

## Microenterprise Development Alliance of Louisiana (MEDAL)

**Statewide Microenterprise Planning Conference**  
**February 28-29, 2008**  
**Baton Rouge, Louisiana**

**Sheraton Baton Rouge Convention Center Hotel**

*Sponsored by State Representative Regina Barrow*

### *Sponsorship Package*

**Be a part of Louisiana's First Plan for Microenterprise...  
Endorsed by Louisiana Economic Development**

The nation's most costly and catastrophic storms of 2005 continue to impact Louisiana's economy. Yet, priorities to address the short and long term approaches to urban and rural entrepreneurship have not been set. Because all geographic areas of Louisiana have been impacted with devastating economic set back, all areas of the state must be involved to assess, develop and prioritize solutions.

As the need to advance an economy led by Louisiana's entrepreneurs continues to grow, so does the need to create a complete statewide plan that systemically identifies goals and strategies for each area of the state. Once identified, this statewide plan can be implemented and used to create a more unified statewide approach to developing the microenterprise entrepreneur. Come, and **Be Heard!**

#### **Featured Speaker: Catherine Marshall, Microenterprise National Specialist**



Catherine Marshall specializes in assisting nonprofit organizations design and deliver capacity building programs. Ms. Marshall spent much of her career in service to the microenterprise development field. She founded her own microenterprise program in 1990 and later she served as the CEO of the California Association for Microenterprise Opportunity Microenterprise CAMEO, the oldest and largest State Microenterprise Association. While at CAMEO, Ms. Marshall led advocacy campaigns and public education efforts that resulted in millions of dollars of program and capacity building funding for microenterprise development. Ms. Marshall is the project consultant for The Corporation for Enterprise Development (CFED) State Microenterprise Association Capacity Building Initiative and consults with SMAs and microenterprise programs throughout the United States.



### **What is Microenterprise Development Alliance of Louisiana (MEDAL)?**

The MicroEnterprise Development Alliance of Louisiana (MEDAL) is a statewide membership-based organization comprised of individuals, practitioners, organizations, and agencies committed to on-going sustainable economic and human development through the establishment of microenterprises. MEDAL's mission is to build the capacity of microenterprise development organizations and to improve economic prosperity for the people and communities of Louisiana. Because MEDAL serves as Louisiana's official "statewide microenterprise association" (SMA), - it is imperative that MEDAL takes a broad, system-based approach to remove barriers and change policies that prevent people from accessing: proper training, technical assistance, and access to capital.

# Statewide Microenterprise Planning Conference

## Description

The MEDAL Statewide Planning Conference will provide an opportunity for a comprehensive examination of the state of microenterprise in Louisiana. This will be accomplished through a collaborative discussion among program providers, practitioners, lenders, and clients. This will result in the formulation of the first statewide plan with microenterprise priorities by regions .

## Goals

The conference goals include: to facilitate collaborative discussion and situation analysis by statewide practitioners, intermediaries, municipalities, economic development organizations, SBDCs, EDCs, faith-based organizations and other charitable organizations and foundations; to present panel discussions to uncover best practices and generate success stories for microenterprise; to award and recognize microenterprise champions in the field; to present national best practice models; and to formulate Louisiana's first plan for microenterprise.

## Conference Schedule

### Wednesday, February 27<sup>th</sup>

4pm-6pm: Registration

### Thursday, February 28<sup>th</sup>

7am-8:30am: Registration /  
Continental Breakfast

8:30am-10:00am: The State of  
Microenterprise in Louisiana– The  
Situational Analysis & Game-plan  
(Dr. Melanie Guste/Dr. Myra  
Corrello)

10:00am-10:15am: Break the  
Microenterprise-Networking

10:15am-12noon: Assessing the  
Needs of Microenterprise SWOT  
(Dr. Melanie Guste/Dr. Myra  
Corrello/Catherine Marshall)

12noon-1:15pm: A National  
Perspective, Lunch with Catherine  
Marshall

1:30pm-3:00pm: It's Your Turn -  
Setting Regional Priorities  
(Regional Roundtables)

3:00pm-3:30pm: Break  
Microenterprise Networking

3:30pm-5:00pm: The Road Map  
& Where Do We Go From Here?  
(Dr. Melanie Guste/Dr. Myra  
Corrello/Catherine Marshall))

6:00pm-9:00pm: The  
Microenterprise Champion Awards  
(Banquet and Awards Program)

### Friday, February 29<sup>th</sup>

8:00am-10:00am: Continental  
Breakfast & Send Off /  
Microenterprise Networking)

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## Sponsorship Levels

### Presenting Sponsor (Sold)

Major Sponsor \$2,000

#### Benefits of Sponsorship:

- Promotional privileges including sponsor's logo on all printed materials and signage at the conference.
- The opportunity to set up a table top display / exhibitor's display throughout the event.
- Opportunity to provide promotional items in the conference welcome bags.
- Opportunity to sponsor and present one award at the Microenterprise Champion's Banquet.
- Four free conference registrations.
- Four additional tickets to the Microenterprise Champion's Banquet.
- Inclusion in all press materials used to promote the conference.

Break Sponsor \$1,000

#### Benefits of Sponsorship:

- Promotional privileges including sponsor's logo on all printed materials and signage at the conference as the "Break Sponsor."
- Opportunity to provide promotional items in the conference welcome bags.
- Opportunity to sponsor and present one award at the Microenterprise Champion's Banquet.
- Two free conference registrations.
- Two additional tickets to the Microenterprise Champion's Banquet.

Microenterprise Champion's Banquet Sponsor \$500

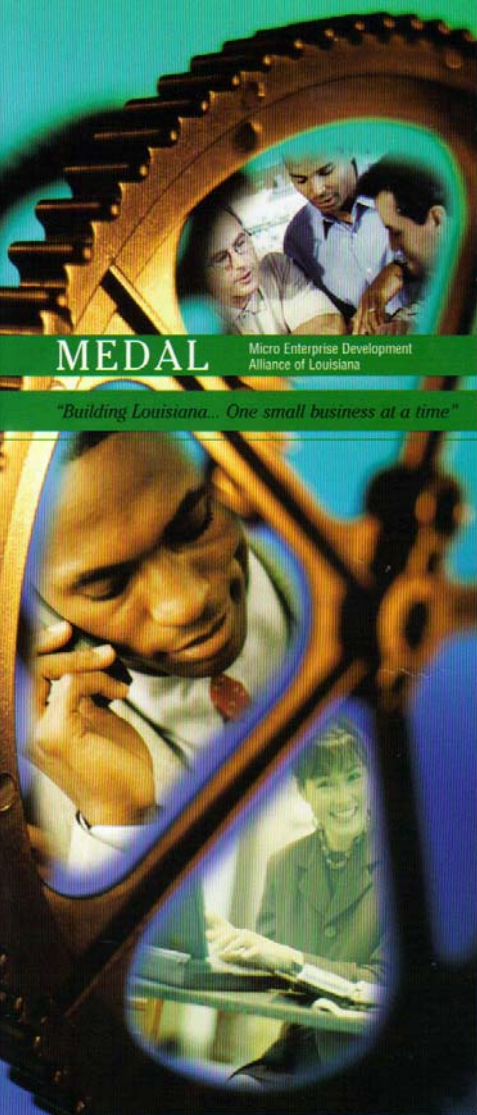
#### Benefits of Sponsorship:

- Promotional privileges including sponsor's logo on all printed materials and signage at the conference as the "Champion's Sponsor."
- Opportunity to provide promotional items in the conference welcome bags.
- Opportunity to sponsor and present one award at the Microenterprise Champion's Banquet.
- Two tickets to the Microenterprise Champion's Banquet.

Microenterprise Champion's Table Sponsor \$350

#### Benefits of Sponsorship:

Table of 8 at the Microenterprise Champion's Banquet.



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*Sponsorship Commitment Form*

*Yes, I wish to participate as a Microenterprise Development Alliance of Louisiana sponsor.*

Please check one of the following:

- Major Sponsor
- Break Sponsor
- Champion's Banquet Sponsor
- Champion's Banquet Table Sponsor

Sponsor agrees to provide logo, title / text for sponsorship, and agrees to supply any additional onsite promotional banners. Sponsors who chose to set up display tables or booths will be responsible for providing setup. Power is available at the special request of the sponsor. Sponsors earning free conference registrations will need to complete the sponsorship registration form. Those sponsors presenting a "Champions" award will be contacted to

discuss the presenting sponsor's name and to provide further details about the evening's event. Sponsors receiving tickets to the Champion's Banquet will be available at the check-in desk or available at the banquet. Table sponsors will have a reserved sign with a sponsor's name identifying the table.

**Sponsorship Information**

Sponsoring Organization's Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_  We have special meal requirements, contact us.

Company Bio (please provide a 200 word company bio)

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Signature of Authorizing Representative \_\_\_\_\_ Date \_\_\_\_\_

*The sponsoring organization agrees to the above selected sponsorship and agrees to satisfy the obligations of the sponsorship. I understand that an invoice will be supplied to my organization at the address above. I understand that all sponsorship fees must be paid prior to the start of the conference. A 50% deposit and completed W-9 is required upon receiving the signed agreement. NO REFUNDS/CANCELLATIONS.*