

# MINORITY PROFESSIONAL NETWORK

THE GLOBAL CAREER, ECONOMIC & LIFESTYLE CONNECTION™ FOR PROGRESSIVE PROFESSIONALS  
THE VIABLE SOURCE OF TOP TALENT FOR DIVERSITY-FOCUSED EMPLOYERS™



## Minority Professional Network, Inc.

P.O. Box 55399  
Atlanta, GA 30308-5399

**Toll Free:** (888) MPN.NETWORK (888-676-6389)

**Main Office Direct:** (770) 322-9323

**Main Office Fax:** (770) 322-1987

**Email:** [Partnerships@MinorityProfessionalNetwork.com](mailto:Partnerships@MinorityProfessionalNetwork.com)

**Web site URL:** [www.MinorityProfessionalNetwork.com](http://www.MinorityProfessionalNetwork.com)

## STRATEGIC PARTNERSHIP AGREEMENT

### About Minority Professional Network (MPN)

MinorityProfessionalNetwork.com [MPN] is the fastest growing Global **Career, Economic and Lifestyle Connection™** for mature and progressive African, Asian, Hispanic, Native Americans, Caribbean, other diversity and women professionals across the U.S. and around the world. MPN has become a **Viable Source of Top Talent™** for diversity-focused employers, recruiters, staffing agencies and other entities which target talented diverse individuals who can positively impact a company or client's bottom line.

Founded and initially launched in 1998 via e-Newsletters, since its official web site unveiling on November 30, 2001, the MPN Network has regularly attracted millions of site visitors and hundreds of thousands of e-Subscribers from across all 50 U.S. states and over 50 international countries. The MPN scope includes dedicated site calendar pages and subscriber audiences for 100+ U.S. and International geographical markets and interest specific categories.

MPN offers employers, advertisers and partners' diversity recruiting, resume generation, marketing and branding, supplier diversity, and event planning access via our website, e-newsletters, and offline initiatives to our audience of highly educated, experienced, talented and geographically dispersed corporate, entrepreneurial and student business professionals.

### Terms of Agreement

This **Strategic Partnership Agreement**, herein called the **"Agreement"**, is by and between **Minority Professional Network, Inc.**, herein called **"MPN"** and the following organization / entity:

	STRATEGIC PARTNER, PLEASE ENTER SPECIFICS BELOW					
Org / Entity Name:						
Mailing Address:						
City/State/Zip	City		State		Zip	
Org. Leader Name						
Role / Title: (Chairman, President, CEO, Executive Director...)						
Phone / Fax:	Phone Number		Fax Number			

herein called **"STRATEGIC PARTNER."** The parties for themselves, their heirs, legal representatives, successors and assigns, agree as follows.

This **Agreement** will commence as of the later of the signatures and dates entered below, and will continue in full force and effect until or unless terminated by either party providing written notice of termination to the other. This **Agreement** may only be amended by documents signed by both parties. Through this **Agreement**, the partner organization or entity is referred to as the **"STRATEGIC PARTNER."** Below is the list of proposed partnership/co-branding elements, and potential strategic and fiscal rewards that will benefit both **MPN** and **STRATEGIC PARTNER**.

**IN CONSIDERATION of the mutual covenants contained herein, both parties do hereby agree to the following:**

## What Minority Professional Network (MPN) will provide?

1. **STRATEGIC PARTNER "organization or entity name"** will be added to the MPN automated online purchase menus How Did You Locate MPN "entity or other source" list for **credit card** <http://MinorityProfessionalNetwork.com/StartOrder.asp> and **non-credit card** <http://minorityprofessionalnetwork.com/StartInvoice.asp> purchases. If **STRATEGIC PARTNER "organization or entity name"** is selected from the list as the referral source for online purchases, or given as the referral source for call in or electronic purchases, the **STRATEGIC PARTNER** will receive **10%** of the total net funds collected by MPN associated with that specific order unless otherwise agreed by the parties in writing as to any particular order.
2. **STRATEGIC PARTNER** will be listed, as applicable, as a featured non-profit organization or for-profit business or entity in the MPN Diversity Non-Profit Organizations Directory or Diversity Business Directory. **STRATEGIC PARTNER can create** a non-profit directory listing by clicking on "Register Your Organization" interface - <http://MinorityProfessionalNetwork.com/OrgPost.asp>. For-profit entities, please contact MPN for instructions on how to register your business.
3. Any **STRATEGIC PARTNER** conference/workshop/function/event will be upgraded to a premiere "**Calendar Listing**" on the **MPN Home Page**, **Global Calendar** Page, applicable **Interest Specific** calendar (e.g., Book Channel calendar, Career Events calendar, Diversity Business Directory calendar) and up to two (2) **Geographical Area** calendar pages. **STRATEGIC PARTNER can create** a single calendar listing or unique listings for each individual day by clicking on the "FREE Calendar Listings" interface - <http://MinorityProfessionalNetwork.com/CalendarPost.asp>.
4. Any **STRATEGIC PARTNER** conference/workshop/function/event will be featured as a "Press Release" announcement on the MPN Home Page, applicable MPN Geo Area Calendar Page plus up to eight (8) additional pages. **STRATEGIC PARTNER can create** any news, articles, profiles, press release, or other content listing entry by clicking on the "Submit Articles/Content" interface - <http://MinorityProfessionalNetwork.com/ArticlePost.asp>.
5. **STRATEGIC PARTNER** conference/workshop/function/event marketing display **button-size\*** image (125x125 pixels) or **banner-size\*** image (468x60 pixels) will always be featured on at least one or more relevant MPN web portal pages (e.g., **MPN Home Page**, **Global Calendar** Page, applicable **Interest Specific** calendar page(s), and/or **Geographical Area** calendar page(s) with actual page location based on page display ad space availability.
6. **STRATEGIC PARTNER** conference/workshop/function/event marketing display **banner-size\*** image (468x60 pixels) or **button-size\*** image (125x125 pixels) will be featured in any applicable MPN Interest Specific (e.g., Career Resource Connection, Student Resource Connection, Diversity Business Connection) and/or MPN Geographical Area **e-Newsletter** (e.g., Atlanta, New York, South America, East Africa) distributed during the duration of this agreement.
7. Upon request and with a 7-day advanced notice, MPN will disseminate a **single** dedicated "blitz marketing and positioning" **email broadcast** to target audience MPN Interest Specific or Geographical Area subscribers (e.g., entrepreneurs, women, students in the targeted geo area) to further promote the **STRATEGIC PARTNER** conference/workshop/function/event.
8. MPN will generally encourage its target audience e-Subscribers and site visitors to register for, attend and support the covered **STRATEGIC PARTNER** conference/workshop/function/event and future events.

## What STRATEGIC PARTNER will provide?

1. Recognition of "**MinorityProfessionalNetwork.com (MPN)**" as conference internet partner / Web presence and link from **STRATEGIC PARTNER** official website. For the duration of this initial agreement, the "**MinorityProfessionalNetwork.com (MPN)**" 293x162 company logo\* (or 125x125 marketing display image\*) will appear as a "Partner (or Sponsor or Media Sponsor)" on the **STRATEGIC PARTNER web site** with a reciprocal link to the MPN home page - <http://MinorityProfessionalNetwork.com>.
2. "**MinorityProfessionalNetwork.com (MPN)**" will be listed as a sponsor in all **STRATEGIC PARTNER** event marketing promotional efforts (e.g., all event-related press releases, public service announcements, program booklets, event signage, and other promotional materials). Any text or images should be linked to the MPN home page - <http://MinorityProfessionalNetwork.com>.
3. "MinorityProfessionalNetwork.com (MPN)" will receive **Event Recognition (including signage)\*\*** and be acknowledged as a partner or media/communications/community sponsor when other sponsors are verbally acknowledged at **STRATEGIC PARTNER** events and functions.
4. Upon request, for any **STRATEGIC PARTNER** event or function, "**MinorityProfessionalNetwork.com (MPN)**" will receive a complimentary **1/2 PAGE** or **FULL PAGE AD\*\*** prominently displayed in all **STRATEGIC PARTNER** conference/workshop/function/event official program booklets.
5. Upon request, for any **STRATEGIC PARTNER** event or function, "**MinorityProfessionalNetwork.com (MPN)**" will receive complimentary Vendor Expo space (e.g., booth, display table) where it can set up display and disseminate promotional information on its company. At a minimum, MPN **promotional material\*\*** will be included in attendee welcome packets and/or MPN will be allowed to display basic marketing collateral (e.g., postcards, business cards) at an entrance table or booth for event patrons to retrieve as desired.
6. Upon request, for any **STRATEGIC PARTNER** event or function, "**MinorityProfessionalNetwork.com (MPN)**" will receive at least **two (2) complimentary** tickets, passes, admissions, or conference/event registration packages, including VIP event passes.

7. Upon request, "**MinorityProfessionalNetwork.com (MPN)**" will be granted the opportunity to have any of its projects / events marketed to the **STRATEGIC PARTNER** database.
8. When possible, **STRATEGIC PARTNER** will facilitate introductions of MPN with key persons (e.g., corporate executives, partners, recruiters, HR professionals, and diversity representatives) representing entities that might benefit from any of MPN's offerings, solutions and capabilities. This can be accomplished via face-to-face introductions, e-mail or phone, or promotional material distribution.

## Strategic Partner Action Items to Activate This Agreement

MPN has limited staff and thus typically does not allocate our limited resources to dedicate considerable time on "trade agreements." Therefore, given that our portal is interactive, and our standard trade agreements have been posted online (click on "**Affiliate Partners**"), this agreement has been designed to be implemented with **minimum resource allocation** from MPN. To activate this agreement, the **Strategic Partner** must do as follows:

1. Receive verbal or electronic approval from the MPN Office or an authorized MPN representative that MPN is willing to enter into this trade agreement.
2. Fully complete the "**organization/entity specifics**" section above and "**authorization section**" below; sign, date and fax this agreement to 770-322-1987.
3. When applicable, create one or more standard calendar listings (using the "**FREE Calendar Listings**" interface) and press release / announcement listings (using the "**Submit Articles / Content**" interface). MPN will upgrade to featured listing status upon activation.
4. When applicable, (\*) **STRATEGIC PARTNER** will provide the button-size (125x125) and banner-size (468x60) marketing display images in accordance the standard MPN ad specs listed via the Advertising Solutions channel on the MPN web site - <http://MinorityProfessionalNetwork.com/advertise/Graphical-Display.htm>.
5. When applicable, (\*\*) **STRATEGIC PARTNER** will provide a date and mailing or drop-off location for delivery of MPN promotional items to be included in the attendee welcome packets. ALL standard MPN online or print marketing display images, full page ads or other promotional materials **should be downloaded** by **EVENT PARTNER** from the MPN marketing and collateral references menu - <http://MinorityProfessionalNetwork.com/Collateral.htm>.

## AUTHORIZATION

IN WITNESS WHEREOF, the persons signing below certify they are authorized to bind their respective entities to the terms and conditions of this Agreement:

	MPN AUTHORIZER	STRATEGIC PARTNER AUTHORIZER*
<b>Company / Entity:</b>	Minority Professional Network, Inc	
<b>Authorizer Name:</b>	Dominique Walton Brooks, M.D., MBA	
<b>Authorizer Title:</b>	Vice President, Strategic Partnership Initiatives	
<b>Phone Number:</b>	+1 770-322-9323	
<b>E-mail Address</b>	Partnerships@MinorityProfessionalNetwork.com	
<b>Signature Date</b>	Per Partner Receipt of Verbal, E-mail or Faxed Consent from Authorized MPN Representative	
<b>Authorizer Signature</b>	<i>Dr. Dominique Walton Brooks</i>	

\* To activate this agreement, please populate the requested data above, sign and fax or mail to MPN

## Minority Professional Network

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The Global Career, Economic and Lifestyle Connection™ for Progressive Professionals

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**Email:** [Partnerships@MinorityProfessionalNetwork.com](mailto:Partnerships@MinorityProfessionalNetwork.com)  
**Web site:** [www.MinorityProfessionalNetwork.com](http://www.MinorityProfessionalNetwork.com)