

## **Consulting and Business Development Center Impact Awards December 6, 2018**

The Consulting and Business Development Center's annual Impact Awards recognizes business, civic, and student leaders who are committed to diversity, equity, and inclusion in business. Awards are presented to individuals, corporations, and civic leaders who have made a substantial impact in growing businesses and jobs in underserved communities across Washington and accelerating students' careers. This event draws more than 600 leaders in Washington's corporate community, small business owners, civic leaders and University of Washington students, faculty, and staff.



### **Mission and Accomplishments**

The Consulting and Business Development Center links students, faculty, and staff from the Foster School of Business with a racially and ethnically diverse business and nonprofit community to expand students' knowledge and skills, help small businesses grow, create and retain jobs, open educational opportunities for under-represented minority students, and stimulate innovative economic development research.

The center began with 20 students working with four businesses in the 1995. Today 300 undergraduate and MBA students provide consulting services and a dozen faculty provide management education to 200+ small businesses and nonprofit organizations in Washington State. We established the first endowed scholarship for Latino/a MBA students in the country and the first endowed scholarships for African American MBA and undergraduate students and for Asian/Pacific Islander undergraduate students at the Foster School.



In 2017, businesses assisted by the center grew their revenues by an average of 10% resulting in nearly \$48 million of additional revenue for our clients. More than 90% of graduates reported that they were able to perform better in their first jobs after graduation as a result of their experience with the center when they were students at the UW Foster School of Business.

### **National Leadership**

The Center is leading an initiative to grow minority-, women-, veteran-owned and inner-city businesses in Atlanta, the Bay Area, Chicago, Los Angeles, New York, Seattle, and Washington, DC. The Center's 3-M model improves Management skills, increasing access to Money (loans and investment) and growing Market opportunities. This work is building sustainable ecosystems to support growth of diverse businesses.

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The Center has partnered with the National Minority Supplier Development Council to offer the Minority Business Executive Program for minority-owned suppliers to Fortune 500 corporations. The Center is the research partner for the Billion Dollar Roundtable, an association of 30 corporations that spend more than \$1 billion annually with minority-, women-, LGBTQ-, disability-, and veteran-owned businesses.

### Recognizing Excellence

We recognize Impact by businesses, students, and alumni through five awards:

- William D. Bradford Minority Business of the Year Award has been presented annually since 1999 to the leading minority-owned business in Washington State. The award is named in honor of the first African American Dean of the UW Foster School of Business.
- Accenture Student Consultant Award is presented to an undergraduate or MBA student who has demonstrated exceptional skills, leadership ability, and commitment to inclusion and diversity through their work with the Center.
- Client of the Year Award Sponsored by Harborstone Credit Union is presented to a small business that has best utilized the Center's programs to grow jobs and revenues.
- Corporate Partner Award is presented to a corporation whose investment of talent and treasure has significantly advanced the Center's mission.
- Alumni of the Year award will be presented to a Foster School alum whose investment of talent and treasure has significantly advanced the Center's mission.



### Nate and Leslie Miles Family Internship Endowment

In recognition of the foundational support that the Miles Family has provided to the Center during its initial quarter century, we are establishing the Miles Family Internship Endowment to provide an under-represented minority undergraduate student with the chance to work with the Consulting



and Business Development Center each summer on consulting projects with small businesses in the Seattle area. Nate and Leslie are UW alums, daughter Gabby is a Foster School alum and daughter Sophie is a current Foster School student. This endowment will be a permanent extension of the family's commitment to support

under-represented minority students and to growing business opportunities in under-served communities. Proceeds from the 2018 Impact Awards

## EVENT SPONSOR OPPORTUNITIES

### **Presenting Sponsor (\$25,000)**

This sponsorship level is exclusively available to one sponsor. The presenting sponsor will be recognized in all hardcopy, electronic, and social media communication about the Impact Awards. The Presenting Sponsor's engagement with this event will reach more than 450,000 people. The media mix is customizable to assist the sponsor in reaching its target audience. We suggest the following mix:

- A full-page advertisement as the Presenting Sponsor for the 2018 Impact Awards in the September 1, 2018 *Columns* magazine that reaches 355,000 University of Washington alumni with a median age of 41 and an average household income of \$96,000.
- Twitter and Facebook messages from the Consulting and Business Development Center and the Foster School of Business' accounts that will generate at least 85,000 impressions
- A half-page advertisement in the *Puget Sound Business Journal* in November or December (date selected jointly by the Consulting and Business Development Center and the presenting sponsor) that will reach 17,000 paid subscribers.

Additional benefits include:

- Executive to speak on the stage at the event
- Logo projected on the stage at the event that draws 600+ people
- Logo in the event program
- Logo as the presenting sponsor included on the event save-the-date e-card and invitation
- Recognition in a post on the Foster School blog from the Dean of the Foster School
- An opportunity to provide a branded item to each attendee or offer a unique, high-value auction item
- A table of 10 at the awards banquet

### **Dimond Sponsor (\$20,000)**

This sponsorship level is exclusively available to one sponsor. The Dimond Sponsor will be recognized in hardcopy, electronic, and social media communication that will reach more than 370,000 people. The media mix is customizable to assist the sponsor in reaching its target audience. We suggest the following mix:

- A half-page advertisement as the Dimond Sponsor for the 2018 Impact Awards in the December 1, 2018 *Columns* magazine that reaches 355,000 University of Washington alumni with a median age of 41 and an average household income of \$96,000.
- Twitter and Facebook messages from the Consulting and Business Development Center and the Foster School of Business' accounts that will generate at least 17,000 impressions

Additional benefits include:

- Logo projected on the stage at the event that draws 600+ people
- Logo in the event program
- A table of 10 at the awards banquet

**Platinum Event Sponsors (\$15,000)**

The benefits of a Gold Sponsor plus an opportunity to have an executive speak at the banquet and a social media package to recognize sponsorship at this level worth \$3,000

**Gold Event Sponsors (\$10,000)**

The benefits of a Silver Sponsor plus a social media package to recognize sponsorship at this level worth \$2,000

**Silver Sponsors (\$7,500)**

The benefits of a Purple Table Sponsor plus logo projected on the screen behind the stage recognizing this sponsorship level

**Bronze Sponsor (\$5,000)**

The benefits of a Purple Table Sponsor plus signage throughout the opening reception

**KEEPSAKE SPONSORS**

Four companies will have the exclusive opportunity to provide every attendee with a custom giveaway at the Impact Awards. Benefits also include the benefits of a Purple Table sponsor. (\$5,000)

**TABLE SPONSOR OPPORTUNITIES**

**Purple Table Sponsor: (\$2,500)**

The benefits of a Gold Table Sponsor plus logo recognition in a ½ to full-page advertisement in *UW Columns Magazine* at this sponsor level

**Gold Table Sponsor (\$1,500)**

Name recognition at this giving level in the event program and a table of 10 for the celebration.

**CONTACT**

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