



MPI®

PACIFIC US
REGIONAL COUNCIL

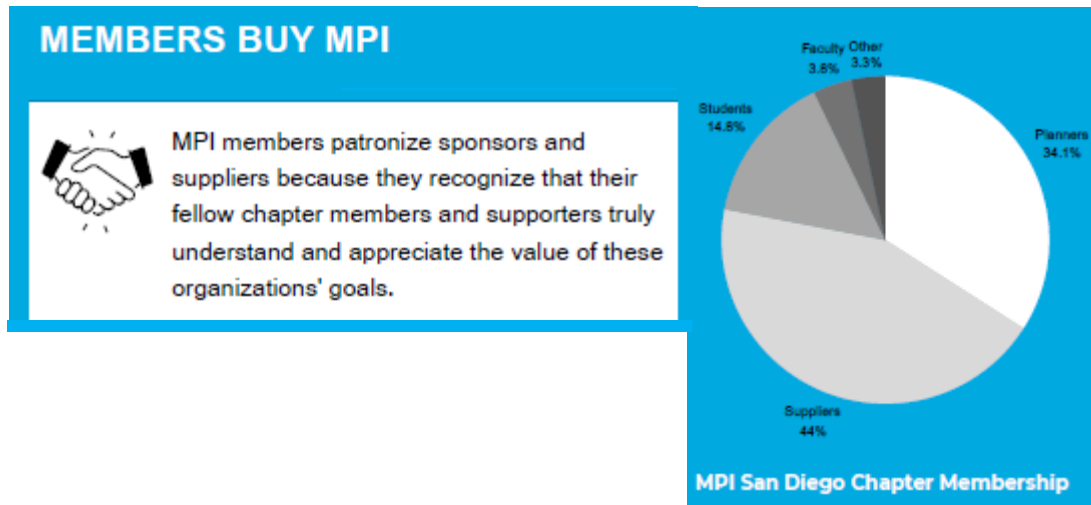
Sponsorship Best Practices Engaging Chapter **Partners**

Pacific US Chapters:

Northern California, Oregon, Sacramento/Sierra Nevada,
San Diego, Southern California, Washington State

#1 - Include Information on Chapter Demographics & Buying Power

- Chart or graph provide good visual
- Incorporate sponsor &/or planner quotes



MPISCC 2024 Sponsorship Prospectus

2 - Recommend a Maximum of 5 Levels of Sponsorship

- Targets discussion with potential sponsors
- Can create more variance from high to low

SPONSORSHIP LEVELS AND BENEFITS	(Limited Availability)				
	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Event Title Sponsor \$7,500
One (1) Complimentary Registration for MPI WEC in Louisville, Kentucky (May 20-22, 2024)	✓				
Title Sponsor of ACE keynote speaker (ACE 2024 date/location to be determined)	✓				
One (1) Complimentary MPI Membership	✓	✓			
A one-time speaking or video opportunity for up to 2 minutes at ACE	✓	✓			
Ten (10) complimentary registrations at the Celebration (annual board turnover event, date to be determined in July 2024)	✓	✓			
A one-time speaking opportunity for up to 2 minutes during one of our Nothing but Networking or Professional Education Events	✓	✓	✓		
Complimentary registrations to all MPINCC Nothing But Networking & Education events	2	2	1	1	
Recognition of organization at all chapter events by the President Logo and link on MPINCC chapter website home page and chapter partner page	✓	✓	✓	✓	✓

Design Tip:
At-A Glance Grid
Provides Quick
Comparison

#3 - Quote Price in both Cash and In-Kind for Each Level of Sponsorship

- Provides options/flexibility
- Increases sponsorship pool
- Order position high to low

DIAMOND LEVEL Cash: \$10,000+ or In-Kind: \$20,000+	SAPPHIRE LEVEL Cash: \$7,500 or In-Kind: \$15,000-\$19,999	EMERALD LEVEL Cash: \$5,000 or In-Kind: \$10,000-\$14,999
EVENTS - (4) Complimentary tickets to MPI San Diego Educational or Networking events - (4) Complimentary tickets to the Awards & Installation Gala, Holiday Event or GMID Event - Promotional segment at sponsored event where applicable (up to 10 minutes, cash sponsor only)	EVENTS - (2) Complimentary tickets to MPI San Diego Educational or Networking events - (2) Complimentary tickets to the Awards & Installation Gala, Holiday Event or GMID Event - Promotional segment at sponsored event where applicable (up to 7 minutes, cash sponsor only)	EVENTS - (2) Complimentary tickets to MPI San Diego Educational or Networking events - (2) Complimentary tickets to the Awards & Installation Gala, Holiday Event or GMID Event - Promotional segment at sponsored event where applicable (up to 5 minutes, cash sponsor only)
MARKETING - Opportunity to showcase promotional content at all	MARKETING - Opportunity to showcase promotional content at 6	MARKETING - Opportunity to showcase promotional content at 4

MPISD 2023-2024 Advertising & Sponsorship Guide

PLATINUM	DIAMOND	EMERALD
\$15,000 Cash only 2 maximum	\$12,000 or \$20,000 in-kind	\$10,000 or \$15,000 in-kind

Shared Strategies

- Open to Customization
 - Limited number of Chapter negotiators to maintain integrity
- Offer More – additional months for annual sponsorship purchase
- Update Sponsorship Prospectus annually
- Include advertising/promotion “a la carte” opportunities

MPI: A Community with Unsurpassed Buying Power

**\$26
BILLION**
in buying decisions controlled by MPI members

**\$11.5
BILLION**
in buying decisions controlled by MPI planners

7k
planner members



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