



# ENC | 2021

EXECUTIVE NETWORKING CONFERENCE

AUGUST 5-8, 2021 » AT PINEHURST

*Enduring Strength & Legacy*

## EVENT & SPONSORSHIP DETAILS

[www.TheInstituteNC.org](http://www.TheInstituteNC.org)



# ENC | 2021

EXECUTIVE NETWORKING CONFERENCE

AUGUST 5-8, 2021 » AT PINEHURST

## Premier Business 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, but is more vital than ever as we celebrate our 35<sup>th</sup> 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 500 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

## WHAT IS ENC?

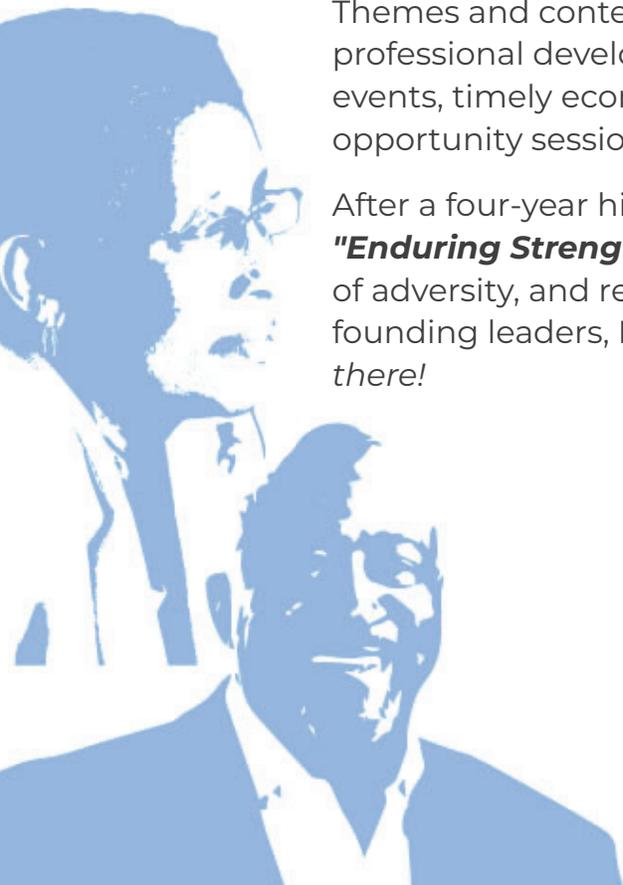
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The **Executive Networking Conference (ENC)** was established in the mid-1980s as a means of building relationships and supply chain opportunities for minority business executives. Over the years ENC evolved into the state's **premier professional development and business networking event**, convening established and aspiring minority and women-owned businesses, corporate executives, public-sector decision-makers, community leaders, business lenders, equity investors, and other stakeholders engaged in advancing a diverse economy.

ENC is the place for people to come together to learn about and share creative and innovative ideas, leadership principles, and equitable economic development strategies. It is an opportunity for corporate leaders and MWBEs to build stronger B2B and B2C relationships, community development leaders to engage with other stakeholders, and to encourage emerging entrepreneurs to connect with mentors and resource opportunities. Also, it is an opportunity for government agencies and elected officials to better understand the dynamic economic growth opportunities that can come from reducing barriers to market participation for MWBEs and community developers.

Themes and content have varied from year to year, but always include professional development learning opportunities, multiple networking events, timely economic updates, engaging plenary sessions, B2B opportunity sessions, and recognitions on the dais.

After a four-year hiatus, ENC returns this year with the theme **"Enduring Strength & Legacy"** celebrating resilience in the face of adversity, and reflecting on the legacy of one of the Institute's founding leaders, Ms. Andrea Harris. *We look forward to seeing you there!*



# AGENDA-AT-A-GLANCE

## THURSDAY – AUGUST 5, 2021

- 10:00 AM – 10:30 AM** **OPEN & WELCOME**
- 10:30 AM – 11:45 PM** **STATE OF DIVERSE NORTH CAROLINA** – Discuss historic economic and diversity trends, disparity study findings and how we move forward
- 12:00 PM – 2:00 PM** **LUNCH WITH GUEST SPEAKER** – An in-depth conversation on the leadership of North Carolina's response to the economic downturn caused by the pandemic and the positive trends forecasted post-pandemic.
- 2:15 PM – 3:45 PM** **CORPORATE EXECUTIVE ROUND TABLE** – Corporate leaders discussing the business case, their strategies and the benefits of their successful activities.
- 4:00 PM – 5:30 PM** **ECONOMIC DEVELOPMENT CHAMPIONS ROUNDTABLE** – Framing minority philanthropy and investment leadership that addresses the wealth gap in diverse communities.
- 6:00 PM – 9:00 PM** **WELCOME RECEPTION (College & Greek Night)**
- 9:00 PM** **NETWORKING & HOSPITALITY SUITE**

## FRIDAY – AUGUST 6, 2021

- 8:00 AM – 9:00 AM** **SUPPLIER DIVERSITY** – A discussion of corporate and MWBE “Best Practices” and Return on Investment.
- 9:15 AM – 10:30 AM** **POLICY & POLITICS** – A discussion on Congress' and the CBC's response to the 2020 pandemic, economic downturn, and the policies we should explore to impact the wealth gap.
- 10:45 AM – 12:30 PM** **CDFI ROUNDTABLE DISCUSSION** – A discussion with the African American Alliance as they share the role of Community Development Financial Institutions.
- 12:45 PM – 2:00 PM** **LUNCH – CDFI LEVERAGING & FUNDING** – A discussion on how black philanthropy provides leadership to CDFIs.
- 2:15 PM – 3:30 PM** **BLACK LED ORGANIZATIONS: BUILDING A STRONGER ECOSYSTEM** – A discussion where HBCUs, MBEs, CDCs, and CDFIs share how collaboration builds a strong ecosystem.
- 3:45 PM – 5:00 PM** **BLACK ECONOMICS, POLICY AND A PATHWAY FORWARD** – A discussion on the past, present, and future economics for people of color.
- 6:00 PM – 6:45 PM** **RECEPTION | NETWORKING | SILENT AUCTION**
- 6:45 PM – 8:30 PM** **AWARDS GALA DINNER**
- 8:30 PM – 11:00 PM** **ENC GALA NETWORKING SOCIAL**

## SATURDAY – AUGUST 7, 2021

- 7:30 AM – 12:00 PM** **GOLF TOURNAMENT – COURSE NO. 2**
- 9:00 AM – 12:00 PM** **TEAM BUILDING ACTIVITIES | SHOPPING EXCURSION | SPA DAY (Optional)**
- 12:30 PM – 2:00 PM** **GOLF AWARDS LUNCHEON**
- 5:30 PM – 10:00 PM** **ENC FINALE NETWORKING & SILENT AUCTION**

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

# EXECUTIVE NETWORKING CONFERENCE 2021

## CONFERENCE SPONSORSHIP LEVELS

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### 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

### **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
- 2 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

### **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
- 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

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### Individual Registration .....\$650

1 "All Access\*" conference pass includes:

- All conference sessions
- Welcome & Networking Receptions
- All Luncheons
- Awards Gala Dinner

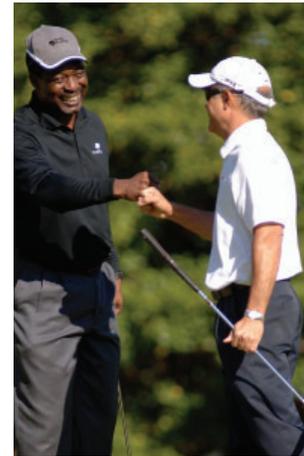
*\* Does not include Golf Tournament pass*

### Virtual Registration.....\$350

- Access to virtual event platform
- Access to Digital Business Expo
- View most 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

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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

Online – <http://bit.ly/enc2021-hotel>

*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)

- |   |  |
|---|--|
| <input type="checkbox"/> EVENT TITLE SPONSOR (\$50,000) | <input type="checkbox"/> BRONZE SPONSOR (\$7,500)    |
| <input type="checkbox"/> PLATINUM SPONSOR (\$30,000)    | <input type="checkbox"/> COMMUNITY SPONSOR (\$5,000) |
| <input type="checkbox"/> GOLD SPONSOR (\$15,000)        | <input type="checkbox"/> MWBE SPONSOR (\$2,500)      |
| <input type="checkbox"/> 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

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### 2. SELECT SPONSORSHIP SUPPORT & PAY ONLINE

Visit: <https://enc2021.eventbrite.com>

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### 3. REQUEST INVOICE

Company: \_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

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### 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:  
**kgantt@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.

**CDC COVID-19 info:** [www.cdc.gov/coronavirus/2019-ncov/](http://www.cdc.gov/coronavirus/2019-ncov/)

**Pinehurst Resort Guidelines:** [www.pinehurst.com/covid-19-response](http://www.pinehurst.com/covid-19-response)

## 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](mailto: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:

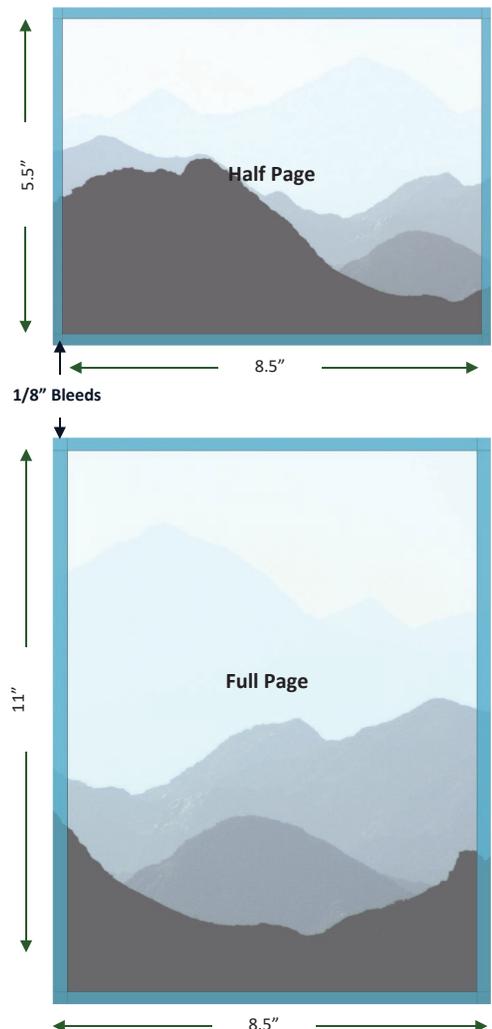
- 300 dpi minimum

### 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)





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[www.TheInstituteNC.org](http://www.TheInstituteNC.org)