

MPI Virginia

PARTNER PROGRAM

Make lasting connections. Gather Well

Gathering well takes intention and hard work and MPI Virginia can't do that without the support and collaboration of our Partners, Colleagues and Chapter Sponsors. Join us.

Our Chapter Partnership Program connects you to MPI Virginia's wide range of members spanning all sectors of the meeting and event industry focused on expanding your network, diversifying your connections and showing you our roadmap throughout the Commonwealth to **Gather Well**.

MPI Virginia Is...

Chartered in 1986, MPI Virginia became MPI's 42nd Chapter. The Chapter consists of over 120 meeting planners, hotel representatives and other suppliers in Roanoke, Danville, Charlottesville, Richmond, Fredericksburg, Coastal Virginia and the other great markets across the Commonwealth.

Gathering With Intention....

This year we are shifting from a long-standing format of monthly education and networking to quarterly events, starting in Fall 2023. Our goal is to intentionally create opportunities for Chapter Members, Partners, Sponsors, and Colleagues to spend extended time networking and engaging in educational sessions and networking - mini summits. These quarterly Chapter Meetings will be one and a half to two-day programs to ensure we are providing quality programming and engagement.

We will meet twice in Richmond and twice at other locations around the Commonwealth, yet to be determined. We recognize the Commonwealth is a big state and our members commit driving time to be with us. In return we want to design programs that are intentional and are worth the time they have invested to be with us, for our members, our sponsors, our hosts, our sponsors and for those that may be visiting and considering joining.

We also want to highlight some of the amazing partnerships, sponsors, and members we have throughout the state, and we feel this expanded programming will allow us to do this in a more thoughtful way. **In between quarterly events, sponsors can look forward to engaging and partnering with us when we gather** at informal happy hours, virtual gatherings, our online newsletter *THE VOICE*, our social channels, and regular email from the MPI Virginia President. **This is where we all come together.**

Meeting Professionals International (MPI), is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges; and acts as a prominent voice for the promotion and growth of the industry. MPI has more than 90 chapters and clubs in 24 countries. MPI has a global community of 60,000 meeting and event professionals.

Benefits of Being a Valued Partner

- Expand your network and build connections with your exclusive access to MPI Virginia's members
- Enjoy year-round recognition and engagement opportunities at our networking, education and special events
- Receive special recognition at events, online, and in MPI Virginia publications Get priority access or early access to special events as a host or sponsor
- Once a year receive a MPI Virginia Membership list for direct engagement
- Get first rights of refusal on certain special events and sponsorships for future years
- Access to [MPI Virginia Annual Conference Sponsorship](#) opportunities
- (August)
- Know that your partnership is directly benefiting the Virginia Meetings and Events Industry and so much more...

Platinum | \$10,000

- Two (2) attendee registrations for all Chapter Meetings
- Two (2) attendee registrations at Annual Conference
- Opportunity to give Welcome remarks at a General Session during the Annual conference - will be recognized as the Sponsor of this session
- Opportunity to give Welcome remarks at a General Session during a Quarterly Chapter Meeting of choice - will be recognized as the Sponsor of this session Priority opportunity to host a member networking event
- One (1) Vendor table at the Annual Conference OR a Quarterly Chapter Meeting of choice
- Three (3) Sponsored Editions of The Voice, MPI Virginia's Monthly Email Publication
- Social media spotlight
- Corporate logo/ad with company link on website for sponsorship year
- Corporate logo/ad with company link in The Voice
- Recognition on all forms of digital media
- Verbal Recognition at all Chapter Meetings & Special Events

Gold | \$7,500

- Two (2) attendee registrations for all Chapter Meetings
- Two (2) discounted (50%) attendee registrations at Annual Conference Opportunity to give Welcome remarks at a General Session during the Annual conference or Quarterly Meeting of choice - Will be recognized as the Sponsor of this session
- Priority opportunity to host a member networking event
- One (1) Vendor table at Quarterly Chapter Meeting of choice
- Two (2) Sponsored Editions of The Voice, MPI Virginia's Monthly Email Publication

Gold | \$7,500 (continued)

- Social media spotlight
- Corporate logo/ad with company link on website for sponsorship year Corporate logo/ad with company link in The Voice
- Recognition on all forms of digital media
- Verbal Recognition at all Chapter Meetings & Special Events

Silver | \$5,000

- Two (2) attendee registrations for all Chapter Meetings OR Two (2) Annual Conference Registrations
- Opportunity to introduce General Session speaker at the Annual Conference or Quarterly meeting
- \$500 Credit towards [Annual Conference Sponsorship](#)
- Priority opportunity to host a member networking event
- One (1) Vendor table at Quarterly Chapter Meeting of choice
- One (1) Sponsored Editions of The Voice, MPI Virginia's Monthly Email Publication
- Social media spotlight
- Corporate logo/ad with company link on website for sponsorship year Corporate logo/ad with company link in The Voice
- Recognition on all forms of digital media
- Verbal Recognition at all Chapter Meetings & Special Events

Bronze | \$2,500

- One (1) attendee registration for all Chapter Meetings OR one (1) Annual Conference Registration
- \$250 Credit towards [Annual Conference Sponsorship](#)
- One (1) Vendor table at Quarterly Chapter Meeting
- Sponsor spotlight in The Voice, MPI Virginia's Monthly Email Publication Social media spotlight
- Corporate logo/ad with company link on website for sponsorship year Corporate logo/ad with company link in *The Voice*
- Recognition on all forms of digital media
- Verbal Recognition at all Chapter Meetings

Is there a sponsorship opportunity that you believe would be a good fit for your organization that is not included here? Sponsorships are a PARTNERSHIP, and we want to talk to you about it. Please reach out to us to discuss further!



Additional Add-Ons & Investments

Partner packages are customizable, allowing you to pick and choose how you want to engage with our members:

Monthly Featured Destination (12 Available) | \$2,000

- Photo and article feature in *The VA VOICE*. Content to be provided by the destination Content will be hyperlinked to the destination's website
- Content will be carried over to the [MPI Virginia website](#) where it will live for the year
- along with contact information
- A social media post that connects back to destination and MPI Virginia website during
- the feature month
- The destination will be recognized at the quarterly event following the feature month

Job Postings | \$125 per position, per month

Hiring? We can help! Solicit the best industry leaders in Virginia. Posting includes 1 Social Media Ad, 1 Post on MPI Virginia LinkedIn Page, and inclusion in the newsletter or an e-blast.

Additional Sponsored Edition of *The Voice* | \$250

- Only available to Platinum, Gold and Silver Members

Social Media Takeover | \$250

Takeover a social media outlet for a day! Whether it be Facebook, Twitter or Instagram - our page is yours!

Speaker Host | \$1,500 quarterly, or \$5,000 a year

As an MPI Virginia Speaker Host, you will be able to host the quarterly education speaker with VIP access to the speaker the night before and during the luncheon at the head speaker table.

VIP Table Host | \$1,000 quarterly, or \$3,750 a year

As an MPI Virginia VIP Table Host, you will be able to personally invite clients, prospective clients, staff and guests to sit with you during one of our monthly education meetings. Hosts may provide promotional items, business cards, and welcome gifts at their specific table. The table will be identified as a VIP Hosted Table and will be recognized at the event during the welcome announcements. The table can accommodate 6 guests.

Gather Well.

Are you interested in hosting one of our Quarterly Meetings?

MPI has a shared investment but is looking for four (4) host properties who can provide the most if not all of the following,

2023-2024 Education & Networking Dates

- November 2023 **SOLD!**
- *The Graduate Richmond*
- February 2024 **SOLD!**
- *Delta VA Beach Waterfront*
- April 2024 **SOLD!**
- *Hilton Richmond Downtown*
- August 2024 (Annual Conference) **SOLD!**
- *The Forum Hotel - Charlottesville*
- November 2024 **SOLD!**
- *The Hilton Norfolk - The Main*

2025 Dates Now available!

MPI Virginia's two-day Quarterly Education & Networking Program includes,

- Evening welcome reception (Day one)
- Room block
- Breakfast (Day two)
- Space for MPI Virginia educational programming (Day one & two)
- Breakfast (Day two)
- Audio visual

MPI Virginia will work with host locations and local partners to help identify hospitality partners that can work with you to support portions of the programming such as the Welcome Reception or other meals. By partnering with other local businesses, MPI Virginia members are also able to see and experience a variety of suppliers in the area and their services and specialties.

Other event partnerships that are important to the success of Chapter Meetings include, but are not limited to,

- Decor
- Floral
- Event Rentals
- Awards
- Entertainment
- Photography

MPI Virginia will provide the programming and work with your property to highlight your host property and a lead sponsor. The Chapter is also able to provide a per member investment for meals.

Please reach out with questions or what this full commitment looks like. This partnership is an investment that MPI Virginia believes will be a long-term partnership for all our quarterly partners and we look forward to working together!

***We invite you to join us.
Gather Well.***



See an opportunity you'd like to discuss? Have an idea that might work better for your company? Give us a call today!

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The members and Board of Directors of MPI Virginia appreciate your support!

