

MPI
CONNECTICUT
RIVER VALLEY
CHAPTER



2021-2022
PARTNERSHIP
OPPORTUNITIES

Who We Are

The Meeting Professionals International Connecticut River Valley (MPI CRV) Chapter is a regional professional organization comprised of members representing the planner community (associations, corporate, government and independent planners) as well as suppliers from hotels, restaurants, audio visual companies, transportation companies and more.

MPI CRV empowers its members to increase their strategic value through education, professional development, networking opportunities and business connections. We're leading the charge to make meetings and events, and those who produce them, a key strategic component of every organization's business.

What We Offer

Promote your organization to the region's top suppliers and planners by offering:

- Visibility for your products, services and solutions
- Business connections and direct marketing opportunities
- Cost effective and highly visible advertising options
- Optimal networking and public relations opportunities
- Insight into new and emerging event and meeting planning needs
- Expanded market penetration and qualified leads from the Southern New England event planning community.

All proceeds go to enhancing MPI CRV members' education, scholarships, and events. Please contact Megan Schwartz at mschwartz@limra.com for more details on any of the below options or to design a custom package to fit your needs.

Digital Outreach Opportunities



DEDICATED EBLAST

- RECENTLY RENOVATED?
- NEED TO BOOST SALES DURING SLOW PERIODS?
- HAVE OTHER EXCITING NEWS TO SHARE ABOUT YOUR BUSINESS?

Let MPI CRV help you spread the word or send a promotional offer! You provide the email content and MPI CRV will distribute it via a dedicated eblast directly to our community of over 500 subscribers.

MEMBER: \$150

NON-MEMBER: \$300

MPI CRV only sends one dedicated eblast per month so availability is limited and space is reserved on a first come, first-serve basis!

JOB POSTINGS

Have a job that you want to get in front of our members? We will post it to our social media platforms to help you get the word out to qualified candidates!

MEMBER: \$15

NON-MEMBER: \$30



Quarterly E-Newsletter

SENT IN JANUARY, APRIL, JULY, & OCTOBER



E-Newsletter Sponsor



Receive recognition as the MPI CRV E-Newsletter sponsor, which is sent to the entire MPI CRV database.

\$150

1 Exclusive Sponsor per Issue

Thought Leadership Article

No one is a better expert in your field than you! Submit an industry article to be featured in the MPI CRV quarterly E-Newsletter to let everyone know you are the "Go To" planner or supplier.

\$100

E-Newsletter Banner Ads

800 X 75 PIXELS; INCLUDES LINK TO YOUR WEBSITE

MEMBER:

- 1 Issue: **\$50**
- 2 Issues: **\$95**
- 3 Issues: **\$135**
- 4 Issues: **\$150**

NON-MEMBER:

- 1 Issue: **\$100**
- 2 Issues: **\$190**
- 3 Issues: **\$270**
- 4 Issues: **\$300**

Quarterly E-Newsletter Deadlines

Please ensure your materials are submitted to MPI-CRV by the deadlines noted below to ensure inclusion in your preferred issue.

- July/Aug/Sep 2021 Issue..... Monday, August 30, 2021
- Oct/Nov/Dec 2021 Issue.....Tuesday, November 30, 2021
- Jan/Feb/March 2022 Issue.....Monday, February 28, 2022
- April/May/June 2022 Issue.....Monday, June 13, 2022

Social Media Promotion

f 511
Followers

 **226**
Followers

 **178**
Followers

 **330**
Group
Members

Take advantage of our connections to spread awareness of the amazing things your organization does. All social media promotion options include posts to your choice of three of our social media channels: Facebook, LinkedIn, Instagram or Twitter.

Social Media Promotion

1 Post, 3 Platforms

MEMBER: \$50 **NON-MEMBER: \$100**

Virtual Venue Tour via Social Media Stories

MEMBER: \$100 **NON-MEMBER: \$200**



Social Media Takeover

Takeover the MPI CRV Facebook page for one day. Use this platform to promote an upcoming event, meeting space, destination, etc. You may also post pictures and video showcasing your message.

MEMBER: \$75 **NON-MEMBER: \$150**



Show people what you have to offer!

Summer Snap Sale

GET UP TO 25% OFF YOUR GROUP RATES!

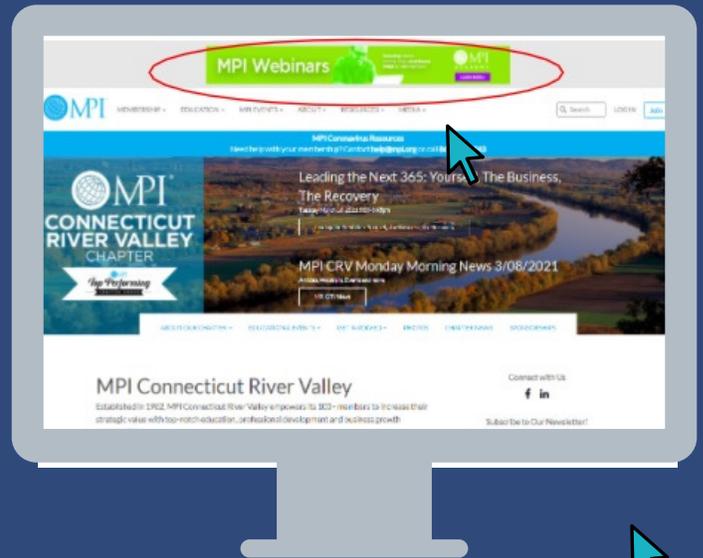
MPI CRV Website Advertising

The MPI CRV website receives over 1,000 pageviews and 300+ visitors each month and is consistently updated to provide visitors with news, events and other resources. Advertising options on the MPI CRV website are another great way to highlight your company and increase brand awareness to other local and regional suppliers and planners.

Inline Banner Ad

728 X 90 PIXELS

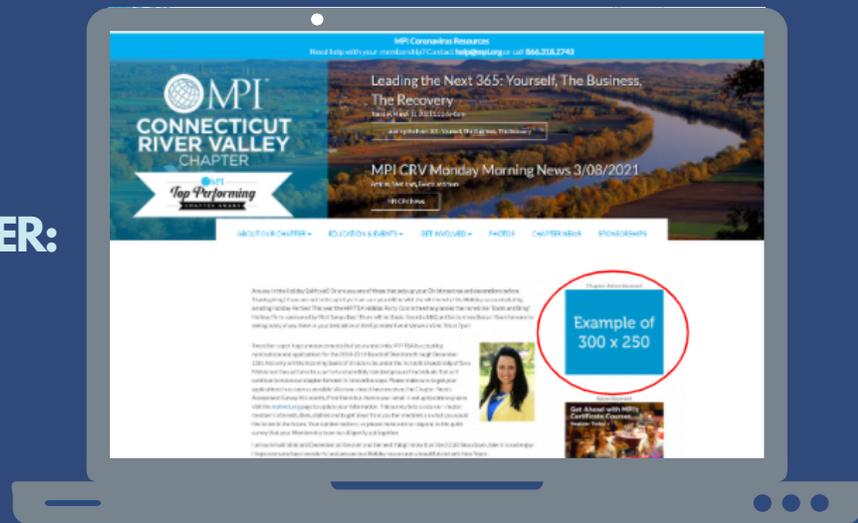
	MEMBER:	NON-MEMBER:
1 Month	\$50	\$100
6 Months	\$250	\$500
1 Year	\$450	\$900



Sidekick Ad

300 X 250 PIXELS

	MEMBER:	NON-MEMBER:
1 Month	\$75	\$150
6 Months	\$375	\$750
1 Year	\$675	\$1,350



Website
1,000+
Pageviews
Monthly

Live Event Partnership Options

Annual Strategic Partner (\$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 meetings/event throughout the year.
- 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 Quarterly Newsletters.
- A 2 minute time slot at 6 events of your choice, 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 Sponsor (In-Kind)

Venue sponsors provide complimentary meeting space to host a social 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 can select a Gold, Silver or Bronze sponsorship at an event of their choice (social or educational).

Gold Sponsor Benefits Include:

- The opportunity to deliver a 3 minute presentation to attendees.
- The opportunity to place a piece of marketing material at the seat of each participant.
- 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 Gold sponsor.
- Logo recognition on the presentation slides/event signage (if applicable).
- Logo recognition on the event registration page, linking to your website.
- Logo recognition on the promotional emails and social media materials used to promote the event .

Silver Sponsor Benefits Include:

- The opportunity to deliver a 1 minute presentation to attendees.
- Two 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 on the event registration page, linking to your website.
- Logo recognition on the promotional emails and social media materials used to promote the event.

Bronze Sponsor Benefits Include:

- One complimentary registrations to attend the sponsored event.
- Onsite verbal recognition as a Bronze sponsor.
- Logo recognition on the presentation slides/event signage (if applicable).
- Logo recognition on the event registration page, linking to your website.
- Logo recognition 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.
Pricing varies 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 Donation

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 company website.
- Verbal recognition of your gift sponsorship during the Event.
- Logo recognition 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 any MPI CRV event to distribute promotion materials, samples or a demonstration of your product/service.