



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 the long-term requires more than grandstanding during cultural moments – it demands a whole new approach to how marketers find and invest with these traditionally underrepresented groups. That’s the goal of OMG’s Diverse Creators Network, which elevates Black, Asian, LatinX, and LGBTQ+ creators in the media buying process – and now we’re taking that effort another step forward with The NMSDC Certification Reimbursement Initiative.

“Our goal in partnering with the NMSDC is to build the industry’s only database of certified creators,” says OMG North America CEO Ralph Pardo. “In addition to reaping the benefits of being an NMSDC MBE, certified creators will gain additional visibility and consideration from our clients seeking talent for 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.) who seeks to earn revenue through partnerships with brand advertisers.
- Must be a United States citizen.
- 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 trust territories.
- Management and daily operations must be exercised by the minority ownership member(s).

WHY NMSDC CERTIFICATION MATTERS

Being certified by NMSDC means that you’ve been recognized as one of the more than 15,000 high-performing companies across the United States that have completed what’s widely considered to be the most rigorous MBE qualifying process. That matters because more than 1,500 local and national corporate members depend on certified MBEs and the integrity of NMSDC’s certification.

Corporate members count on the national organization and affiliate regional councils to be their trusted partners in helping to develop and connect MBEs with them to advance their companies’ commitment to economic equity, strengthen communities, and create employment opportunities for people of color while also furthering corporate diversity and inclusion initiatives and optimizing supply chain resilience.

ABOUT NMSDC

For the last 50 years, the National Minority Supplier Development Council (NMSDC) has been connecting and advocating for the inclusion of minority businesses. That’s because we believe every business deserves an unbiased chance. And it’s why our goal of ensuring representation and economic equity for minority businesses enterprises (MBEs) of all sizes is at the heart of everything we do.

Our strength is in our network of 15,000+ certified MBEs, 1,500+ national and local corporate members, and 23 regional affiliate councils that, together, serve as the growth engine for Asian, Black, Hispanic, and Native American MBEs. That same network also serves as the engine for impact that activates the commitment of our corporate members nationwide through development, engagement, and connection opportunities with NMSDC and its regional affiliates.

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 are 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 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.