

**SPONSORSHIP & ADVERTISING OPPORTUNITIES**

The Meeting Professionals International (MPI) Connecticut River Valley (CRV) Chapter has a variety of sponsorship and advertising opportunities available to help your organization create connections and receive sustained visibility to the region’s top suppliers and planners. All proceeds go to MPI CRV to enhance members’ education, scholarships, and events.

Please contact Megan Schwartz at [mschwartz@limra.com](mailto:mschwartz@limra.com) for more details on any of the below options or to design a custom package to fit your needs.

**Annual Strategic Partner Sponsorship ($1,500)**

*Annual strategic partners receive the highest level of recognition for their ongoing support of the CRV chapter throughout the fiscal year (July 1- June 30).*

* **Annual Strategic Partner Benefits Include:** 
  + Two (2) complimentary registrations to each of the meetings/events
  + A banner ad on the MPI CRV website (175 x 175 pixels)
  + Logo recognition on the MPI CRV website, linking to your company’s website
  + Logo recognition on printed and multimedia material provided/displayed at Events
  + Logo acknowledgement in all member communications including the Monday Morning News and Quarterly Newsletters.
  + A 2 minute time slot at (# events) to address the audience and describe your business and its benefits
  + Promotional opportunities through social media
  + The opportunity to distribute promotion materials to attendees at educational or social programs.

**Event Venue Sponsorship (In-Kind)**

*Venue sponsors provide complimentary meeting space to host a social and/or educational event.*

* **Event Venue Sponsor Benefits Include:**
  + The opportunity to provide a light F&B menu to showcase your in-house chef’s talent
  + The opportunity to deliver a 2 minute presentation to the audience to describe the benefits of using the facility.
  + Two (2) complimentary registrations to attend the sponsored event.
  + The opportunity to provide a raffle prize to be given away during the event.
  + Logo recognition on the presentation slides used at Event
  + Logo recognition as the venue sponsor on the Event registration page, with a link to your venue website
  + Logo recognition as the venue sponsor on the promotional emails and social media materials used to promote the event

**Single Event Sponsorship ($750, $500, $250)**

*Single event sponsors will be recognized as a platinum, gold, or silver sponsor at an event of their choice (social or educational).*

* **Platinum Sponsor Benefits Include:** 
  + The opportunity to deliver a 3 minute presentation to the audience during the event.
  + The opportunity to place a piece of marketing material at the seat of each participant.
  + The opportunity to have a tabletop display area to showcase your products/services at the event.
  + Three complimentary registrations to attend the sponsored event.
  + Onsite verbal recognition as a platinum sponsor.
  + Logo recognition on the presentation slides/event signage (if applicable)
  + Logo recognition as the event sponsor on the Event registration page, with a link to your venue website
  + Logo recognition as the event sponsor on the promotional emails and social media materials used to promote the event
* **Gold Sponsor Benefits Include:** 
  + The opportunity to deliver a 1 minute presentation to the audience during the event.
  + Two complimentary registrations to attend the sponsored event.
  + Onsite verbal recognition as a gold sponsor.
  + Logo recognition on the presentation slides/event signage (if applicable)
  + Logo recognition as the event sponsor on the Event registration page, with a link to your venue website
  + Logo recognition as the event sponsor on the promotional emails and social media materials used to promote the event
* **Silver Sponsor Benefits Include:** 
  + One complimentary registrations to attend the sponsored event.
  + Onsite verbal recognition as a silver sponsor.
  + Logo recognition on the presentation slides/event signage (if applicable)
  + Logo recognition as the event sponsor on the Event registration page, with a link to your venue website
  + Logo recognition as the event sponsor on the promotional emails and social media materials used to promote the event

**Host Bar or Host Food Sponsorship**

*Supply or cover the cost of drinks and/or food at a networking, holiday, or gala event. Prices vary by event.*

* **Host Bar/Food Sponsor Benefits Include:**
  + The opportunity to deliver a 2 minute presentation to the audience.
  + Two (2) complimentary registrations to attend the sponsored event.
  + “Compliments of” signage by the sponsored item station (bar or food area)
  + Logo recognition as the food/beverage sponsor on the Event registration page, with a link to your venue website
  + Logo recognition as the food/beverage sponsor on the promotional emails and social media materials used to promote the event

**In-Kind Gift Sponsorship**

*Use an in-kind gift sponsorship to enhance brand recognition, promote your property or showcase your services. In-kind gifts are used as giveaways or auctioned off to raise funds for the chapter at different events throughout the year.*

* **In-Kind Gift Sponsor Benefits Include:** 
  + Logo recognition on the event website where your gift will be given away, with a link to your venue website
  + Verbal recognition of your gift sponsorship during the Event
  + Logo recognition as the venue sponsor on the promotional emails and social media materials used to promote the event

*Examples of in-kind gifts include hotel accommodations, restaurant gift certificates/dining experiences, limo rentals, event tickets, spa certificates, gift baskets representative of your property or business etc.*

**Tabletop and Collateral Exhibitor ($100)**

Show people what you have to offer! Purchase a table display at an MPI CRV event to distribute promotion materials, samples or a demonstration of your product/service.

**E-Outreach**

**eNewsletter Sponsor ($150)**

Receive recognition as the MPI CRV eNewsletter sponsor, which is sent to the entire MPI CRV database. (The eNewsletter is sent on a quarterly basis in July, October, January, and April to the entire MPI CRV database, and organizations can select the issue they wish to sponsor)

**Thought Leadership Article ($100)**

No one is a better expert in your field than you! Submit an industry article to be featured in the MPI CRV quarterly eNewsletter to let everyone know you are the “Go To” organization. (The eNewsletter is sent on a quarterly basis in July, October, January, and April to the entire MPI CRV database, and sponsors can select the issue they wish to contribute to)

**Direct Electronic Mailing ($200 for members; $400 for nonmembers)**

Recently renovated? Need to boost sales during slow periods? Let MPI CRV help you spread the word or send a promotional offer! You provide the electronic marketing content and MPI CRV will distribute directly to our chapter members.

**MPI CRV Website Advertising Options**

**INLINE BANNER (728x90) ON HOMEPAGE**

**MEMBER NONMEMBER**

$50 per month $125 per month

$250 for 6 months $625 for 6 months

$450 for 1 year $1,125 for 1 year

**SIDEKICK BANNER (300x250) ON HOMEPAGE**

**MEMBER NONMEMBER**

$75 per month $150 per month

$375 for 6 months $750 for 6 months

$675 for 1 year $1,350 for 1 year