

Minority Business Development Program Sponsors

Minority Business Development is becoming more important as the demographic trends, coupled with the implications of globalization continue to impact Lexington and Central Kentucky. With the creation of the Bluegrass Business Development Partnership, the Minority Business Development Department is on the cutting edge of what small businesses need to grow and prosper. Commerce Lexington has enhanced the program with the implementation of a Minority Business Accelerator. The accelerator delivers specific services to sizeable and scalable minority businesses, improving their readiness for growth and opportunities within the overall marketplace. The one-on-one technical assistance, procurement opportunities, and business-model expertise has been a focus of this department for some time, and has yielded great results. Sponsors of the program are part of the effort to promote and sustain self-sufficiency of minority business owners and will reap the benefits of the new energy that has created a strong increase in minority business participation. Commerce Lexington's program has also been very instrumental in facilitating a wide range of procurement relationships between large companies and minority businesses.

Contact: Tyrone Tyra, 859-226-1625, ttyra@commercelexington.com

Gold Sponsor at \$5,000 *(Multiple gold sponsorships available)*

- Recognition as a Gold Sponsor on signage at all Minority Business events and publications including:
 - Recognition as a Gold Sponsor in the Minority Business Resource Guide
 - 1/2 page profile/ad in the Minority Business Resource Guide
- A Minority Business Member contact list for company marketing efforts
- Opportunity to display promotional items at all Minority Business events (item to be provided by company)

Silver Sponsor at \$3,000 *(Multiple silver sponsorships available)*

- Recognition as a Silver Sponsor on signage at all Minority Business events and publications including:
 - Recognition as a Silver Sponsor in the Minority Business Resource Guide
 - 1/4 page profile/ad in the Minority Business Resource Guide
- A Minority Business Member contact list for company marketing efforts
- Opportunity to display promotional items at all Minority Business events (item to be provided by company)

Bronze Sponsor at \$1,000 *(Multiple bronze sponsorships available)*

- Recognition as a Bronze Sponsor on signage at all Minority Business events and publications including:
 - Recognition as a Bronze Sponsor in the Minority Business Resource Guide
- Opportunity to display promotional items at all Minority Business events

Contributor at \$500 *(Multiple contributor sponsorships available)*

- Recognition as a Contributor on signage at all Minority Business events and publications including:
 - Recognition as a Contributor in the Minority Business Resource Guide