Enduring Strength & Legacy

EVENT & SPONSORSHIP DETAILS

www.TheInstituteNC.org
Premier Networking Conference & Golf Tournament
at the legendary
Pinehurst Resort
Course No. 2
Anchor Site of the U.S. Open
Greetings Friends,

**ENC is back!** Our theme this year: “Enduring Strength & Legacy.” I am incredibly excited to welcome each of you back to the Institute’s Executive Networking Conference (ENC 2021). It has been five years since we last met at ENC and even longer since convening at Pinehurst. But the time is now for us to gather once again, celebrate, reflect, and discuss how we will emerge from a devastating pandemic and a recovering economy even more resilient and determined to succeed.

**The Institute has survived significant challenges** over the last few years—more vital than ever as we celebrate our 35th anniversary! While navigating the pandemic and economic crises, we merged with the North Carolina Community Development Initiative and Initiative Capital, tripling our size. We changed our name to the National Institute of Minority Economic Development to reflect the reach and expansion of the organization, and we completed a 5-year strategic plan, re-establishing the Institute as a thought leader, advocate, and preeminent resource for minority populations throughout the region. Our building and headquarters at 114 West Parrish Street in Durham, North Carolina, located on what was known as “Black Wall Street,” turns 100 years old in December—representing strength, resolve, and what we can accomplish, even when times are tough.

We have deepened our relationships with community stakeholders, HBCUs, financial institutions, government agencies, and community leaders to enhance our influence and resources. In response to our Research, Policy & Impact Center report indicating a lack of grant funding for HUB and DBE businesses, the Institute partnered with the North Carolina Department of Administration’s HUB office and Carolina Small Business Development Fund to administer $13 million in grants to over 355 businesses. Finally, we expanded our programs with our newest Women’s Business Center of Richmond located on the campus of Virginia Union University. This opportunity was made possible by securing a partnership with Virginia Union University and funding in part by the SBA.

While we experienced great successes, we also suffered some heartbreaking losses last year, particularly with the passing of one of our founders, Ms. Andrea Harris. Ms. Harris loved ENC and its ability to bring us together to address issues impacting minority populations. And so, we are here to carry on her legacy and vision and to celebrate other visionary trailblazers who continue to labor in the vineyard—Abdul Rasheed and Lew Myers.

So, I invite each of you to lean in, engage, learn from each other, strategize and plan how we position our network of resources for continued success in the communities we serve.

Best Regards,

Kevin J. Price
President & CEO
EVENTS & DATES*

* Note: As we work to secure speakers, the agenda is subject to change without notice.

THURSDAY, AUGUST 5, 2021
Welcome & Opening Sessions
Luncheon
CEO Roundtable
Champions Economic Development Roundtable
Welcome Reception - College & Greek Night
Hospitality Suite

FRIDAY, AUGUST 6, 2021
Policy & Politics Panel Discussion
Supplier Diversity Panel Discussion
State of Black Economics
CDFI Luncheon
Breakout Sessions
Networking Reception with Silent Auction
Awards Gala Dinner
After Party

SATURDAY, AUGUST 7, 2021
Golf Tournament - Course No. 2
Team Building Activities
Golf Awards Luncheon
ENC Celebration & Silent Auction
EXECUTIVE NETWORKING CONFERENCE 2021
CONFERENCE SPONSORSHIP LEVELS

EVENT TITLE SPONSOR  $50,000
- Company listed as Title Sponsor in all conference programs
- Company logo prominently displayed on collateral materials
- Digital banner on virtual platform
- Full page color ad in conference program [inside first page]
- 16 "All Access" conference passes
- Optional placement of promotional item(s) in Conference Souvenir Bag
- Logo included in sponsor video loop
- Prominent recognition on NIMED website and in all social media communications
- 2 tables of 8 at Luncheons and Awards Gala Dinner
- Verbal recognition at all conference events
- 8 Golf Tournament passes; Course No. 2 Green fees
- Opportunity to make comments at the Awards Gala Dinner
- Logo placement on Awards Gala Step & Repeat
- Sponsorship recognition in conference press materials

PLATINUM SPONSOR  $30,000
- Company listed as Platinum Sponsor in all conference programs
- Company logo prominently displayed on collateral materials
- Digital banner on virtual platform
- Full page color ad in conference program [choice of placement]
- 10 "All Access" conference passes
- Optional placement of promotional item(s) in Conference Souvenir Bag
- Logo included in sponsor video loop
- Prominent recognition on NIMED website and in all social media communications
- 1 table of 8 at Luncheons and Awards Gala Dinner
- Verbal recognition at all conference events
- 6 Golf Tournament passes; Course No. 2 Green fees
EXECUTIVE NETWORKING CONFERENCE 2021
CONFERENCE SPONSORSHIP LEVELS

(Continued)

GOLD SPONSOR $15,000
- Company listed as Gold Sponsor in all conference programs
- Company logo displayed on collateral materials
- Digital banner on virtual platform
- Full page color ad in conference program
- 8 "All Access" conference passes
- Optional placement of promotional item(s) in Conference Souvenir Bag
- Logo included in sponsor video loop
- Recognition on NIMED website
- 1 table of 8 at Luncheons and Awards Gala Dinner
- 4 Golf Tournament passes; Course No. 2 Green fees

BRONZE SPONSOR $7,500
- Company listed as Bronze Sponsor in all conference programs
- Company logo displayed on collateral materials
- Digital banner on virtual platform
- Half page color ad in conference program
- 4 "All Access" conference passes
- Optional placement of promotional item(s) in Conference Souvenir Bag
- Logo included in sponsor video loop
- Recognition on NIMED website
- 1 table of 8 at Luncheons
- 2 Golf Tournament passes; Course No. 2 Green fees

SILVER SPONSOR $10,000
- Company listed as Silver Sponsor in all conference programs
- Company logo displayed on collateral materials
- Digital banner on virtual platform
- Full page color ad in conference program
- 6 "All Access" conference passes
- Optional placement of promotional item(s) in Conference Souvenir Bag
- Logo included in sponsor video loop
- Recognition on NIMED website
- 1 table of 8 at Luncheons and Awards Gala Dinner
- 4 Golf Tournament passes; Course No. 2 Green fees

COMMUNITY SPONSOR $5,000
- Company listed as Community Sponsor in all conference programs
- Company logo displayed on collateral materials
- Digital banner on virtual platform
- Half page color ad in conference program
- 2 "All Access" conference passes
- Optional placement of promotional item(s) in Conference Souvenir Bag
- Logo included in sponsor video loop
- Recognition on NIMED website
- 1 table of 8 at Thursday Luncheon
- 1 Golf Tournament pass; Course No. 2 Green Fees

MWBE SPONSOR $2,500
- Company listed as MWBE Sponsor in all conference programs
- Digital banner on virtual platform
- 2 "All Access" conference passes
- Optional placement of promotional item(s) in Conference Souvenir Bag
- Logo included in sponsor video loop
EXECUTIVE NETWORKING CONFERENCE 2021
A LA CARTE OPTIONS

Individual Registration ......................$650
1 "All Access*" conference pass includes:
■ All conference sessions
■ Welcome & Networking Receptions
■ Hospitality Suite
■ All Luncheons
■ Awards Gala Dinner

* Does not include Golf Tournament pass

Virtual Registration.............................$350
■ Access to virtual event platform
■ Access to Digital Business Expo
■ View all conference sessions
■ Digital Conference Program
■ Access to all recorded sessions
■ Virtual Swag Bag

Golf Tournament Package ...............$550
■ Course No. 2 Green fees
■ Golf Awards Luncheon
■ Golf & Souvenir Package
HOTEL INFORMATION

Conference activities will take place at:
The Pinehurst Resort
Carolina Hotel
80 Carolina Vista
Pinehurst, NC 28374

Group dates are Wednesday August 4, 2021 to Sunday August 8, 2021.

AVAILABLE ROOM TYPES
Carolina Hotel: $169 per night

BOOK RESERVATIONS:
By phone – (866) 708-9526

One night deposit will be charged at the time your reservation is made. Deposits are fully refundable up to 30 days prior to arrival.
SUPPORT FORM

SPONSOR COMMITMENT
(Please check sponsorship level)

☐ EVENT TITLE SPONSOR ($50,000) ☐ BRONZE SPONSOR ($7,500)
☐ PLATINUM SPONSOR ($30,000) ☐ COMMUNITY SPONSOR ($5,000)
☐ GOLD SPONSOR ($15,000) ☐ MWBE SPONSOR ($2,500)
☐ SILVER SPONSOR ($10,000)

FOUR PAYMENT OPTIONS

1. CHECK
Mail completed support form and check made payable to NIMED:
NIMED, P.O. Box 1331, Durham, NC 27702

2. SELECT SPONSORSHIP SUPPORT & PAY ONLINE
Visit:  https://enc2021.eventbrite.com

3. REQUEST INVOICE
Company: ____________________________________________________________
Name of Authorized Representative: ______________________________________
Mailing Address: _______________________________________________________
Phone: __________________________ Email: ________________________________

4. CREDIT CARD
Company: ____________________________________________________________
Cardholder Name: _____________________________________________________
Phone: __________________________ Email: ________________________________
Billing Address: ________________________________________________________
Credit Card Type: ☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX
Credit Card Number: ____________________________________________________
Exp. Date: ____________ Security Code: ____________ Amt. to Charge: ____________
I authorize National Institute of Minority Economic Development to charge the amount listed
above to my credit card provided herein.
Authorized Signature: ___________________________________________ Date: __________
Name: ________________________________________________________________

Submit Credit Card form via email to:
kgaatt@TheInstituteNC.org
SPONSORSHIP AND REGISTRATION ONLINE

Visit: https://enc2021.eventbrite.com

NOTES AND SPECIAL INSTRUCTIONS

Our team will ensure on-site protocols for the conference are followed and we adhere to the NC pandemic guidelines for in-person events.


VIRTUAL EXHIBIT BOOTHS

All sponsors will receive a complimentary virtual exhibit booth. Instructions on how to access your booth will be sent to you following registration.

**ADS**

Ads must be received by 5pm EST on Friday, July 9, 2021.

**Submit ads to:** vnicholas@TheInstituteNC.org

**DESIGN & PRINT SPECIFICATIONS**

**Available Sizes:**

- Full Page – 8.5” x 11”
- Half Page (horizontal) – 8.5” x 5.5”

**Full Bleeds (if applicable)**

- Bleeds should extend 1/8” on all sides

**Resolution:**

- 300 dpi minimum

**Color Preference:**

- 4-color (CMYK)

**Acceptable File Submission Formats:**

- PDF with all text converted to outlines
- JPG (high resolution of 300dpi or better)
- EPS or Adobe Illustrator (.ai)