

Sunday, October 1 – Saturday, October 7, 2017

Pioneers Complex 904 North Main Street Hopkinsville, Kentucky 42240









THE VALUE OF SMALL BUSINESS



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info@medisuccess.org

Sara Shepherd Chairman Henry Snorton, III Executive Director









29th ANNUAL MED WEEK OF KENTUCKY 2017 INVITATION

MEDI values this time of the year just as President Reagan did in 1983 to celebrate the success and contributions of minority-owned businesses and those like you that support minority enterprise development. MEDI would like to encourage you and all Kentuckians to take this time to recognize the contributions a part of this great society that may not have always had opportunities that exist today to pursue social and economic mobility.

MEDI would like to invite you to partner with us and sponsor this **29**th **Annual MED Week of Kentucky celebration**. This year's theme is *The Value of Small Business* Sunday, October 1 through Saturday, October 7. MED Week was founded in 1983 by President Reagan and first proclaimed by Kentucky Governor Steve Beshear in 2012, naming MEDI as the Commonwealth's official state host, MED Week.

MED Week is befitting for the Commonwealth to celebrate because minority populations in Hopkinsville/Christian County, Louisville/Jefferson County, Lexington/Fayette County, Paducah, Bowling Green, and Fulton County are all higher than the National average. MEDI's goal through MED Week is to improve the Commonwealth's quality of life through leadership, supplier diversity and purchasing/procurement initiatives, lending, small business and economic development programs, and community and workforce development.

Attached is MEDI's **29**th **Annual MED Week of Kentucky Partnership 2017 Opportunity Packet**. It would be amazing to partner with you to build, grow and improve local and state understanding and appreciation. Please note that your support is significant. Thank you in advance for your time and consideration. If you have questions or should require any additional information, please contact me, Henry directly at 270-885-8885 or email hsnorton@medisuccess.org.

Sincerely,

Henry Snorton, III, CEcD, Executive Director

Attachment

MINORITY MED Week of Kentucky 2017 – Page 2 ECONOMIC

2017 MED Week's Goals

- To highlight successful economic development strategies in Kentucky's rural and metropolitan cities and counties such as; leadership, supplier diversity programs, micro-loan programs, lower bond capacity thresholds, certification programs, spending goals, mentorship programs, trainings and workshops;
- To recognize and celebrate the contributions and advancements of minority owned businesses and those that support minority enterprise development in Kentucky;
- To advocate policies, programs, solutions, initiatives and best practices that improve opportunities for Kentucky minority entrepreneurs and workforce;
- To raise funds to support the technical and financial assistance provided that results in minority economic enterprise development throughout Kentucky.

PAST MED WEEK OF KENTUCKY SPONSORS

USDA Rural Development ★ Wal-Mart Distribution Center #6066 ★Kentucky State University ★ Wal-Mart Christian County Government ★ City of Hopkinsville ★ Jennie Stuart Medical Center ★ Movers & Shakers Tennessee Valley Authority ★ US Bank ★ James E. Bruce Convention Center ★ Atmos Energy Western Kentucky Workforce Investment Board ★ Audubon Area Community Services ★ Planters Bank Governor's Office of Minority Empowerment ★ Hopkinsville Child Development Center Hopkinsville ★ Hopkinsville Water Environment Authority (HWEA)★ Lite 98.7 WHOP FM ★ Pennyrile Rural Electric ★ Pioneers Inc. ★ Hopkinsville Electric System ★ EON US ★ BB&T ★ Rogers Group, Inc. ★ Smith Concrete & Masonry Stationery Unlimited by P. Evans ★ Tom Bell State Farm ★ United Southern Bank ★ Linc Government Services ★ AT&T

About MEDI

MEDI's mission is to serve as the leading 501c3 economic development organization that impact communities and economies for improvement using education, entrepreneurship, small, minority, and women-owned business development in Kentucky. MEDI delivers technical assistance to startup and existing businesses, provides small business development training, diverse business referral and advocacy and loans up to \$150,000 throughout Kentucky's rural communities.

MEDI is led by a diverse volunteer Board of Directors and two full-time team members; Executive Director, Henry Snorton, III, CEcD and Nannetta Sanders-Catlett. Snorton is a Certified Economic Developer with almost 20 years in producing results in community and economic development. And, Sanders-Catlett has vast experience in customer services and broadcast communications.

Since 2015, MEDI has assisted 831 potential, existing and startups small businesses. In direct result of assisting those 831 small businesses, MEDI has helped to produce 18 new startups, 44 new jobs, expanded 13 small businesses and retained/saved 30 jobs.¹

From 2009 to 2015, MEDI has assisted in the creation, retention and expansion of more than 400 jobs and leveraged more than \$2 Million in capital investment, measuring more than \$9 Million in economic output.

¹ USDA FY 2015 – 2017 RMAP & RBEG Quarterly Reports

	MONDAY October 2	TUESDAY October 3	WEDNESDAY & THURSDAY October 4 & 5	FRIDAY October 6
EVENT (& PARTNER)	MEDI's 29th Annual Awards Banquet	The Value of Small Business Forum	Minority Business Dollar Days	First Fridays!
VENUE & TIME	Pioneers Complex 904 North Main St. Hopkinsville, KY 42240 6 P.M. Doors Open Social Hour 6:30 P.M. Program \$35 Per or \$300 Table (No tickets sold at the door)	Pioneers Complex 904 North Main St. Hopkinsville, KY 42240 \$15 Per Person		Jazzy Souls 115 East 9 th St. (Downtown) Hopkinsville, KY 42240 7 P.M. – 10 P.M.
	\$45 Per Person for Mo	nday & Tuesday Combo		Free
DESCRIPTION & VALUE	Celebrate MED Week of Kentucky with MEDI, honorees and more. Keynote Speaker Dr. Alissa Young, President, Hopkinsville Community College Enjoy an evening of networking, awards, music and ambiance. - Reception & Networking - Awards & Recognitions - Speaker & Remarks	"The Value of Small Business Forum" provides: 1) An update, guidance and information about 2018 Bid Opportunities with organizations with millions of dollars in purchasing power looking for new and improved suppliers 2) An overview from Cherie Guilford, SBA's Business Opportunity Specialist (invited) about SBA small business advantage programs 3) A best practice in supplier diversity and approach to valuing small business diversity and initiatives from Bill Johnson, President & CEO, TVA (Invited)	All Kentuckians, individuals, businesses, churches, organizations, etc. that may have or may not have done business (patronized) a minority-owned business are encouraged to perform at least one of the recommendations below: 1) \$pend money with one or more minority owned businesses 2) Find a way to contact one or more minority owned businesses to obtain a quote/bid for a product or service that you are planning to purchase 3) Visit one or more minority owned businesses 3) Ask someone in your network to help you discover one or more minority owned businesses to visit	First Fridays is one the Nation's top social & business networking events for professionals. First Friday's provides a professional, social atmosphere. Spend the evening mingling, networking & lounging at Jazzy Souls. First 100 will be entered in to a \$250 gas card drawing!

PARTNERSHIP BENEFITS & REGISTRATION

	PRESENTING (PLATINUM) \$3,000+	DIAMOND (Event) \$2,000 * EVENT SPONSOR	GOLD \$1,500	\$1,000	\$500 Limited to small businesses with less than 50 employees
Availability	2/2	4/4	Unlimited	Unlimited	Unlimited
"Special Mentions" - During programs, radio, online, & television ads, promotions, & news releases	✓	√ *			
MED Week Program Participation	✓	√ *			
Name/Logo - MEDI Annual Awards Banquet Invitations	✓	√ *			
Name/Logo - Banners	✓	✓	✓	✓	✓
Name & Logo - Print media - Posters - Flyers - Programs	✓	✓	✓	✓	✓
MEDI Awards Banquet Tables (seats 8)	2	1 or *2	1	4 Passes	2 Passes
The Value of Small Business Forum	10 Passes	4 or *8	4	2	2

Name:			
Company Name:			
Mailing Address:			
Phone:	Fax:		
Email:	Website:		

Presenting (Platinum) Sponsor	\$3,000+
Diamond Sponsor	\$2,000+
Gold Sponsor	\$1,500
Silver Sponsor	\$1,000
Bronze Sponsor	\$500
MED Week Pass (Group) #	\$500
MED Week Pass (Individual) #	\$100
Total	

^{**} MEDI will make contact to complete partnership payment arrangements for your convenience. **
This includes invoicing, wire transfers and online payments. For MEDI's 501c3 tax-exemption number,
please contact MEDI at:

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