



Los Angeles
Minority Enterprise Development

14th Annual

MED Week Awards

March 18, 2009

at L.A. LIVE



Launching Green
on the Global Scene



LOS ANGELES



14th Annual MED Week Awards

March 18, 2009

Launching Green on the Global Scene

We invite your organization to partner with the Office of the Mayor, the Los Angeles Minority Business Opportunity Center's 14th Annual Minority Enterprise Development (MED) Awards Week along with U.S. Small Business Administration's 22nd MED Week which will take place March 18, 2009.

MED Week was established by Presidential Proclamation in 1983 and is designated and managed by the Minority Business Development Agency (MBDA).

The purpose of MED Week is to recognize the role that minority entrepreneurs play in building the American economy through the creation of jobs, products, and services, in addition to supporting their local communities.

Every year we invite the participation of corporations and public, private and government agencies to partner in underwriting the cost of the week's activities. As a MED Week event partner you'll have the full benefits as outlined in the partnership package. Your company could be featured on the www.lamboc.org website, highlighted in print and broadcast media, and listed in the LA MBOC Newsletter.

The 2009 theme is "Launching Green on the Global Scene", emphasizes efficiency, environmentally sensitive products and services that lead to economic empowerment and sustainability in a global market.

The partner levels and benefits, advertising rates and ad sizes and submission specifications for the program book are included in this material.

To get more information or to confirm your participation as a partner please call Aurelio Marquez at (213) 978-0786 or email: aurelio.marquez@lacity.org

Thank you for your consideration.

Very Truly Yours,

Linda Smith
Executive Director
L.A. Minority Business Opportunity Center

Alberto G. Alvarado
District Director
Los Angeles District Office
U.S. Small Business Administration



LOS ANGELES



Launching Green on the Global Scene

About L.A. MBOC:

The Los Angeles Minority Business Opportunity program has been a part of the Mayor's Office since 1994, through an interagency agreement between the U.S. Department of Commerce, Minority Business Development Agency (MBDA) and the Mayor's Office of Housing and Economic Development.

In 2006, the program was completely revamped according to MBDA guidelines, to target contract awards and financial transactions. Last year, the program exceeded its annual goals of \$80 million in contract awards and \$35 million in financial transactions to minority-owned firms by achieving \$103,050,066 in contracts, and \$35,360,428 in capital assistance to MBE firms.

About MED Week:

The Los Angeles Minority Business Opportunity Center and the SBA will honor minority entrepreneurs for the 14th Annual Minority Enterprise Development (MED) Week awards program. The ceremony will be held on March 26, 2009 at Club Nokia in the Nokia Theater followed by a lunch reception in the San Manuel Club at the Staples Center.

The Minority Business Development Agency (MBDA) established MED Week, by Presidential Proclamation to occur each year since 1983. The purpose of MED Week is to recognize the role that minority entrepreneurs play in building the American economy through the creation of jobs, products, and services, in addition to supporting their local communities.

LA MBOC and SBA's theme this year is "Launching Green on the Global Scene," emphasizes efficiency, environmentally sensitive products and services that lead to economic empowerment and sustainability in a global market.

Over the years, LA MBOC has hosted multiple gatherings of its public and private partners, and the business community at-large to highlight various City departments and business services providing contracting, financial, and business development resources, and to provide networking opportunities for its constituents, including its annual Minority Enterprise Development (MED) Week Awards.

The Mayor's comments will further drive support and participation in the LA MBOC program and encourage the partnerships necessary for success in building a strong economy in which small, local and minority-owned businesses are the key components.

About SBA:

The Los Angeles District Office of the U.S. Small Business Administration is proud to serve the City of Los Angeles and to partner with the Minority Business Opportunity Center. During MED Week in March, SBA and its partners will recognize minority entrepreneurs for their ability to create jobs, products, and services.

In addition to serving the residents of the City of Los Angeles, the SBA District Office also serves the 12 million people of Los Angeles, Santa Barbara, and Ventura counties – one of the most diverse and prosperous areas of the country.

Aspiring and current business owners rely on us each and every day – during good times and bad. Therefore, we are very pleased to report that the Los Angeles District Office remains "No.1" in the nation in lending with a total loan portfolio that financed more than 3,750 businesses with \$1.02 billion in FY08 and generated annual contract procurements of \$589 million, a 30.5 percent increase over FY07.

14th Annual MED Week Awards

March 18, 2009

Launching Green on the Global Scene

Partnership Levels & Benefits

Platinum Partner: \$10,000

- Premium ad space (inside front or back cover, or close proximity) in program book
- Twenty individual event tickets
- Acknowledgement during program
- Company profile (300 word) and listing in program book
- Name and logo display at event, and on promotion materials & in Newsletter
- Opportunity for spoken remarks during program at event
- Presence at one future L.A. MBOC hosted event
- Inclusion in media promotions

Gold Partner Level: \$5,000

- One full page advertisement in MED Week program book
- Ten individual event tickets
- Company Signage at event
- Acknowledgement during program
- Company name and logo display at event and on promotion materials & in Newsletter

Silver Partner Level: \$2,500

- Half page advertisement in MED Week program book
- Ten individual event tickets
- Onsite signage at event
- Acknowledgement during program and in Newsletter

Bronze Partner Level: \$1,500

- Company listing in MED Week program book
- Ten individual event tickets
- Partner acknowledgement on printed material & in Newsletter

Special Event Partners:

- Media or Entertainment - \$10,000 to \$1,500 (benefits based on partnership level)
- Bags and Giveaways - \$2,500 - \$5,000 (benefits based on partnership level)

Make checks payable:

City of Los Angeles – LA MBOC
(Federal Tax ID# 95-6000735)

Thank you for your tax-deductible donation.

Mail check and advertising materials to:

City of Los Angeles – LA MBOC
Mayor's Office of Housing & Economic
Development

14th Annual MED Week
200 N. Spring Street, 13th Floor
Los Angeles, CA 90012

Attn: Daisy Rossi