

 MPI
TORONTO
CHAPTER



Partnership Opportunities
2017-2018

Meeting Professionals International (MPI) Toronto Chapter is seeking strategic partners for its various events in the upcoming 2017-2018 program year. We offer a wide range of unique, on-site opportunities to capture the attention of MPI members and to promote your organization through event partnerships.

MPI's mission is to connect the global meeting and event community to learn, innovate, collaborate and advocate.

MPI Toronto Chapter's commitment is to inspire our members to be successful by building Human Connections through Knowledge/Ideas and Strong Relationships.

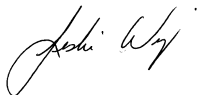
Partnering with the MPI Toronto Chapter means marketing your company and brand to the fifth largest chapter of MPI and the largest in Canada with a membership of approximately 600. Our membership is comprised of both suppliers and planners, students and faculty members. The planner members service the association, corporate and independent markets.

Our members believe in working with companies they know and can trust, and fellow members and supporters of MPI are valued based on the knowledge that they share the same goals and principles. Let us connect you with your fellow industry professionals by partnering with our chapter.

Please take a close look and consider where your best fit may be. If you would like to secure a spot, simply complete the *Partnership Interest Form* at the end of the document and return to us.

We are also open to having discussions on customizing a package to fit your needs. Please contact us to discuss options or for more information.

We look forward to working with you.



Leslie Wright
Executive Director
905-567-9591
lwright@mpitoronto.org



Awards Sponsorship

Each year, MPI Toronto Chapter presents awards in different categories to recognize excellence within the chapter members.

Sponsorship of an award will include the following:

- Organization to be recognized as the sponsor of the specific award
- Sponsor will be on stage, along with the previous year's award recipient, to hand the award to the recipient
- One complimentary registration to the Awards Gala
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Attendee list from the sponsored event (will include only those attendees who give permission to provide their name)

The awards include:

\$1500 New Member of the Year

The New Member of the Year Award is presented to someone who has been a member of MPI for a minimum of six months but not more than two years as of December 31, 2016. The Award recognizes a new member who has demonstrated a keen dedication to MPI.

\$1500 Norm Neill Student of the Year

The Norm Neill Student of the Year Award is presented to a student member who has best demonstrated a keen interest in becoming a member of the meetings industry.

\$1500 Literary Award

The literary award is judged on readability, content and relevance to the meeting industry audience for an article published in our magazine, *meeting*.

\$2000 Outstanding Volunteer of the Year

The Outstanding Volunteer of the Year Award is presented to a member who has made an outstanding voluntary effort to the MPI Toronto Chapter by active participation on an MPI Toronto Chapter committee.

\$2000 Mentor of the Year

The Mentor of the Year Award is presented to a member who has demonstrated excellence in mentoring, supporting, encouraging and promoting the education, professional and personal development and the career of others.

\$2500 Supplier of the Year

The Supplier of the Year Award is presented to a Supplier Member who has made an outstanding contribution to MPI and in particular to the Toronto Chapter over a period of time.



\$2500 Planner of the Year

The Planner of the Year Award is presented to a Planner Member who has made an outstanding contribution to MPI and in particular to the Toronto Chapter over a period of time.

Scholarships

MPI Toronto Chapter offers limited scholarships to its members. Your organization has the opportunity to sponsor a scholarship for the following:

\$2000 Scholarship to MPI World Education Conference

\$1000 Scholarship for CMP Program

\$600 Scholarship for the EVENT (this is a new event being produced by the Toronto, Ottawa and Montreal & Quebec chapters)

Sponsor Members to Attend Events or Support a Student

Many members would like to attend more chapter events but they do not have their organization's financial support and they are unable to afford the cost on their own.

Sponsor a member to attend chapter events.

\$500 to sponsor members/students to attend chapter events

\$250 to sponsor members/students to attend chapter events

\$100 to sponsor members/students to attend chapter events



The MPI Toronto Chapter is currently seeking venues/cash sponsorship for 2017-2018 for the following events:

Annual General Meeting and Volunteer Recognition:

September 20, 2017

Gold Sponsor: \$4000

Professional Development Workshops (4)

October 17, 2017, November 15, 2017, February, 2018, May 2018)

Gold Sponsor: \$5000 (sponsorship of all four workshops)

Silver Sponsor: \$1500

Leadership Summits (includes all directors and chairs

January 2018

May 2018

Gold Sponsor: \$4000

Silver Sponsor: \$1500

Holiday Fundraising Gala

December 5, 2017 – Confirmed Paramount

Platinum Sponsor: \$8500 - **SOLD to Ottawa Tourism/Shaw Centre**

Gold Sponsor: \$4000

Silver Sponsor: \$1500



Awards Gala

March 8, 2018

Platinum Sponsor: \$8500
Gold Sponsor: \$4000
Silver Sponsor: \$1500
Award Sponsor: \$1500 - \$2500 depending on award

Global Meetings Industry Day:

April 12, 2018

Gold Sponsor: \$5000
Silver Sponsor: \$1500

CMP Study Groups – dates TBA

Please advise if you would be interested in hosting the CMP study group sessions

Silver Sponsor: \$3000
Bronze Sponsor: \$1000

Golf Tournament

June 2018

Eagle Sponsor: \$2000
Dinner Sponsor: \$3000
Registration Sponsor: \$2500
Reception Sponsor: \$2500

If you would like to sponsor an opportunity that you do not see listed, we are happy to discuss a **customized** opportunity to meet your needs. To discuss further, please contact Vicki Zeppa at vicki@ignitemag.ca or Leslie Wright at lwright@mpitoronto.org.



Benefits Chart

Benefits	Marquee \$25,000+ cash	Double Diamond \$25,000+ in kind	Diamond \$15,000- \$24,999	Platinum \$8,000- \$14,999	Gold \$4,000- \$7,999	Silver \$1,500- \$3,999	Bronze \$750-\$1,499
Use of text "Strategic Partner of MPI Toronto Chapter" in company advertising and promotion	✓	✓					
Marquee Ribbon on nametag of all organization employees at every event	✓						
Double Diamond ribbon on nametag of all organization employees at every event		✓					
Event Sponsor ribbon on nametag of all organization employees at sponsored event		✓	✓	✓	✓	✓	✓
Logo in sponsorship ad on website and in magazine, <i>meeting</i>	✓	✓	✓				
Six month banner ad	✓						
Three month banner ad		✓					
Logo on registration page on website	✓	✓	✓	✓	✓	✓	✓
Logo on screen at sponsored event	✓	✓	✓	✓	✓	✓	✓
Logo on various pages on chapter website	5	1					
Complimentary registrations to sponsored event	Minimum 1 up to 8 depending on event	4	4	3	2	1	1
Complimentary registration to chapter events (excluding golf)	Minimum 1 up to 8 depending on event	4	2				
Seat at reserved table for sponsor representative	✓	✓	✓	✓	✓		
Pop up banner in reception area (provided by sponsor)	✓	✓	✓	✓			
Advertising in print directory	2 pages	1 page	½ page	¼ page			
Verbal sponsorship recognition at sponsored event	✓	✓	✓	✓	✓	✓	✓
Invitation to sponsorship dinner	✓	✓					
Email advertisements to membership	2	2	1	1			

Partnership Levels

MARQUEE BENEFITS: \$25,000+ (Cash sponsorship - cumulative from July 1 – June 30)

- One complimentary registration to PD sessions, Toronto Education Conference, and Golf Tournament
- Two complimentary registrations to the Signature Series events
- One table of eight at the December Fundraising Gala or Awards Gala
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Logo on five pages of MPI Toronto Chapter's website
- Attendee list from each event (will include only those attendees who give permission to provide their name)
- Six months complimentary banner advertising on the MPI Toronto Chapter website (page location to be determined by MPI Toronto Chapter)
- Two complimentary email advertisements to all MPI Toronto Chapter members (timing & ad size to be determined by MPI Toronto Chapter)
- Two complimentary full page ads in MPI Toronto Chapter Directory (following year of sponsorship)
- Invitation to President's Sponsorship Event
- Logo displayed in the Sponsor ad in MPI Toronto Chapter's *meeting* (in the year following sponsorship commitment) and on MPI Toronto Chapter's website
- Marquee Sponsor ribbon on nametag for each member of the sponsoring company attending chapter events
- Banner display in the reception area



DOUBLE DIAMOND BENEFITS: \$25,000+ (In-kind sponsorship - cumulative from July 1– June 30)

- Four complimentary registrations to any single event where the sponsorship value is \$15,000 or more
- One complimentary registration to four of the following: September, October, November, February Professional Development Workshops, Global Meetings Industry Day (April), Holiday Gala (December) or Awards Gala (March) to be given in the year following the Double Diamond sponsorship
- 3 months complimentary advertising on the MPI Toronto Chapter website (page location to be determined by MPI Toronto Chapter)
- Two complimentary email advertisements to all Toronto Chapter MPI Members (timing & ad size to be determined by MPI Toronto Chapter – members only)
- Complimentary and full page ad in MPI Toronto Chapter Directory (following year of sponsorship)
- Invitation to President’s Sponsorship Event (members only)
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Attendee list from each event (will include only those attendees who give permission to provide their name)
- Logo displayed in the Sponsor ad in MPI Toronto Chapter’s *meeting* (in the year following sponsorship commitment – members only) and on MPI Toronto Chapter’s website
- Double Diamond ribbon on nametag for each member of the sponsored company attending chapter events in the current year
- First right of renewal for the following year (members only) – NOTE: Venues are restricted to two consecutive years in hosting the same event. Sponsor has 90 days after the event sponsored to commit to the following year.

DIAMOND BENEFITS: \$15,000 - \$24,999 (cumulative from July 1– June 30)

- Four complimentary registrations to any single event where the sponsorship value is \$15,000 or more
- One complimentary registration to two of the following: Professional Development Workshops, Global Meetings Industry Day (April), Holiday Gala (December) or Awards Gala (March) to be given in the year following the Diamond sponsorship
- One complimentary email advertisement to all Toronto Chapter MPI Members (timing & size to be determined by MPI Toronto Chapter – members only)
- Complimentary half page ad in MPI Toronto Chapter Directory (following year of sponsorship)
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Attendee list from the sponsored event (will include only those attendees who give permission to provide their name)
- Logo displayed in the Sponsor ad in MPI Toronto Chapter’s *meeting* (in the year following sponsorship commitment – members only) and on MPI Toronto Chapter’s website



PLATINUM BENEFITS: \$8,000 - \$14,999 (cumulative from July 1–June 30)

- Three complimentary registrations to any single event where the sponsorship value is over \$8,000
- One complimentary email advertisement to all Toronto Chapter MPI Members (timing & size to be determined by MPI Toronto Chapter – members only)
- Complimentary quarter page ad in MPI Toronto Chapter Directory (following year of sponsorship – members only)
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Name displayed in the Sponsor ad in the MPI Toronto Chapter newsletter, *meeting* (in the year following sponsorship commitment) (members only)
- Attendee list from the sponsored event (will include only those attendees who give permission to provide their name)

GOLD BENEFITS: \$4,000 - \$7,999 (cumulative from July 1- June 30)

- Two complimentary registrations to the sponsored event
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Attendee list from the sponsored event (will include only those attendees who give permission to provide their name)

SILVER BENEFITS: \$1,500 - \$3,999 (cumulative from July 1 – June 30)

- One complimentary registration to any single event where the sponsorship value is over \$1,500
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Attendee list from the sponsored event (will include only those attendees who give permission to provide their name)

BRONZE BENEFITS: \$750 - \$1,499 (cumulative from July 1 – June 30)

- One complimentary registration to any single event where the sponsorship value is over \$750
- Logo on MPI Toronto Chapter promotional materials including public acknowledgement of support from the podium



Partnership Interest Form

Yes, our organization is interested in the following:

Event: _____ Event Date: _____

Item for Sponsorship: _____

Your Information:

First Name: _____ Last Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Comments: _____

Completed form should be sent to Leslie Wright at lwright@mpitoronto.org.

Sponsorship is subject to availability. A signed agreement will be required to confirm your sponsorship.

