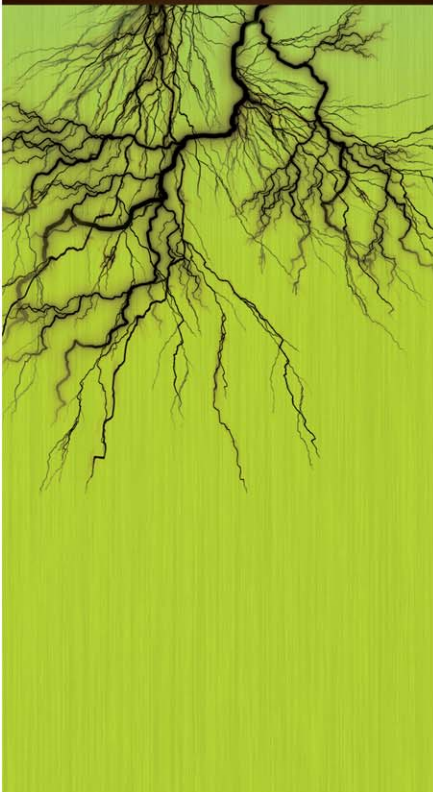
Sincerely,

Carol Clarke, Regions Bank  
Co-chair, 2010 Business Connections

Tanita Cain, Advantage Equipment, LLC  
Co-chair, 2010 Business Connections



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## What is Business Connections?

Business Connections is Alabama's largest conference for certified minority business enterprises (MBEs), corporate executives/managers and supply chain professionals. The conference embodies our mission to expand business opportunities for minority-owned businesses and enhance corporate supply chain diversity efforts.

## What can I expect at 2010 Business Connections?

We are promoting Business Connections to our network of over 3,000 entrepreneurs, corporations, academics, and community development professionals in Alabama and the Southeast. We anticipate nearly 300 attendees at Business Connections. Our program will consist of:

### Wednesday, August 18

#### CRYSTAL AWARDS DINNER

This annual program has been enhanced to a dinner format featuring nationally-recognized educator, humanitarian and global diversity expert, Dr. Johnnetta Cole. Minority business executives and corporations will be recognized for business excellence and supplier diversity performance.

### Thursday, August 19

#### EDUCATION

The opening plenary session, workshop on corporate best practices, and four industry forums featuring corporate leaders, consultants and entrepreneurs will bring a wide range of perspectives on excellence in supply chain diversity. Forum topics by industry are automotive, defense, construction, and healthcare.

#### MBE SHOWCASE LUNCHEON

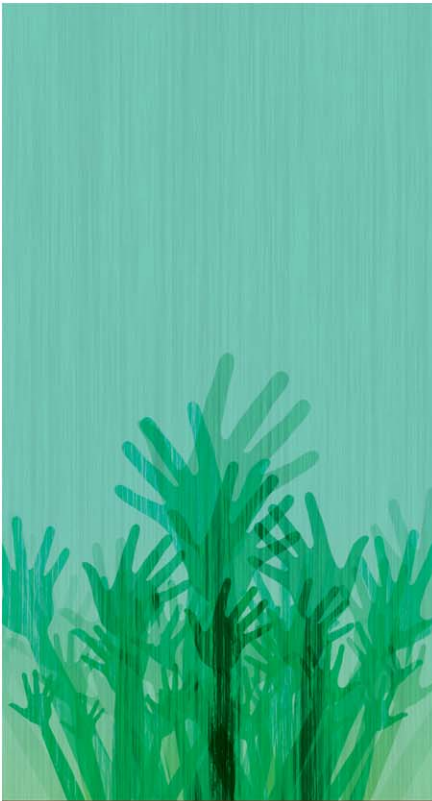
Get up close and personal with select minority business executives at this event hosted by the MBEIC (Minority Business Enterprise Input Committee). This luncheon will feature an innovative program format and provide a closer look at some of Alabama's top minority entrepreneurs!

#### TRADESHOW

Over fifty (50) vendors will be featured in our tradeshow. Easy to navigate with solid foot traffic, our tradeshow has built a reputation for being accessible and full of positive energy.

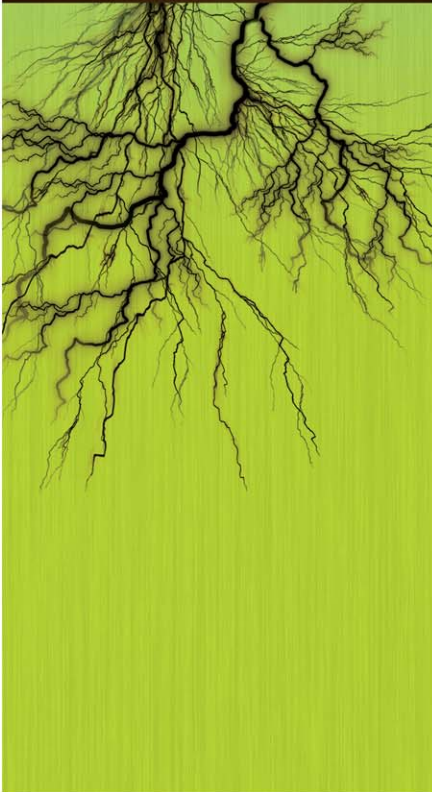
#### MATCHMAKER

Have you been looking for an opportunity to get face-to-face with several minority business owners to explore partnership opportunities? Our team will organize corporate buyer interviews with up to eight (8) minority businesses within the two-hour period slated for this event.



# 2010 BUSINESS CONNECTIONS

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## NETWORKING

We have designed our program with sponsors and exhibitors in mind. Registration times, breaks, the tradeshow, and matchmaker are perfect opportunities for you to build and strengthen business relationships.

## CLOSING RECEPTION

Economic development professionals, elected officials, and candidates for public office from throughout the State of Alabama and the Birmingham region will be invited to join us at our closing reception.

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## The Opportunity

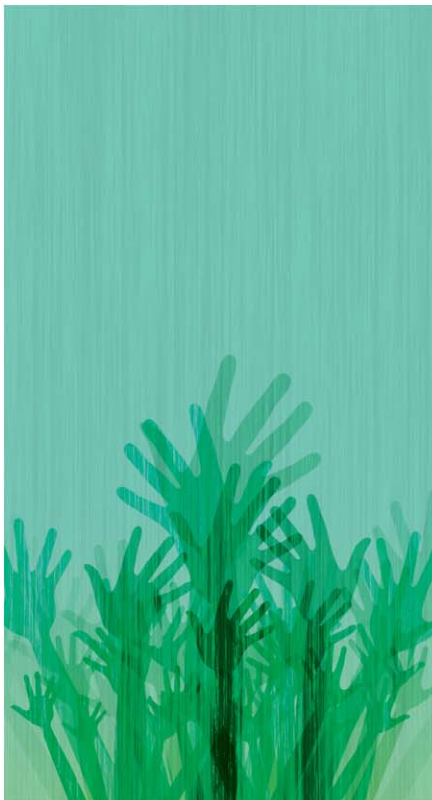
The next few pages outline the features of your sponsorship of 2010 Business Connections. Please select the level of investment that will add the most value to your organization and contact us by our print deadline of June 30<sup>th</sup> in order to maximize your marketing exposure.

Contact Carol Clarke today at **(205) 588-0048** or **[carol.clarke@regions.com](mailto:carol.clarke@regions.com)** with sponsorship questions.

# TITLE/PLATINUM SPONSOR

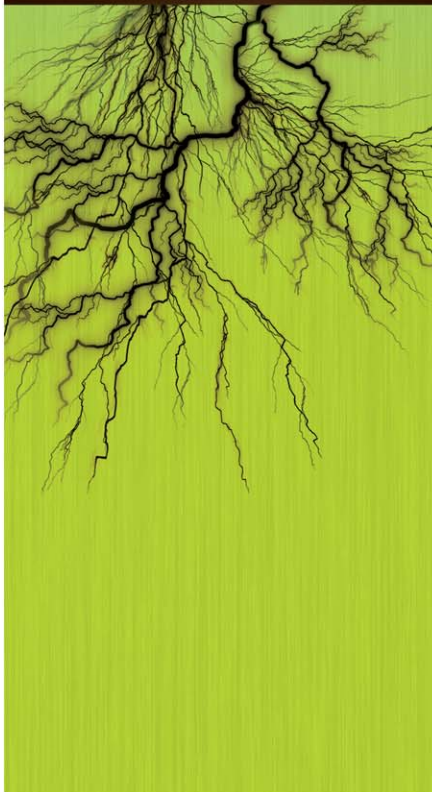
## \$15,000 - Two (2) Available

- Logo/Name placement in marketing materials:
  - + **Naming** – Your company name will be branded on the Sheraton ballroom, the BJCC South Meeting Rooms and Exhibit Hall during 2010 Business Connections.
  - + **Company Materials** – Only Platinum and Gold Sponsors will be able to place marketing materials in official registration bags.
  - + **E-Blasts** – All Business Connections features in all customized, four-color electronic promotional information.
  - + **Website** – Best placement on [www.srmsdc.org](http://www.srmsdc.org) promotional page for 2010 Business Connections. Hyperlink directly to your company site (optional).
  - + **Member mailings** – Prominent recognition in all stand-alone member mailings regarding Business Connections.
  - + **On-site Signage** – (more than 10 highly visible signs) Featuring your company logo at key locations throughout the conference venue.
  - + **Program Booklet** – Logo featured in official of Business Connections program booklet.
  - + **Media Release** – Your firm will receive prominent recognition presenting sponsor in all media and press releases related to the Business Connections. NOTE: Media coverage for your firm is not guaranteed.
- Most prominent Double Booth at the Business Connections Tradeshow.
- CEO or designee to make 2-3 minute podium remarks at the Crystal Awards Dinner.
- CEO or designee to make 2-3 minute podium remarks at the Minority Business Enterprise (MBE) Showcase Luncheon.
- Eight (8) Business Connections full conference registrations; includes one (1) table of eight (8) at MBE Showcase Luncheon.
- One (1) table of eight (8) at Crystal Awards Dinner.
- Twelve (12) tickets to Closing Reception.
- Excel database of all conference registrants (mailing addresses only).



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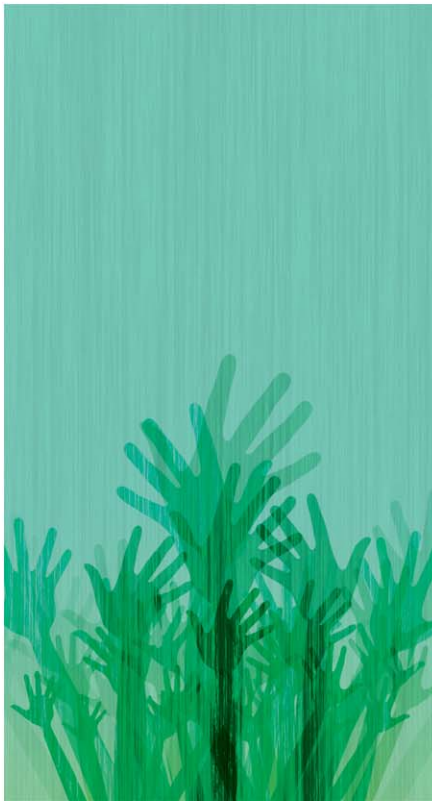
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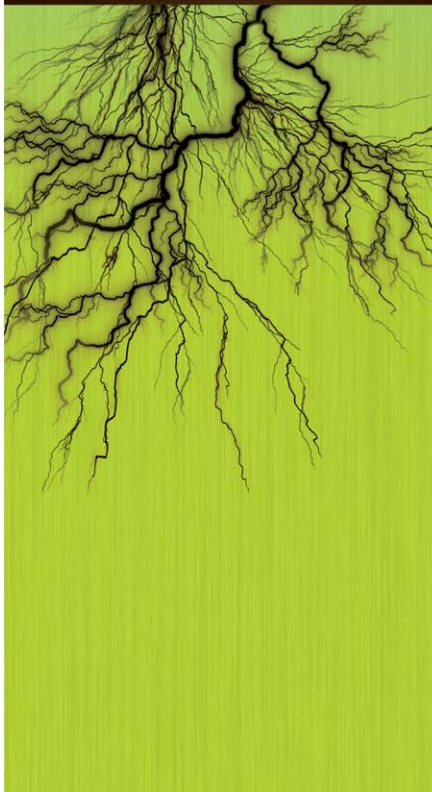
# GOLD SPONSOR

## \$10,000 - Four (4) Available

- Logo/Name placement in marketing materials:
  - + **Naming** – Your company name will be branded on the main ballroom of the BJCC South Meeting Hall during the Business Connections. Example: The industry forum will be held in the “Your Company Name” room.
  - + **Company Materials** – Only Platinum and Gold Sponsors will be able to place marketing materials in official registration bags.
  - + **E-Blasts** – All Business Connections features in all customized, four-color electronic promotional information.
  - + **Website** – Prominent placement on [www.srmsdc.org](http://www.srmsdc.org) promotional page for 2010 Business Connections. Hyperlinked directly to your company site.
  - + **Member Mailings** – Prominent recognition in all stand alone member mailings regarding Business Connections.
  - + **On-site Signage** – (more than 10 highly visible signs) Featuring your company logo at key locations throughout the conference venue.
  - + **Program Booklet** – Logo featured in official of Business Connections program booklet.
  - + **Media Release** – Your firm will receive prominent recognition presenting sponsor in all media and press releases related to the Business Connections. NOTE: Media coverage for your firm is not guaranteed.
- Prominent Double Booth at the Business Connections Tradeshow.
- Eight (8) Business Connections full conference registrations; includes one (1) table of eight (8) at MBE Showcase Luncheon.
- CEO or designee to make 2-3 minute podium remarks at the Opening Plenary Session.
- CEO or designee to make 2-3 minute introductory remarks to an Industry Forum (first come, first serve of industry forum topics – automotive, construction, defense, healthcare, corporate best practices).
- One (1) table of eight (8) at Crystal Awards Dinner.
- Eight (8) complimentary tickets to Closing Reception.
- Excel database of all conference registrants (mailing addresses only).



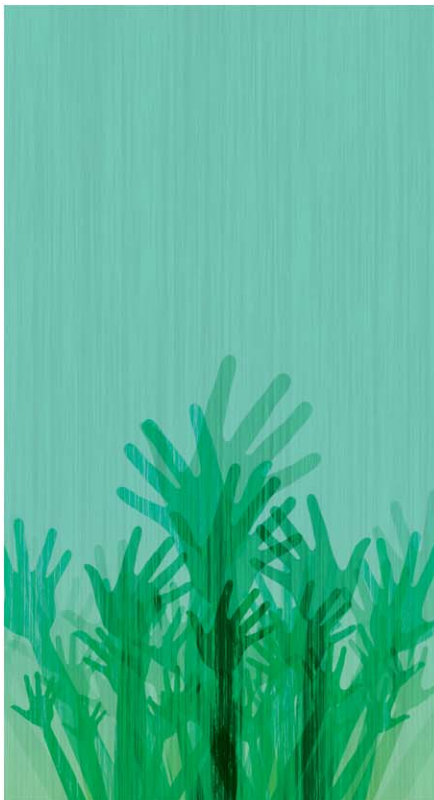
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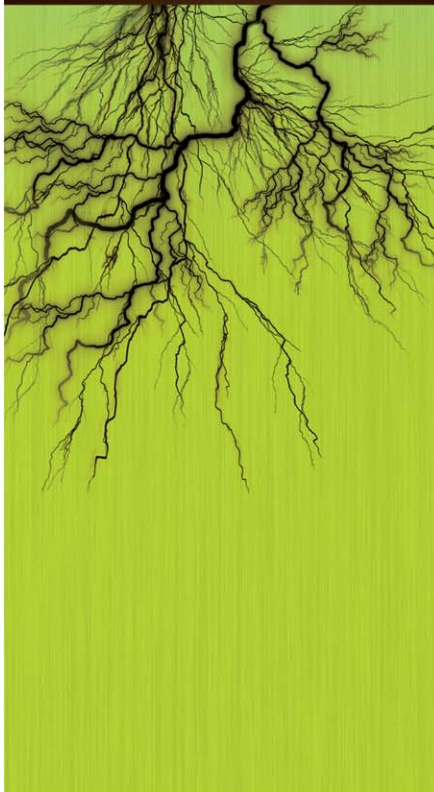
# SILVER SPONSOR

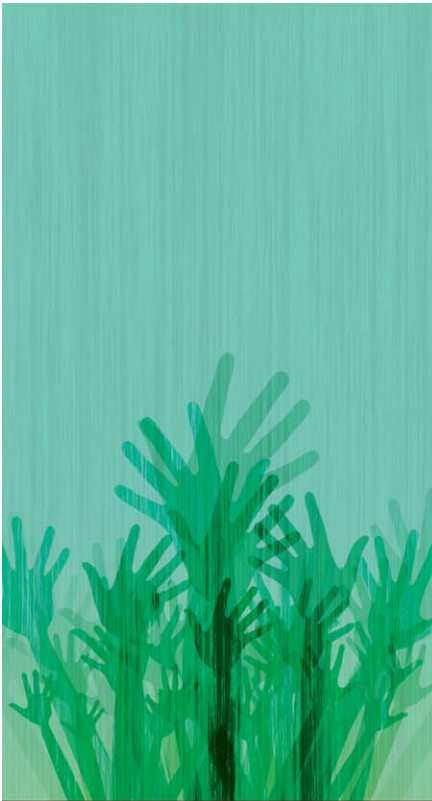
## \$7,000 - Unlimited Available

- Logo/Name placement in marketing materials:
  - + **Naming** – Your company name will be branded on one of four meeting rooms of the BJCC South Meeting Hall during the Business Connections. Example: The industry forum will be held in the “Your Company Name” room.
  - + **Company Materials** – Only Gold and Silver Sponsors will be able to place marketing materials in official registration bags.
  - + **E-Blasts** – All Business Connections features in all customized, four-color electronic promotional information.
  - + **Website** – Best placement on [www.srmsdc.org](http://www.srmsdc.org) promotional page for 2010 Business Connections. Hyperlinked directly to your company site.
  - + **Member Mailings** – Prominent recognition in all stand alone member mailings regarding Business Connections.
  - + **On-site Signage** – (more than 10 highly visible signs) Featuring your company logo at key locations throughout the conference venue.
  - + **Program Booklet** – Logo featured in official of Business Connections program booklet.
- Prominent Booth at the Business Connections Tradeshow.
- Four (4) Business Connections full conference registrations; includes four (4) tickets to MBE Showcase Luncheon and four (4) tickets to Crystal Awards Dinner.
- Four (4) complimentary tickets to Closing Reception.
- Excel database of all conference registrants (mailing addresses only).

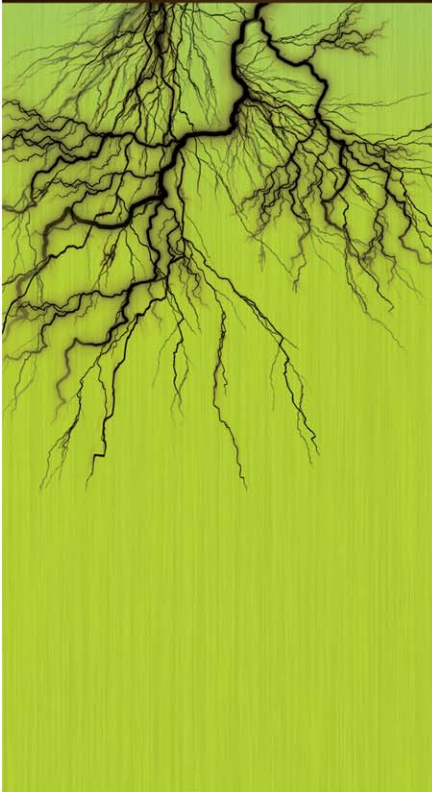


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## BRONZE SPONSOR

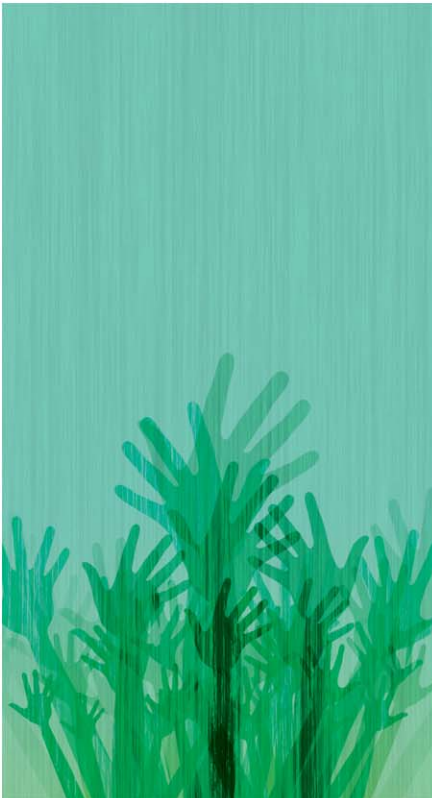
### \$5,000 - Unlimited Available

- Logo/Name placement in marketing materials:
  - + **E-Blasts** – All Business Connections features in all customized, four-color electronic promotional information.
  - + **Website** – Best placement on [www.srmsdc.org](http://www.srmsdc.org) promotional page for 2010 Business Connections. Hyperlinked directly to your company site.
  - + **Member Mailings** – Prominent recognition in all stand alone member mailings regarding Business Connections.
  - + **On-site Signage** – (more than 10 highly visible signs) Featuring your company logo at key locations throughout the conference venue.
  - + **Program Booklet** – Logo featured in official of Business Connections program booklet.
- Booth at the Business Connections Tradeshow.
- Two (2) Business Connections full conference registrations; plus six (6) tickets to MBE Showcase Luncheon and six (6) tickets to Crystal Awards Dinner.
- Two (2) complimentary tickets to Closing Reception.
- Excel database of all conference registrants (mailing addresses only).

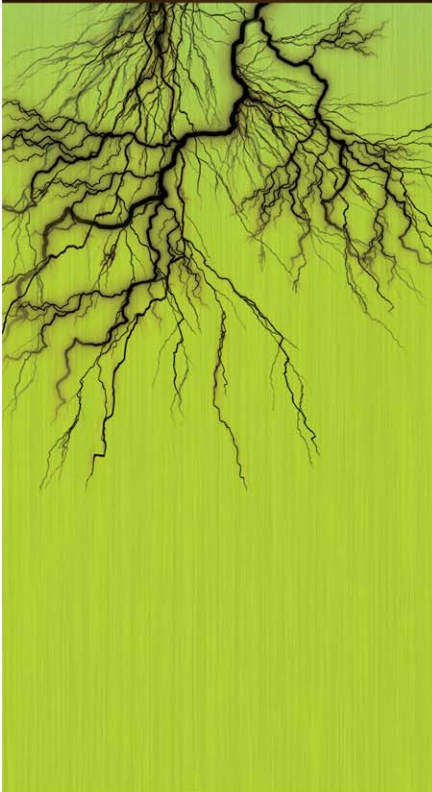
## SUPPORTER SPONSOR

### \$2,500 - Unlimited Available

- Logo/Name placement in marketing materials:
  - + **On-site Signage** – (more than 10 highly visible signs) Featuring your company logo at key locations throughout the conference venue.
  - + **Program Booklet** – Logo featured in official of Business Connections program booklet.
- Two (2) Business Connections full conference registrations; includes two (2) tickets to MBE Showcase Luncheon and two (2) tickets to Crystal Awards Dinner.
- Two (2) complimentary tickets to Closing Reception.
- Excel database of all conference registrants (mailing addresses only).



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## MBE SHOWCASE LUNCHEON SPONSOR

**\$2,500 - Unlimited Available**

- CEO or designee to make 2-3 minute podium remarks at the MBE Showcase Luncheon
- Company logo/name featured in on-site signage
- Logo featured in official program booklet
- Booth at Business Connections Tradeshow
- Table of eight (8) at MBE Showcase Luncheon

## CLOSING RECEPTION SPONSOR

**\$2,500 - Unlimited Available**

- Company logo/name featured in on-site signage
- Logo featured in official program booklet
- Booth at Business Connections Tradeshow
- Ten (10) tickets to closing reception

## PRE-AWARDS RECEPTION SPONSOR

**\$2,500 - Unlimited Available**

- Company logo/name featured in on-site signage
- Logo featured in official program booklet
- Table of eight (8) at Crystal Awards Dinner

## INDUSTRY FORUM SPONSOR

**\$1,500 - Unlimited Available**

- CEO or designee to make 2-3 minute podium remarks at beginning of one of four industry-specific forums.
- Company logo/name featured in on-site signage.
- Booth at Business Connections Tradeshow.

## NAME BADGE SPONSOR

**\$1,500 - Unlimited Available**

- Company logo/name featured on name badge
- Logo featured in official program booklet

Which sponsorship level are you most interested in?  
Please contact Carol Clarke today at **(205) 588-0048** or  
**[carol.clarke@regions.com](mailto:carol.clarke@regions.com)** with sponsorship questions.

# 2010 Business Connections Sponsorship Commitment Form

Yes! \_\_\_\_\_ (**company**) is interested in sponsoring 2010 Business Connections. We want to sponsor at the \_\_\_\_\_ (**gold, silver, bronze, name, luncheon, etc.**) level. Our primary company contact for this sponsorship will be:

Name: \_\_\_\_\_

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

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

The undersigned has the authority to represent our company in this matter.

\_\_\_\_\_  
Name (signed)

\_\_\_\_\_  
Date

Please fax or e-mail this form to Gloria Vail:

**Gloria Vail**  
**Interim President**  
**Phone (205) 957-1883**  
**Fax (205) 957-2114**  
**gvail@srmsdc.org**

SRMSDC Attn: 2010 Business Connections 4715 Alton Court Birmingham, AL 35210
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