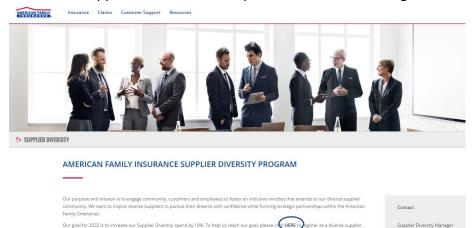
The **Supplier Diversity Champions Initiative** provides an opportunity for business owners to develop relationships with Sourcing and Procurement, as well as other members of the Enterprise. Additional information about the Champions Initiative (Appendix 1) can be found on the AmFam.Com Supplier Diversity Home Page <u>Supplier Diversity | American Family Insurance (amfam.com)</u>. The below information includes the job aid steps related to the Champions Initiative.

Contents	Section
Supplier Registration	Α
Supplier Champions Registration	В

# A. Supplier Registration

Participants in this program must be diverse owned business. The Diverse Owned Business must register their business through the online supplier registration portal. Suppliers will visit the AmFam.com Supplier Diversity Page - Supplier Diversity | American Family Insurance (amfam.com)

1. Supplier will Click on the please click "Here" to register



2. The Supplier will "Enter your company name" and then click on "Find My Company". If the supplier is already a registered supplier, registration information can be updated via the "Update Your Registration" section.

### **BEGIN YOUR REGISTRATION**

### **UPDATE YOUR REGISTRATION**

If you are already registered, make sure to keep your company's profile and diversity certification current by updating your registration



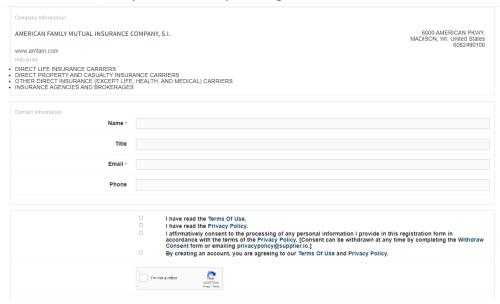
3. The Supplier will select their appropriate company as noted within the registration portal.

The easiest way to get in front of supplier diversity managers

Select your company



4. The Supplier will complete the Supplier Registration Process and Answer questions outlined within the portal for complete registration



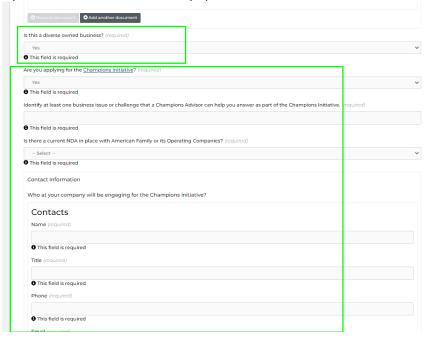
### **B.** Supplier Champions Registration

During the Supplier Registration Process, the supplier will answer the following questions related to the Champions Initiative Program (NOTE: Champions Advisors will be assigned to suppliers that apply to the Champions Initiative):

- 1. Is this a diverse owned business?
- 2. Are you applying for the Champions Initiative (Yes/No) TheChampionIntiativeFinal916 (3).pdf
- 3. Identify at least one business issue or challenge that a Champions Advisor can help you answer as part of the Champions Initiative. (*Text*)
- 4. Is there a current NDA in place with American Family or its Operating Companies? (Yes/No)
- 5. Contact Information:
  - a. Who at your company will be engaging for the Champions initiative? (*Provide contact Information Name, Title, Phone, Email. Include additional boxes for multiple contacts*)
  - b. Can this person commit to support the Champions Initiative for up to a 1-year engagement? (Yes/No)
    - Note: If the answer to the "Is this a diverse owned business?" question is NO, then the Champions Initiative Questions are *NOT* populated.



Note: If the answer to the "Is this a diverse owned business?" question is YES, then the Champions Initiative Questions are populated.



# Appendix 1 The Champions Initiative Overview

# THE CHAMPIONS INITIATIVE

### EMPOWERING EQUITABLE OPPORTUNITIES WITH SUPPLIER DIVERSITY

**The CHAMPIONS Initiative** from American Family Insurance offers a unique opportunity for business owners to develop relationships with our Sourcing and Procurement team, along with other members of the Enterprise.

**The CHAMPIONS Initiative** focus is to assist business owners with solving specific challenges, such as the development of multi-year business plans to achieve defined goals. Other areas of focus might include:

- · Sales and brand awareness
- Access to capital
- Attracting and retaining talent
- Product development
- Cyber Security

**CHAMPIONS Advisors** act as both a primary point-of-contact and an ally for the duration of the yearlong program, educating and inspiring business owners to pursue their dreams with confidence.

**The CHAMPIONS Initiative** goal is to make business owners "contract ready" for strategic partnerships and opportunities with the Enterprise, and the broader business community.

### How to qualify:

Participant must be a diverse owned business (certification status optional)

#### **Duration:**

Engagement will be one (1) year

### The Diverse Supplier and CHAMPIONS Advisor will work together as follows:

- Registration at www.amfam.com/supplierdiversity
- Assess need for a mutual NDA and execute as appropriate
- Establish and schedule a meeting cadence (e.g., once a month or during quarterly business reviews)
- Drive the relationship which includes creating rules of engagement and a communication plan
- Discuss and establish attainable mutual program objectives
- Participate in an end-of-program celebration ceremony

#### **Process to Initiate Engagement:**

Interested suppliers should email their inquiries to

Anisha Jackson at the following: supplier\_diversity@AmFam.com