

THE COMPETITIVE
EDGE
CONFERENCE
2023

HASHTAG #CEC2023



BRIDGING THE GAP FROM **EQUITY TO EQUALITY**

EMPOWERING MINORITY AND WOMEN-OWNED BUSINESSES:
UNLOCKING OPPORTUNITIES, BUILDING SUCCESS.



SPONSORSHIP OPPORTUNITIES

Partnership and Investment Opportunities
Available for Strategic Collaboration

JULY 17-18, 2023

EVENT

JULY:
17

CE AWARDS GALA

Hard Rock Hotel

159 W 48th St. New York, NY 10036

JULY:
18

COMPETITIVE EDGE CONFERENCE

Chelsea Piers

Pier 60, Chelsea Piers, NY 10011



A practical list of our attendees are

Small Businesses

in the category of:

D B E

L B E

W B E

M B E

SDVOB

S B E

ACDBE



THE COMPETITIVE EDGE CONFERENCE

WELCOME LETTER

Dear Potential Sponsor,

On behalf of The Competitive Edge Conference, we would like to extend a warm welcome to you as a potential sponsor for our upcoming event. This conference is focused on helping minority and women-owned businesses gain access to government and private contracts as well as assisting in the alignment of corporations and agencies with top minority and female talent.

The Competitive Edge Conference provides a unique opportunity for sponsors to demonstrate their commitment to diversity and inclusion while supporting an important initiative aimed at promoting equity and opportunity for all. By sponsoring this event, your company will be playing a vital role in helping to level the playing field for minority and women-owned businesses and connecting them with valuable resources and opportunities.

As a sponsor, your company will receive a range of benefits, including increased brand exposure, networking opportunities with top industry leaders and government officials, and access to a diverse pool of talented individuals. You will also have the opportunity to showcase your company's commitment to diversity and inclusion, which is increasingly important in today's business landscape.

We believe that the Competitive Edge Conference is an excellent opportunity for your company to demonstrate its commitment to diversity and inclusion, while also gaining valuable exposure and access to top minority and female talent. We hope that you will consider becoming a sponsor for this important event.

Thank you for your time and consideration. We look forward to the opportunity to partner with you and make the Competitive Edge Conference a success.

Sincerely,

Zenaida Rodriguez

Chair, Competitive Edge Conference



ADVANCING DIVERSITY, DRIVING SUCCESS:
SUPPORTING MINORITY BUSINESS GROWTH

OUR STORY



The Competitive Edge Conference is an annual event that connects minority-owned small businesses with agencies, providing them with the knowledge and opportunities they need to succeed.

Since 1993, the Competitive Edge Conference has been the premier event for minority-owned businesses looking to grow, develop, and take their businesses to the next level.

Over the years, we have connected thousands of diverse suppliers with leading agencies, providing them with access to valuable resources, contracts, training, and networking opportunities. Through our efforts, we have helped to drive economic growth, create jobs, and support entrepreneurship in communities across the country. The Competitive Edge Conference is a truly inspirational event, bringing together business owners, agencies, government officials, and industry leaders from across the country. Our focus is on creating opportunities for minority-owned businesses to thrive, grow, and succeed, and we take pride in our role as a catalyst for positive change.

GROWING TOGETHER, DRIVING SUCCESS: EMPOWERING MINORITY BUSINESS LEADERS

Since the inception of this event, over \$500 million dollars have been awarded through contracts, demonstrating the significant impact that the Competitive Edge Conference has had on businesses and communities, not just in New York, but nationwide. By attending the conference, participants will have the opportunity to connect with agencies and gain valuable insights into the procurement process.



The Competitive Edge Conference is not just about connecting businesses with contracts, however — it's about creating lasting relationships and fostering a spirit of collaboration and partnership. Our conference is designed to provide participants with the knowledge, skills, and resources they need to compete and thrive in today's rapidly changing business environment. Whether you are a business owner looking to grow your company, an agency looking to expand your supplier diversity program, or a government entity looking to support minority-owned businesses in your community, the Competitive Edge Conference is the event for you. With engaging speakers, informative workshops, and a wealth of networking opportunities, this is an event that you won't want to miss.

Join us for the Competitive Edge Conference and discover the knowledge, resources, and opportunities that will help you take your business to the next level. This is THE conference to attend for both participants and sponsors, and we look forward to seeing you there!





EVENT SCHEDULE



CE Awards Gala

Join us for an evening of celebration at the prestigious Hard Rock Hotel in New York. Be a part of history as we showcase our unwavering commitment to support minority and women-owned businesses.



Conference

This snapshot provides a glimpse of the exciting presentations, discussions, and opportunities that attendees can expect at the upcoming conference.

- Plenary Session
- Procurement
- Finance
- Marketplace
- Networking by Appointment



OPENING DOORS, UNLOCKING OPPORTUNITIES: EQUIPPING MINORITY AND WOMEN-OWNED BUSINESSES FOR SUCCESS

We extend our heartfelt gratitude to all committee members and sponsors who thus far have generously supported the Competitive Edge Conference, aimed at connecting diverse suppliers and small businesses to contracts and awards. Your contribution has enabled us to create a platform where minority-owned businesses can showcase their skills and services to potential clients, thereby fostering inclusivity and diversity in the marketplace. Your support has helped us make a meaningful difference in the lives of many small business owners who are often underrepresented in procurement processes. We appreciate your commitment to promoting diversity and inclusion and look forward to continued partnerships in the future. Thank you for investing in our community and helping us create a more equitable society for all.

ADVISORY BOARD

Battery Park City Authority
Dormitory Authority State of New York
Long Island Power Authority/PSEG
Metropolitan Transportation Authority
New York Power Authority

NYC School Construction Authority
NYS Homes & Community Renewal
NYS Insurance Fund
Port Authority of New York & New Jersey
Regional Alliance for Small Contractors

EVENT COMMITTEE



TOGETHER WE THRIVE: SUPPORTING MINORITY
AND WOMEN-OWNED BUSINESSES FOR A
BETTER FUTURE

THE COMPETITIVE
EDGE 2023
CONFERENCE

Hard Rock

We are honored to extend to you a personalized invitation to attend an exquisite award dinner gala that will spotlight the significant efforts of New York agencies and their commitment to helping minority small businesses thrive and succeed.



This remarkable event, sponsored by the Hard Rock Hotel in conjunction with the Competitive Edge Conference, promises to be an unforgettable experience, as we celebrate the accomplishments of the agencies that have worked tirelessly to provide opportunities for minority and

women-owned small businesses. Through their dedication and unwavering commitment to diversity and inclusion, these agencies have helped to drive economic growth, create jobs, and support entrepreneurship in our communities.

The award dinner gala promises to be an evening of sophistication and elegance, featuring delectable cuisine, captivating entertainment, and a warm ambiance that will create an unforgettable atmosphere. We look forward to welcoming you and your guests as we celebrate the accomplishments of these visionary agencies and the significant impact they have made in our communities.

This event is an exclusive opportunity to network with fellow business leaders, government officials, and industry experts, and to discover new opportunities for growth and development. As a valued member of our community, we extend this invitation to you, and we encourage you to reserve your seat early as space is limited.



Join us as we celebrate the spirit of diversity and inclusion, and pay tribute to the agencies that have helped minority and women-owned small businesses thrive and succeed. This is an event not to be missed, and we look forward to welcoming you and your guests to this extraordinary evening.

LEVELING THE PLAYING FIELD: EMPOWERING MINORITY AND WOMEN-OWNED BUSINESSES TO SUCCEED



TRAINING SESSIONS

On accessing capital, government contracts, and other resources available to minority small businesses.



NETWORKING OPPORTUNITIES

For minority small business owners to connect with government agencies, potential clients, and other small business owners.



ONE-ON-ONE MEETINGS

Between minority small businesses and potential clients, such as government agencies, corporations, and other organizations.



SHOWCASE MINORITY TALENT

Minority owned businesses and their experiences with accessing capital, government contracts, and other resources.



PROVIDE RESOURCES AND TOOLS

To help minority small businesses navigate the complex process of accessing capital and government contracts.



OFFER WORKSHOPS ON MARKETING, BRANDING, AND SOCIAL MEDIA

To help minority small businesses increase their visibility and reach potential clients.



ACCESS TO FINANCING

Provide access to financing options and resources, such as microloans, grants, and crowdfunding platforms.



PANEL DISCUSSIONS WITH EXPERTS

In the field to share insights on the challenges and opportunities for minority small businesses in New York City and beyond.



MENTORSHIP AND COACHING PROGRAMS

To help minority small businesses navigate the challenges of starting and growing a business.



OPPORTUNITIES FOR MINORITY SMALL BUSINESSES

To showcase their products and services, including vendor booths and product demonstrations, to potential clients and customers.





ACCELERATING SUCCESS: EQUIPPING MINORITY AND WOMEN-OWNED BUSINESSES FOR GROWTH

DEMOGRAPHIC COMPOSITION OF OUR ATTENDEES



100%

MINORITY-OWNED SMALL BUSINESS OWNERS OR ENTREPRENEURS

Including African American, Hispanic, Asian, Native American, and LGBTQ+ communities.

SMALL BUSINESS OWNERS OR ENTREPRENEURS FROM ECONOMICALLY

Disadvantaged areas or underserved communities.



100%



32%

INDIVIDUALS WHO ARE INTERESTED IN STARTING A SMALL BUSINESS

and want to learn about available resources and opportunities.

ELEVATING SUPPLIER DIVERSITY FOR ECONOMIC PROSPERITY

DEMOGRAPHIC COMPOSITION OF OUR ATTENDEES OBJECTIVE

REPRESENTATIVES FROM GOVERNMENT AGENCIES,

including procurement officers,
diversity and inclusion officers,
and economic development
officials.

25%

40%

REPRESENTATIVES FROM CORPORATIONS AND LARGE ORGANIZATIONS

interested in diversifying
their supply chains and
engaging with minority-
owned businesses.

LOCAL COMMUNITY LEADERS AND ADVOCATES

for small business and
minority entrepreneurship.

20%



**LET'S
COLLABORATE:**

**EXCITING WAYS
WE CAN WORK
TOGETHER TO REACH
OUR GOALS**



SPONSORSHIP LEVELS

Sponsorship Packages	Amount
DIAMOND Sponsor	\$50,000
PLATINUM Sponsor	\$25,000
GOLD Sponsor	\$15,000
SILVER Sponsor	\$7,500
BRONZE Sponsor	\$5,000

Journal Ads	Amount
Print Full Page	\$1,250
Digital Full Page	\$750
Print Half Page	\$700
Digital Half Page	\$350

Individual Tickets	\$350
Exhibitors Booth - (includes two tickets)	\$2,500



PARTNERSHIP OPPORTUNITIES

DIAMOND SPONSOR - \$50,000

- Exclusive Headline Sponsorship
- 2-min marketing video presentation
- Exclusive Awards Presentation
- Full back page of Journal print and digital
- 20 tickets - Service Awards and Conference
- Sponsor a workshop
- 1 on 1 with Prime Minority Businesses
- VIP Exhibitors Booth included
 - Rooftop VIP reception at Hard Rock Hotel
 - Preferred seating at plenary session
- Logo inclusion on video screens
- Headlining Exhibitor Booth included



PARTNERSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$25,000

- Logo inclusion on video screens
- Special recognition on stage as Platinum Sponsor
- Platinum Journal page print and digital
- Preferred seating at plenary session
- Rooftop VIP reception at Hard Rock Hotel
- 15 tickets - Service Awards and Conference
- VIP Exhibitor Booth included



PARTNERSHIP OPPORTUNITIES

GOLD SPONSOR - \$15,000

- Logo inclusion on video screens
- Gold Journal page
- 10 tickets - Service Awards and Conference
- Exhibitor Booth

SILVER SPONSOR - \$7,500

- Logo inclusion on video screens
- Full Page Ad print
- Half table (5 seats) - Service Awards and Conference
- Exhibitor Booth

BRONZE SPONSOR - \$5,000

- Logo inclusion on video screens
- Half Page Ad print
- 3 tickets - Service Awards and Conference
- Exhibitor Booth



THANK YOU

Join us in supporting diversity, inclusion and access by becoming a sponsor of the Competitive Edge Conference linking agencies to a diverse pool of small business minority and female talent.

As a sponsor, you will have the opportunity to showcase your commitment to DEI initiatives, build meaningful relationships with minority and women-owned businesses, and gain exposure to a diverse audience of business owners, entrepreneurs, government officials, and community leaders.

Don't miss this chance to make a difference in the lives of small business owners and entrepreneurs from underrepresented communities. Contact us today to learn more about sponsorship opportunities and how you can be a part of this important initiative. Together, we can create a more inclusive and equitable future for small business in our community.

www.CompetitiveEdgeConference.com

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