

NAMC SPONSORSHIP PACKAGE



We Know
CONSTRUCTION,
We Know
THE MINDRITY COMMUNITY,
And We Know
WITH YOUR GENEROUS SUPPORT,

Our vision to prepare and position deserving minority and female owned businesses to win contracts, increase branding visibility, and to expand their client base through relationship development opportunities, will be achieved!

Platinum
Sponsor



LETTER FROM NAMC GREATER ATLANTA PRESIDENT

January 1, 2023

RE: 2023 NAMC Sponsorship Benefits

Dear Fellow Stakeholder:



On behalf of the National Association of Minority Contractors (NAMC) Greater Atlanta chapter's leadership, thank you for your ongoing support of our efforts to promote the interests of minority construction firms throughout the state of Georgia. We are providing our 2023 sponsorship packet for your review, to include a benefit summary and potential calendar of events.

Throughout 2022, NAMC Atlanta has seen unprecedented advancements on behalf of minority contractors in this marketplace. NAMC's board of directors has worked diligently to ensure all minority contractors are "front of mind" for all major projects in the city, in both public and private markets. Specifically, over the past year NAMC had a direct impact on construction diversity efforts for nearly \$50 billion in projects throughout the state. Some of NAMC's major achievements include:

Partnered with the CIM Group, Hartsfield-Jackson Atlanta International Airport, the Rowen Foundation, Google, Microsoft, and several other project owners in shaping their Diversity, Equity & Inclusion plans.

Collaborated with multiple organizations for joint member events, to include the Georgia Minority Supplier Development Council (GMSDC), the National Organization of Minority Architects (NOMA) and the Society for Marketing Professional Services (SMPS).

Hosted multiple outreach event and Technical Assistance Programs (TAP) with prime contractors highlighting projects seeking minority contractor inclusion.

Engaged Ameris Bank as a Chapter Sponsor to support our members with financial capacity literacy and development.

Advised multiple federal, state, and local elected officials on policies that will incorporate "intentional" diversity, equity, and inclusion business practices.

NAMC sponsors are an integral component of the Atlanta chapter's foundation. We enthusiastically welcome public and private sponsor organizations that want to be intentional in their efforts to drive greater diversity, equity and inclusion in their construction related spend.

We look forward to an even more successful 2023 with your ongoing support and appreciate your sincere consideration.

Sincerely,

A handwritten signature in blue ink that reads "Ernest L. Ellis".

Ernest L. Ellis
President, CEO
FS 360, LLC
NAMC Greater Atlanta President

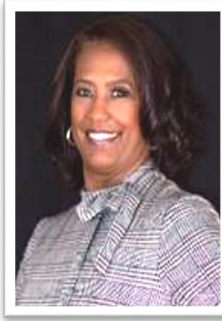
NAMC BOARD OF DIRECTORS



Ernest Ellis
President



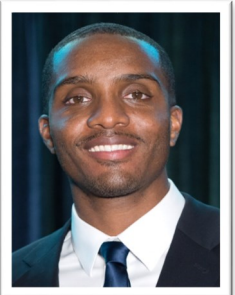
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Kelsi Queen-Robinson



Albert Smith



Enrico Washington



Keona Jones, M. Ed.
Executive Director

NAMC Greater Atlanta Chapter
678-683-8946 - Mobile
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WE'VE BEEN BUILDING FOR OVER 50 YEARS.

In the early 60's, Ray Dones, owner of Dones Electric and Joe Debro, director of the Oakland Small Business Development Center, began discussing the experiences African-American contractors faced in their attempts to be recognized as viable businessmen in their industry. They started speaking around the community, quietly organizing other contractors who experienced the same problems. Using the resources available to them, they put together the first conference of the National Association of Minority Contractors (NAMC).

MAKING AN IMPACT

The National Association of Minority Contractors is a national trade organization where NAMC-Greater Atlanta (NAMC) is the local chapter. NAMC is a 501c3 that focuses on providing minority contractors access to opportunities locally and to the broader Southeastern Region, technical assistance with certifications, proposals and business management and advocates for the inclusion of greater minority participation in public and private projects.

NAMC-Atlanta uses sponsorship funds to offset the expense related to delivering training and technical assistance to members, outreach efforts to attract new members, annual scholarship fund for local College students at Morehouse, Spelman, Clark Atlanta University and Atlanta Metro College, host the Annual Golf Challenge event and host the Annual Hard Hat Awards Banquet. On going operating are paid via membership donations.

“NAMC is supported by the most generous and diverse group of sponsors.”

Member technical assistance is delivered via NAMC-Atlanta Technical Assistance Program (TAP) where we host 8 training sessions with target focuses driven by the interest of the members but may consist of the following topics:

- How to respond to RFPs
- How to qualify for and increase your bonding capacity
- Workplace safety requirements
- Estimating 101-401
- Recruiting and retention
- Invoicing

Learn more at namcatlanta.org

BECOMING A SPONSOR HAS A NUMBER OF ADVANTAGES.

BOOST BRAND VISIBILITY

Increase brand recognition before, during and after the actual event by giving your company exposure to new audiences. This often happens through mentions on social media, event advertising, signs and featured ads. You can take advantage of this exposure by offering attendees free branded materials through promotional giveaways.

INCREASE THE ROI

Sponsorships provide businesses with excellent exposure to prospective customers and highlight the human side of your company. Additionally, when a representative of your company attends the events you sponsor, like NAMC's Technical Assistance Program (TAP), Quarterly Networking Events, Annual Hard Hat Awards Banquet, Annual Golf Challenge, you can learn valuable information about the participants and promote your services or products.

FOSTER A POSITIVE REPUTATION

Sponsorship can strengthen your company's image. People typically enjoy supporting brands that invest in their community. By sponsoring an important cause, Mentor/Protégé Opportunities or Training and Development programs, you set your company apart from the competition and inspire brand loyalty.

SPONSOR SUPPORT EQUALS BENEFITS FOR THE MINORITY CONSTRUCTION INDUSTRY.

- Provide education and training to minority contractors in construction.
- Promote the economic and legal interest of minority contracting firms.
- Advocate law and government actions for minority contractors.
- Bring about wider procurement and business opportunities for minority contractors.
- Reduce and remove the barriers to full equality for minority contractors.
- Build bridges between minority contractors and the entities they work.
- Create a forum for sharing information and mutual support.

SPONSORSHIPS ARE OFFERED IN THE FOLLOWING CATEGORIES:

The National Association of Minority Contractors (NAMC) invites you to become a Corporate Partner! Our Corporate Sponsorships Program is designed for corporations and local businesses who believe that good corporate citizenship involves supporting endeavors that are impacting the community. Your collaboration is valued and important as it helps strengthen the capacity of services to the minority contractors and construction industry.

So, will you consider partnering with NAMC and unleashing your organization's capacity to create meaningful change? We have taken thought to offer various levels of sponsorship with hopes that one of them may fit your desired level of affiliation and participation with our organization. Thanks in advance for your consideration and support of our mission!

**ALL SPONSORSHIP FEES ARE
TAX DEDUCTIBLE.**



\$25,000

A THREE YEAR COMMITMENT

- Gold sponsors will be a named sponsor and will be announced alongside NAMC-Atlanta as NAMC-Atlanta sponsored by XYZ
- Largest sponsor / member banner on website
- Present at 3-TAP sessions
- Advertising at all TAP sessions
- Recognized major sponsor at the NAMC-Atlanta fundraising golf event
- Award presentation at annual NAMC Golf Challenge & Fundraising event
- Largest sponsor banner at golf event
- 2-foursomes at golf event
- Guest speaker at Annual Hard Hat Awards Banquet
- 2 tables at Annual Hard Hat Awards Banquet (if in person)
- Largest sponsor banner at Annual Hard Hat Awards Banquet



\$15,000

A ONE YEAR COMMITMENT

- Banner on NAMC-Atlanta website
- Present at 1-TAP session
- Advertisement opportunity at all TAP sessions
- Recognized sponsor at the annual NAMC Golf Challenge & Fundraising event with banner presentation
- 1-foursome at the annual NAMC Golf Challenge & Fundraising event
- Recognized as a sponsor at the Annual Hard Hat Awards Banquet
- 1-table at the Annual Hard Hat Awards Banquet (if in person)



\$7,500

A ONE YEAR COMMITMENT

- Logo on NAMC Atlanta website
- Table or advertising opportunity at 3-TAP sessions
- 1-foursome at the annual NAMC Golf Challenge & Fundraising event
- Listed as a sponsor in the Annual Hard Hat Awards Banquet program booklet
- 6-tickets to the Annual Hard Hat Awards Banquet (if in person)

THANK YOU FOR YOUR ONGOING SUPPORT OF OUR EFFORTS TO
PROMOTE THE INTERESTS OF MINORITY CONSTRUCTION FIRMS
THROUGHOUT THE STATE OF GEORGIA.

We want to hear from you. For opportunities to get involved, participate and learn more about NAMC, please visit us at <https://namcatlanta.org/contact-us/> or email **Keona Jones, M.Ed., Executive Director** at keona.jones@namcatlanta.org or scan the QR code below to review the NAMC website.



OUR CORPORATE SPONSORS

Thank you again for your ongoing support. We look forward to a highly successful 2023 and supporting your objectives throughout the year.

