The NMSDC + Omnicom Certification Reimbursement Initiative

The Initiative

Omnicom Media Group is committed to helping diverse media owners and creators earn a more equitable share of advertising dollars. And we know that increasing their opportunities for long-term success requires more than palestino during cultural reviews. It demands a whole new approach to how marketers get their feet into these traditionally underserved groups. That’s the goal of OMG’s Shared-Creator Network, which includes creative, media, and tech partners pooling their resources, expertise, and know-how to support our partners in their business-building process—and now working to set that effort another step forward with the NMSDC Certification Reimbursement Initiative.

"Our goal is to partner with the NMSDC to build the industry’s only database of certified creatives," says OMG North America CEO Ralph Prud’homme. "In addition to helping the benefits of being an NMSDC certified company grow, we want to support and empower our diverse partners to look out for their brand partnerships.”

Reimbursement Eligibility

Eligibility to participate in Omnicom’s certification reimbursement program requires that you or your company meet the following requirements:

• Must be a digital content creator/influencer with distribution across platforms like Facebook, Instagram, TikTok, Twitter, YouTube, Twitch, etc., that seeks to earn revenue through partnerships with brand advertisers.
• Must have at least 1M followers on at least one social media channel.
• Must be at least 51% minority-owned, managed, and controlled.
• Must be an independent for-profit enterprise and physically located in the U.S. or its territories.
• Management and daily operations must be exercised by the minority ownership members.

Why NMSDC Certification Matters

Being certified by NMSDC means that you’ve been recognized as one of the many that’s already setting a new standard for the industry that have demonstrated what’s widely considered to be the most rigorous NBE qualifying process. This matters because more than 1,000 vital and national corporate members depend on certified NBEs and the integrity of NMSDC certification.

Corporate members count on the national organization and affiliate regional councils to be their trusted partners in helping to develop and connect NBEs with clients to achieve their business objectives. As a diverse society, Omnicom remains focused on creating equity, stronger communities, and create employment opportunities for people of color and women, fostering a dynamic, diverse, and inclusive industry and optimizing supply chain audiences.

About NMSDC

For the last 30 years, the National Minority Supplier Development Council (NMSDC) has been committed to empowering and advocating for the success of minority businesses. That’s because we believe every business deserves an equal chance. And we’ve built a network of over 45,000 minority-certified vendors to help billion-dollar corporations and companies of all sizes do business. Whether you’re a small or large business, the NMSDC network can help you grow and succeed.

Reimbursement Process

After completing and submitting the form below, you will receive an email confirmation that your reimbursement request has been received and is being reviewed.
NMSDC will follow-up shortly thereafter with another email notifying you of one of the following outcomes:

• You are eligible for the reimbursement program and are being connected to the appropriate regional affiliate council to begin the certification process.
• You are eligible for a different reimbursement program for which NMSDC determined you qualify, and we’re being connected to the appropriate regional affiliate council to begin the certification process.
• You can move forward with certification but are not eligible for certification reimbursement.
• You are not eligible for certification reimbursement or certification.

Once your certification is approved with the regional affiliate council and you receive your certification number, you will then be provided with a link to the NMSDC form you will need to submit for your reimbursement.

We look forward to hearing from you.
If you have any questions, feel free to contact us:

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