



POTOMAC
CHAPTER

Partnership Opportunities

WHO WE ARE

MPI Potomac is an inclusive community of meeting professionals who embrace learning, collaboration and development.



OUR REACH

MPI POTOMAC REPRESENTS

**WASHINGTON DC,
MARYLAND, AND
NORTHERN VIRGINIA**

**THE 6TH LARGEST US
MARKET**



- 1,200 MEETING PROFESSIONAL EMAIL LIST

- 33,000+ PAGE IMPRESSIONS IN LINKEDIN ANNUALLY

- AUDIENCES RANGING FROM 40-400 ATTENDEES

- 12-15 PLANNED NETWORKING AND EDUCATION PROGRAMS THROUGHOUT THE YEAR

HOW WE SERVE

WE SERVE OUR MEMBERS WITH COMPREHENSIVE PROGRAMMING THROUGHOUT THE YEAR:

Bi-Monthly Education Experiences "e2" series

Quarterly CMP Prep Courses for professional advancement

Networking & Special Events with over 100 attendees

Industry Advocacy & Employment Resources

Diversity Equity & Inclusion Initiatives

Community Outreach Activities

Chapter Monthly E-newsletter



Annual Strategic Sponsor Packages



ANNUAL STRATEGIC SPONSORSHIP PACKAGES

| | GOLD SPONSOR \$10,000 per year | SILVER SPONSOR \$8,000 per year | BRONZE SPONSOR \$5,000 per year |
|--|---|--|--|
| Transferrable Staff Registrations per event | 2 | 1 | 1 |
| Meeting Planner registration passes per year, valid for any event | 8 | 5 | |
| Three (3) minutes of podium time at one designated event (subject to agreement with MPI Potomac) | ✓ | | |
| One (1) advertisement in MPI Potomac's monthly FYI newsletter | ✓ | | |
| Access to attendee lists for each event | ✓ | ✓ | |
| Exhibitor table at one (1) mutually agreed-upon event, including attendee list access and promotional giveaway opportunity | ✓ | ✓ | |
| Dedicated email blasts to MPI Potomac members on your behalf | 2 | 2 | 1 |
| Logo placement on the MPI Potomac website | ✓ | ✓ | ✓ |
| Logo inclusion on event signage | ✓ | ✓ | ✓ |
| Logo featured in all pre- and post-event communications | ✓ | ✓ | ✓ |
| Verbal recognition by the event moderator at each event | ✓ | ✓ | ✓ |
| Logo displayed in event slide presentations | ✓ | ✓ | ✓ |
| Featured "Sponsor Spotlight" in <i>FYI</i> (2026 edition) | ✓ | ✓ | ✓ |

Networking Event Sponsor Packages

2027 Opportunities Available



NETWORKING EVENTS SPONSORSHIP PACKAGES

| | GOLD SPONSOR \$4,000 per Event | SILVER SPONSOR \$2,000 per Event | BRONZE SPONSOR \$1,250 per Event |
|---|---|---|---|
| Complimentary registrations for staff or invited planners | 4 | 2 | 1 |
| Two (2) minutes of podium time at designated event | ✓ | | |
| One (1) dedicated email blast to MPI Potomac members on your behalf | ✓ | | |
| Social Media Takeover: One (1) Post over four (3) Platforms | ✓ | ✓ | |
| Logo featured in all pre- and post-event marketing | ✓ | ✓ | ✓ |
| Dedicated logo page on scrolling event presentation | ✓ | ✓ | ✓ |
| Prominently displayed hyperlinked logo on the home page of the event website as a sponsor | ✓ | ✓ | ✓ |
| Event attendance roster for post event use (Name, Company, and mailing address only); emails/phone numbers of attendees that opt in to provide to sponsors. | ✓ | ✓ | ✓ |

Educational (e2)Event Sponsor Packages

2026 (e2) Events:

- September 10, 2026 • Watergate Hotel

Typically held from 4:00 – 7:00 PM in downtown Washington, DC



PRICING PACKAGE PER EVENT

All levels include attendee list (name, company, title, mailing address), Opt - In List, and Logo recognition in event location.

GOLD SPONSOR

Four (4) complimentary registrations for staff or invited planners
Logo Recognition on all pre/post event marketing
Opportunity for two (2) minutes at podium
Logo on virtual platform
Logo on own slide in scrolling PPTs
Logo/hyperlink prominently displayed on the home page of the event website as a sponsor
One (1) Email to the entire MPI Potomac Chapter membership to use by December 30, 2026
Social Media Takeover: 1 Post over 3 Platforms

\$4000 /EVENT

SILVER SPONSOR

Two (2) complimentary registrations for
Logo Recognition on all pre/post event marketing
Logo on virtual platform
Logo on own slide in scrolling PPTs
Logo/hyperlink prominently displayed on the home page of the event website as a sponsor
Social Media Takeover: 1 Post over 3 Platforms

\$2000 /EVENT

BRONZE SPONSOR

One (1) complimentary registrations for
Logo Recognition on all pre/post event marketing
Logo on virtual platform
Logo on own slide in scrolling PPTs
Logo/hyperlink prominently displayed on the home page of the event website as a sponsor

\$1250 /EVENT

2026 Education Day Sponsor Packages

October 26, 2026
Kellogg Conference Hotel, Washington, DC



EDUCATION DAY SPONSORSHIP PACKAGES

Speaker + Reception Sponsors

| | OPENING KEYNOTE \$4,000 | CLOSING KEYNOTE \$3,000 | POST-EVENT RECEPTION \$3,000 | BREAK (2 AVAILABLE) \$1,250 |
|--|------------------------------|----------------------------|------------------------------------|-----------------------------------|
| Complimentary Registration(s) | 4 | 3 | 3 | 1 |
| 2-minute podium remarks | ✓ | ✓ | ✓ | |
| Verbal recognition and introduction | ✓ | ✓ | ✓ | ✓ |
| (1) Member email to full chapter membership (to be used by June 30, 2027) | ✓ | | | |
| Access to attendee lists (Name, Company, Title, Mailing Address), & Contact Information from Opt - In List | ✓ | ✓ | ✓ | ✓ |
| Branded signage outside sponsored event | ✓ | ✓ | ✓ | ✓ |
| Logo on all pre- and post-event marketing and on scrolling slides during event | ✓ | ✓ | ✓ | ✓ |
| Option to provide (1) piece of collateral in event space | ✓ | ✓ | ✓ | ✓ |
| Hyperlinked Logo Placement on Event Website | Prominent Homepage Placement | Homepage Placement | Homepage Placement | ✓ |
| Social media recognition: 1 post across 3 platforms | ✓ | ✓ | ✓ | |

EDUCATION DAY SPONSORSHIP PACKAGES

Breakout Sponsors

| | PER ROOM (2 ROOMS AVAILABLE; 3 SESSIONS EACH) \$5,000 | PER SESSION (6 SESSIONS AVAILABLE) \$1,750 |
|--|---|--|
| Complimentary Registration(s) | 6 | 2 |
| Verbal recognition at sponsored session/room | ✓ | ✓ |
| Access to attendee lists (Name, Company, Title, Mailing Address), & Contact Information from Opt - In List | ✓ | ✓ |
| Option to provide (1) piece of collateral in event space | ✓ | ✓ |
| Branded signage outside sponsored session room(s) | ✓ | ✓ |
| Logo on all pre- and post-event marketing and on scrolling slides during event | ✓ | ✓ |
| Option to decorate room to showcase your brand (sponsor provided) | ✓ | |
| Hyperlinked Logo Placement on Event Website | Homepage Placement | ✓ |
| Social media recognition: 1 post across 3 platforms | ✓ | ✓ |

ADDITIONAL PRICING PACKAGES

LOGO SPONSOR

1 Complimentary Registration
Hyperlinked-Logo on Event Website
Logo on dedicated slide in scrolling PPT
On-site logo recognition
Attendee list and opt-in list

\$750

A LA CARTE / ADD-ON SPONSORSHIPS

Exhibitor Table - \$500 (includes 1 complimentary registration)
Swag / Bag Insert Sponsor - \$500
Lanyard Sponsor - \$750
Signage Sponsor - \$1,000
Community Service Project Sponsor - \$1,500

\$500-\$1500

Evening of the Stars Sponsor Packages

December 2026
Washington, DC



EVENING OF THE STARS

SPONSOR PACKAGES

All levels include attendee list (name, company, title, mailing address), Opt - In List, and Logo recognition in event location.

PRE-EVENT RECEPTION

Exclusive recognition as a Gold Sponsor at event
Eight (8) registrations for staff or meeting planners
Speaking opportunity during the event - 3 minutes
Prominent logo/hyperlink placement on event homepage
Dedicated email blast sent to MPI Potomac members
One (1) dedicated social media post across (3) platforms
Opportunity to provide branded giveaways to attendees
Prominent logo placement on all event marketing materials

\$8,000

POST-EVENT RECEPTION

Exclusive recognition as a Gold Sponsor at event
Eight (8) registrations for staff or meeting planners
Ability to decorate lounge to showcase your brand
Speaking opportunity during the event
Award presenter from the podium
Prominent logo/hyperlink placement on event homepage
Two (2) Dedicated email blasts sent to MPI Potomac members
Two (2) dedicated social media posts across (3) platforms
Opportunity to provide branded giveaways to attendees
Prominent logo placement on all event marketing materials

\$12,000

LOGO SPONSOR

Two (2) complimentary registrations for staff or planners
Logo recognition on all pre/post-event marketing materials
Logo/hyperlink prominently displayed on the event home page

\$2,000

Marketing Only Sponsor Packages



PRICING PACKAGE PER CONTENT

SOCIAL MEDIA TAKEOVER

1 Sponsored promotion using MPI Potomac's 4 social media platforms: Facebook, LinkedIn, Twitter, and Instagram

\$500

WEBSITE ADVERT

Place your 1:1 square size ratio advert with hyperlink on our MPI Potomac home page below active content for three months. Acceptable file format: Animated GIF, JPG or PNG only.

\$650

SPONSOR HIGHLIGHT

Deliver your message directly to our community of more than 1,000 subscribers. MPI Potomac will include a dedicated content piece in our monthly FYI featuring your company and work directly with your team on crafting a 400 word article!

\$750



Contact Us

info@mpipotomac.org

