

**Build relationships
and help turn
barriers into
success stories**



Minority-owned commercial construction contracting businesses often face barriers on the path to growth, including lack of funds to cover the major up-front cost of construction projects and lack of opportunity for financial and business training outside of their trade. Minority Contractor Resource Center (MCRC) is a well-rounded program of business training, coaching, connections, and procurement opportunities, with low-barrier, low-interest mobility loans – developed with the thoughtful help of industry experts – to get MBEs financially ready to grow.

Since 2017, MCRC has been a lifeline for minority contractors in the region:



**Contracting Businesses Served:
More than 300**



**Assisted in Accessing
Over \$8.7 Million
in Capital**



**Disbursed over
260 Loans**



**Jobs Created or Retained:
More than 740**



**Hours of Consulting & Training
Nearly 3,150**

Jonathan Dawkins, Procurement Manager, Turner Construction Co

"By partnering with the MCRC, I feel like I'm doing my part to address systems of inequity and make a positive impact in the minority contracting community that will last generations. My goal is for the MCRC to become the gold standard in developing and promoting minority contractors."



YOUR OPPORTUNITY FOR IMPACT

It takes more than loan funding to cultivate a successful small business. For contractors who have spent a lifetime outside of the financial and business mainstream, ongoing training, education, and mentorship can make all the difference. Your partnership helps support training, mentorship, and incubation programs that can transform nascent entrepreneurs into well-rounded businesspeople, and greatly increase their rate of success.

Sponsorship Opportunities

Get your business in front of thousands of local entrepreneurs and show the community your dedication to supporting equitable economic development. Your firm can support our mission through sourcing our clients, hosting a training session, mentoring new contractors, or sponsoring MCRC.

BENEFITS TO ANNUAL SUPPORTERS:	PRESENTING \$20,000	CONTRIBUTOR \$10,000	SUPPORTER \$5,000	FRIEND \$1,000
Outreach event, organized exclusively for your organization and/or upcoming project.	✓			
Attend and/or be recognized in all program group trainings	✓			
Dedicated entrepreneur success story (digital one-sheet)	full	paragraph + image		
Access to a list of MCRC vetted contractors, updated on a quarterly.	✓	✓		
Link, logo, and listing on MCRC webpage	✓	✓	✓	
Logo on program flyers and materials	✓	✓	✓	
Link and logo on ECDI.org	✓	✓	✓	
Distribution of your RFPs to our contractor list (full year)	✓	✓	✓	✓
Recognition on ECDI social media	quarterly	twice annual	annual	annual



Contact Carlos Mendez to discuss MCRC partnership:
cmendez@ecdi.org | (440) 984-9405

Outreach Opportunities

Design an effective communication campaign with these offerings

OUTREACH OFFERING	AVAILABILITY	VALUE	SPECIFICS/NOTES
Link and logo on ECDI site Include your logo with a link to your website. Option to be listed as a supporter or a resource.	Many	\$500	For one year
Dedicated resource page on ECDI site Display your custom content and links where business owners search for resources. Improve your own SEO with external links.	Many	\$1,000	For one year
Logo in Weekly Resource Newsletter Your logo, with a link to your website, appears in our newsletter, which is seen by 2,900+ contractors.	Many	Single: \$400 Exclusive: \$600	One month (4 sends) 2-6 months, 10% off 7+ months, 25% off
Spotlight in Weekly Resource Newsletter Logo, link, and up to 200 words about your org. in our newsletter, which is seen by 2,900+ contractors.	Many	Single: \$1,000	One month (4 sends) 2-6 months, 10% off 7+ months, 25% off
Dedicated Partner Resource Newsletter Text and imagery in a dedicated email to 2,900+ contractors.	One/quarter	Single: \$2,500	Single send, with resent to non-openers
Featured Blog Post Highlight your firm with an editorial-style guest blog, incl. thought leadership, exec. interview, instructional article, etc. ECDI may edit to assure content is accurate and beneficial to our audience.	One/week	You write: \$1,500 We write: \$2,500	Incl. newsletter send, social share, on site in perpetuity.
Weekly Webinar Sponsorship Promoted to 21,000+ entrepreneurs and on socials. Incl. your profile on event sign-up page and one slide in the presentation.	One presenting:	\$20,000	Single Week 2-6 months, 10% off
	One/week:	\$1,000	7+ months, 25% off
MCRC Networking Event Promoted to 21,500+ entrepreneurs and on socials. Includes a table at the event and a 3 min. introduction.	1 Exclusive sponsor per event	\$3,500	Single event 2-3 events, 10% off 4 events, 25% off
Sponsored Education Course Custom offering. Partner with us on an educational series and build a deep relationship with the entrepreneurs.	One/quarter	Custom offering expected range: \$10,000 - \$25,000	You are encouraged to contribute expertise assistance or resources.
Contractor Focus Group Have a project you want to share in front of a specific group of contractors? We'll help build and moderate the focus group.	One/quarter	\$5,000 plus incentive	5-10 entrepreneurs (incentive helps assure volunteers)

