



POTOMAC
CHAPTER

REQUEST FOR PROPOSAL
Derby Days Reception & Silent Auction
April 2027

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is composed of more than 60,000 members belonging to 70 chapters and clubs worldwide.

The Potomac Chapter of Meeting Professionals International (MPI Potomac) is the organization's largest chapter with nearly 650 members. Established in 1978, MPI Potomac continues to build a diverse, international meeting industry community in the Northern Virginia, Maryland, and Washington, DC areas. By connecting more members to more opportunities for professional development and successful business partnerships, MPI Potomac delivers ever greater value to its members year over year. Of the nearly 800 members, approximately 60% represent association, non-profit, and corporate meeting planner professionals.

*MPI Potomac Sponsorship opportunities are quite attractive as our membership percentages are **60% Planners and 40% Suppliers**, with nearly \$3.5 million of business-to-business transactions between our MPI Potomac planner community and the P MPI Potomac MPI suppliers and sponsors.*

Derby Days is the chapter's premiere, signature event! Through a strategic partnership with the Louisville CVB, participants watch horse races while sipping on mint juleps. Winners receive prizes throughout the evening if their horse comes in and bid online for silent auction items. There is also participation from bidders all around the nation. A "unique hat" competition is usually held as well. Photos of the event are displayed posted on our Linked In and Face Book page, tweeted on site and after as well as on the MPI Potomac website. We have been featured multiple years in USAE including the featured Photo of the Week. Derby Days is the place to see and be seen for the events industry in the Washington, DC area.

After reviewing the requirements below, we invite you to submit your proposal (by email or mail) to:

MPI Potomac
18901 Lindenhouse Road
Gaithersburg, MD 20879
Attn: Melissa Benowitz
EMAIL: info@mpipotomac.org

MPI Potomac expects that all work will be performed in a professional manner. All information provided in this RFP is proprietary and for this purpose only. Information cannot be released without written permission from MPI Potomac.

Critical Decision Elements:

- Member of MPI
- Complimentary food/beverage (including alcoholic beverages) and meeting space
- Complimentary wireless internet for attendee networking, bidding, etc.
- Complimentary Audio/Visual
- Discounted or complimentary parking
- A small courtesy block at a discounted rate for guests who chose to stay overnight.
- Best offer comparative to market is highly encouraged
- Ability of vendor to provide high level service and showcase abilities
- Recommendations from previous and/or existing clientele

Host Benefits:

The host venue will serve as backdrop for this event, resulting in the opportunity to showcase their venue and services to key decision-makers from the Washington Metro meeting and events industry and beyond. Specific sponsorship benefits can vary depending on host need and level of sponsorship. Possible benefits include the following:

- Opportunity for the property to invite up to five (5) planners to attend the event as their guest.
- Podium time at event (3 minutes) to introduce venue and welcome attendees.
- Opt-In question in registration platform for attendees to allow their emails to be shared with sponsor
- Event attendance roster for post event use (Name, Company, and mailing address only)
- Opportunity to provide on-site tour of venue the evening of - to be offered at the event and prior
- Prominent sponsorship recognition on all marketing materials used to promote the event.
 - Company logo identification in all marketing communications and registration site.
 - Company tagged on social media posts
 - Logo on main graphics to promote event
 - Logo with hyperlink to company's website on eblasts and registration site.
 - Social Media focus on the company during the promotion of the event and post event in form of graphics, logos, photos and special video (when applicable)
 - Blast emails to industry database of over 1000
 - Membership e-Newsletter distributed to over 570 members
- One (1) e-Blasts, designed by the sponsor, to be sent to the entire MPI Potomac membership
 - Can send anytime within 12 months of sponsorship
 - Can divide address books by member type and send one of each to equal full list
- Social Media Takeover: Insert 4 platform logos (Instagram, Twitter, Facebook, and LinkedIn)- 1 Post over 4 Platforms (to be schedule at sponsors discretion by June 30, 2023)

Preferred Dates: 2027:
April 12 or 14 or 15 or 19 or 20

Attendance: Average planner attendance at past events: 42%: PLEASE NOTE: Our supplier members have also brought business to venues which hosted these events successfully.
Number of Anticipated Attendees: 175-200 average per event based on history

Venue Type: Hotel or conference venue near a Metro Station in Washington DC

Location of Venue: Order does not indicate preference; all equally weighted.
1) Washington DC Golden Triangle
2) Washington DC Downtown
3) Washington DC Capitol Hill

Event Specifications:

In order to create variety and also offer our supplier partners an opportunity to best showcase your venue, MPI Potomac is open to the following set-ups for the event. All costs are requested in-kind to include room and registration set, tables, staging, electricity, AV, and food and beverage. This event is all after work starting at 5:30 pm till 8:30 pm.

Please consider the following room sets and event specs:

- a. Registration area: Three 6' tables, near electrical outlet and internet in pre-function space.
- b. Room with capacity for 200+ guests for reception format (cocktail tables, highboys, food buffets, bar) plus area for large plasma screens for auction bidding and horse race viewing. Outdoor space with an indoor backup is ideal. If outdoors will need access to sound for announcements and racing.
- c. AV to include several laptop and stations for guest to bid on items, LCD projection, screen/monitors, a podium and microphone.
- d. Complimentary Wi-Fi for all registrants at the event to access online auction bidding.
- e. Two comp parking spaces for chapter administrator and staff.
- f. Discounted parking for registrants
- g. Complimentary access and set up time for décor company.

Tentative Schedule:

12:00 PM: Set-up
5:30 PM: Registration
5:45-8:00 PM: Announcements and Networking reception
8:30 PM: Departures

Budget:

Full in-kind sponsorship is preferred to include:

- Complimentary food/beverage (including alcoholic beverages) and meeting space
- Complimentary wireless internet for attendee networking, bidding, etc.
- Complimentary Audio/Visual

Event History:

YEAR	ATTENDANCE	LOCATION
2026		The Schuyler Room at Hamilton Hotel, Washington DC
2025	93	Sport & Social, Washington DC
2024	170	The Yotel, Washington DC
2023	118	Penn Social, Washington DC
2022	150	The Omni Shoreham Hotel, Washington DC
2019	220	The Omni Shoreham Hotel, Washington DC
2018	255	The Congressional Club, Washington DC
2017	211	The Omni Shoreham Hotel, Washington DC
2016	238	The Omni Shoreham Hotel, Washington DC
2015	202	The Willard InterContinental Hotel, Washington DC
2014	228	Carnegie Library, Washington DC
2013	164	The Omni Shoreham Hotel, Washington DC
2012	161	The Omni Shoreham Hotel, Washington DC
2011 (1 st year)	81	Sheraton Crystal City, Arlington, VA