

# PARTNERSHIP PROSPECTUS



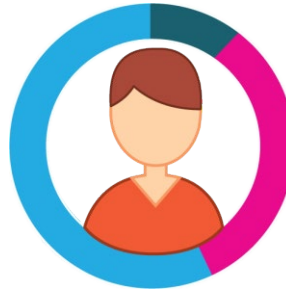
# WHY PARTNER?

## YOUR AUDIENCE

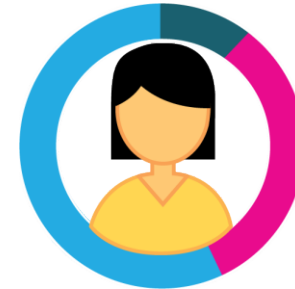
MPI Potomac is proud to be deeply embedded in the greater Washington, DC Metropolitan Hospitality Industry.



**68% Planners**



**27% Suppliers**



**4% Students**

## MEMBERSHIP 550+

# WHY PARTNER?

## YOUR EXPOSURE



**6** Education Sessions with up to  
**150** attendees each throughout the program year.



**3** Networking Events with up to  
**300** attendees each throughout the program year



**5500** Social media followers plus  
**1000** members on the MPI Potomac mailing list

We are standing in solidarity with the hospitality industry to fight for our businesses, community, and clients. Join us!

# Educational Engagements

Panel Expert and Commercial Opportunities

Participant data, mailing lists



# Networking Engagements

Virtual + Hybrid Host Opportunities

Logo recognition, collateral branding



# Promotional Engagements

Social Media and Marketing Opportunities

Newsletter advertorials, social media takeovers





# THE STARTER PACKAGE?

## ALL SPONSORS OF MPI POTOMAC WILL RECEIVE:

- ❑ One complimentary registration for sponsor representative to attend respective event.
- ❑ Company logo to be displayed in digital marketing materials for the event.
- ❑ Social Media focus on partner when marketing the event.

Entry level opportunities begin at \$500



# INDIVIDUAL OFFERINGS

## SOCIAL MEDIA TAKEOVER

- The Starter Package +
- One post over four platforms, targeted social media marketing to MPI's meeting professional audiences

## HAPPY HOUR / LUNCH & LEARN TRIVIA

- The Starter Package +
- MPI Potomac Zoom event with themed engagement of sponsor's choosing, advertised via Facebook event

## NETWORKING EVENT

- The Starter Package +
- Two complimentary registrations for sponsor representative to attend the Networking Event
- One e-blast to MPI Potomac membership on behalf of partner to be used by end of chapter's fiscal year
- 30-second pre-recorded video to show during the event about the sponsor's organization

## EDUCATIONAL EVENT

- The Starter Package +
- Two complimentary registrations for sponsor representative to attend the Education Event
- One e-blast to MPI Potomac membership on behalf of partner to be used by end of chapter's fiscal year
- Acknowledgement in the Potomac ENGAGE Newsletter
- Opportunity for speaking time at the event **OR** 30-second pre-recorded video to be shown during the event about the sponsor's organization



**POTOMAC**

CHAPTER

[WWW.MPIPOTOMAC.ORG](http://WWW.MPIPOTOMAC.ORG)



@MPIPotomac



@MPIPotomac



MPI Potomac Chapter

# WANT MORE?

## BECOME A STRATEGIC PARTNER

The Ultimate Package Giving Access to All MPI Potomac Benefits

The Starter Package + Your Favorite MPI Potomac Engagements

\*exclusivity upgrade available\*





# IN-KIND OPPORTUNITIES

Based on value of in-kind donation, benefits could include:

- Digital Logo Recognition
- Post-event mailing list labels
- Recognition in a 'thank you' post-event email with link to company website
- Two complimentary event registrations to be used by sponsor staff
- Complimentary event registrations to be used by sponsor (based on value of in-kind donation)
- Post event electronic mailing
- Opportunity for two minutes of speaking time at sponsored virtual or in person event (when applicable)
- Opportunity for event attendee giveaways (when applicable)
- Opportunity for first right of refusal for exact sponsorship annually





# PARTNERSHIP PROSPECTUS

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

## SHAWN PEARSON

MPI Potomac Board Member  
Director of Business Development  
[shawn@pearson-concepts.com](mailto:shawn@pearson-concepts.com)

## KRYSTEN DOUGLAS

MPI Potomac Board Member  
Vice President of Finance  
[kdouglas@visitindy.com](mailto:kdouglas@visitindy.com)