



# **CONNECTICUT RIVER VALLEY**

CHAPTER

**MPI CRV**

**Strategic Partner Program**

**July 2017 – June 2018**

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**Sponsorship Opportunities**



## Who is MPI?

Meeting Professionals International (MPI) is a global community with over 18,500 members worldwide. MPI is the largest association for the \$280 billion meeting and event industry with 70 chapters and clubs in 20 countries around the world and is committed to providing innovative professional development, generating industry awareness, creating business development opportunities, and positioning meetings and events as a key strategic component of an organization's success.

MPI research shows that...

- MPI members collectively account for a total of **\$23 billion** spend on meetings per year
- Each MPI planner member has an average budget of \$1.5 million
- MPI planner members are responsible for more than 670,800 meetings per year
- 94% of MPI Members would prefer to do business with other MPI members

**MPI encourages all of its members to purchase from and sell service to MPI members. BUY MPI CRV.**

## Who is MPI CRV?

The MPI Connecticut River Valley Chapter (MPI CRV) is a regional professional organization that is comprised of 95 members, **40% of whom represent the planner community** (including association, corporate, government and independent planners.) Companies represented in this 40% include ASSA ABLOY, Boehringer Ingelheim Pharmaceuticals, Inc., Bozzuto's Inc., Covery's, eClinicalWorks, Evariant, LIMRA / LOMA LL Global, MassMutal, Subway World Headquarters, and Webster Bank.

The supplier community includes hotels, CVB's, DMC's, restaurants, audio visual companies, and transportation companies. MPI CRV has a vast amount of buying power with over \$66 Million in the industry annually!!

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.

***All proceeds go to MPI CRV to enhance members' education, scholarships, and events.***



## **Welcome to MPI CRV's Strategic Partner Program**

Partnering with MPI CRV is an opportunity to reach MPI CRV members at every level of the meeting and event planning business. Currently, there are 95 members in the MPI Connecticut River Valley Chapter – all are invited and encouraged to attend monthly meetings that include educational and networking opportunities.

This sponsorship program was developed to provide our Strategic Partners with opportunities to forge new relationships within the meeting planning communities within MPI. All of our packages are designed to maximize your exposure to our members. Look over the items and packages or contact us to design a customized package to meet your unique needs. Our goal is to add value to our relationship and to assist you in creating a return on your investment.

## **Partnering with MPI CRV presents a new avenue for marketing your products and services.**

Strategic Partnership Opportunities offer:

- Visibility for your products and services
- Business connections and Sponsorship opportunities
- Cost effective and highly visible Sponsorship options that are customized for your needs
- Optimal networking and public relations opportunities
- Support for your industry

Benefits of becoming a Strategic Partner with MPI CRV

- Reach meeting professionals in the Connecticut, Massachusetts and Rhode Island area.
- Strengthen and build relationships by meeting face-to-face with the meeting and event planning community in Southern New England
- Determine new and emerging event and meeting planning needs and trends
- Gain visibility and recognition of your organization's value in the planning community
- Keep abreast of your competition by highlighting your brand
- Expand your market penetration
- Establish and strengthen relationships with planners during monthly educational meetings and networking events
- Transform qualified leads into business opportunities
- Highlight your solutions to event and meeting planning



**It's easy to Partner with MPI CRV – custom design your Partnership Package to add value to your sponsorship plan.**

**Customize your own Partnership Package with the services below:**

**Tabletop and Collateral Exhibitor:** Would you like to get the word out and have handouts or a demonstration of your product / service? This is the best way to reach our attendees one on one. Purchase a table display at one of MPI CRV's upcoming available events to showcase what you have to offer. - **\$100.00**

**Podium Time with PowerPoint Presentation:** Want to reach MPI CRV event attendees all at once? Buy some podium time at one of our events. Up to 5 minutes of podium time at any education or networking event. - **\$100.00**

**Industry Article:** No one is a better expert in your field than you are! Here is your opportunity to submit an industry article in our MPI CRV quarterly eNewsletter to let everyone know that you are the "Go To" organization. Our eNewsletter is sent out on a Quarterly basis in July, October, January, and April to the entire MPI CRV database. - **\$100.00**

**Electronic Mailing (Premier Level Membership Only):** 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. - **\$200.00**

**Social Media VIP Package:** This package provides the sponsor with top billing in social media feeds. Posts will be shared on the MPI CRV pages and tagged in chapter event(s) posts. This will also allow the Sponsor to "co-host" the social media coverage for the MPI CRV event from their own account, boost our event posts, and help to grow both their following and brand's exposure to MPI CRV event's attendees. - **\$350.00**

**Host Bar Sponsorship:** Cover the cost of drinks at a networking, holiday, or gala event. Range based on event availability. - **\$200.00 - \$500.00**

**Host Food Sponsorship:** Cover cost of cocktail reception or dinner at an event. Range based on event availability. - **\$400.00 - \$700.00**



## **Sponsorship packages**

### **Basic package: \$250.00**

- Sponsorship of an Education event including:
  - 1 event registration
  - Logo on MPI CRV PowerPoint presentation at event
- Small ad on MPI CRV website (rotating) for six months

### **Bronze Package: \$500.00**

- Sponsorship of an Education event including:
  - 2 event registrations
  - Logo on MPI CRV PowerPoint presentation at event
  - Tabletop Display (6' table)
- Small ad on MPI CRV website (rotating) for six months
- Small ad on one of four MPI CRV quarterly e-newsletters
- Donated item for Tea Cup, Silent or Live Auction is requested but not required

### **Silver Package: \$1,000.00**

- Sponsorship of an Education event including:
  - 2 event registrations
  - 5 minute presentation at event
  - Logo on MPI CRV PowerPoint presentation at event
  - Tabletop display (6' table)
- Small ad on MPI CRV website (rotating) for six months
- Feature in one of four MPI CRV quarterly newsletters (200 words)
- Donated item for Tea Cup, Silent or Live Auction is requested but not required

### **Gold Package: Starts at \$1500**

- Sponsorship of an Education event including:
  - 4 event registrations
  - 5 minute presentation at event
  - Logo on MPI CRV PowerPoint presentation at event
  - Tabletop display (6' table)
- Logo on one MPI CRV event registration e-blast
- Feature in the MPI CRV quarterly newsletters (200 words)
- Donated item for Tea Cup, Silent or Live Auction is requested but not required



**Platinum Package: Starts at \$2000**

- Sponsorship of Annual Gala including:
  - 4 event registrations for June 2016 Gala
  - 5 minute presentation at Gala
  - Logo on MPI CRV PowerPoint presentation at event
- Logo on all MPI CRV Gala registration e-blasts
- Feature in one of four MPI CRV quarterly newsletters (200 words)
- Logo on PowerPoint for each chapter event
- Verbal Recognition as Annual Partner at each chapter event
- Donated item for Tea Cup, Silent or Live Auction is requested but not required

For In-Kind Partnership for MPI CRV event programs, please inform us of the value of your donation and we will work with you to determine a partnership package that fits your marketing needs.



MPI  
**CONNECTICUT  
 RIVER VALLEY**  
 CHAPTER

**Fiscal Year 2017-2018**

July/Aug/Sep 2017 Issue.....Friday, June 30, 2017  
 Oct/Nov/Dec 2017 Issue.....Friday, October 6, 2017  
 Jan/Feb/March 2018 Issue.....Friday, January 5, 2018  
 April/May/June 2018 Issue.....Friday, April 6, 2018

**Below is the MPI CRV 18 Month Calendar of Events.  
 At which event will you highlight your business?**

Proposed Date	Type of Event	Preliminary Topic	Location
Tuesday, July 18, 2017	Networking – After 5	New Member Meeting	FIDELCO
Tuesday, August 15, 2017	Evening Networking Event	Toastmasters Program, Teacup Auction	Changa Rosa
Tuesday, September 19, 2017	Lunch Education Event	“Planning the Unconventional Event”	The Big E
Tuesday, October TBD, 2017	Networking – After 5	Meeting Planner Horror Stories	TBD
Wednesday, November 1, 2017	Half Day Education Event	Safety and Security Topics	CT Convention Center
Tuesday, December TBD, 2017	Evening Holiday Party	Ugly Sweater Contest and Silent Auction	TBD
Monday, January 15, 2018	Dinner Education Program	TBD	The Simsbury Inn
Tuesday, February TBD, 2018	Dinner Education Program	TBD	LIMRA
Tuesday, March TBD, 2018	UMASS Student Education Program	TBD	UMass Springfield
Monday, April 9, 2018	All Day Hosted Buyer Program	XSITE New England	Hartford/Windsor Marriott
Tuesday, May TBD, 2018	After 5	TBD	TBD
Tuesday, June TBD, 2018	Annual Gala	Awards and Silent Auction	TBD



## What our Strategic Partners are saying!

“As a supplier member with MPI Connecticut River Valley, AFR continues to see results from the opportunities provided from the partnership. The chapter leaders insure that my organization receives as much ROI as possible. Packages have been customized to meet the needs of my organization and with each opportunity we have seen reward.”

Martin Barletta  
General Manager  
AFR Furniture Rental and Event Furnishings

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“The partnership between the MPI Connecticut River Valley Chapter and PowerStation Events has been mutually beneficial. We have met new clients, attended impactful education events and networked with area professionals who share similar goals and are passionate about the meetings and events industry. Being a partner and a member has been a rewarding and valuable experience and we'd recommend membership to any company seeking to make new and quality connections.”

Liz LaCava  
Director of Business Development  
PowerStation Events

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“MPI CT River Valley Chapter has been a great way to get our company more exposure to the meeting planners in the area. As a supplier, it is not always easy to get in front of the people behind the events and meet the decision makers; MPI CRV has given us the outlet to meet both likeminded professionals and future clients. The Riverview has seen great ROI in just the 2 years we have been members, it is true that that more you put into the Chapter the more you get out of it. I would highly recommend not just becoming a member, but getting involved: join a committee, get on the board, or just come to all of the events! I have made both professional and personal long-lasting relationships with other members and look forward to all the opportunities ahead!!”

Maureen Huntley  
General Manager  
The Riverview – Elegant Banquets LLC.

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“Within the first several months of joining MPI CRV, I saw an ROI that was equal to 3 years' worth of membership/event costs. This made it incredibly easy for me to justify the donations and sponsorship options Dave & Buster's has invested in since 2015. Not only has my membership benefited me in my career, I have grown to consider MPI CRV as an extended family. The connections I have made on the Board and within the Chapter are priceless and it's amazing to be surrounded by such driven and generous individuals.”

Brandon Kurtich  
Senior Sales Manager  
Dave & Buster's





## Strategic Partnership Donation Form

**Name:** [Click here to enter text.](#)

**Title:** [Click here to enter text.](#)

**Company:** [Click here to enter text.](#)

**Address:** [Click here to enter text.](#)

**City, State, Zip:** [Click here to enter text.](#)

**Phone:** [Click here to enter text.](#)

**Fax:** [Click here to enter text.](#)

**Email:** [Click here to enter text.](#)

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**Description of Donated Item or Partnership Opportunities:** [Click here to enter text.](#)

**Dollar Value:** [Click here to enter text.](#)

**If you would like to discuss a specialized Partnering Opportunity, please contact us at the contact information below.**

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### Credit Card Information

**Name on Card:** [Click here to enter text.](#)

**Type of Card:**  American Express,  Visa,  MasterCard,  Discover

**Expiration Date:**

**Credit Card Verification Code:** 3-digit for Visa, MasterCard, Discover, 4-digit for American Express:

**Signature of Cardholder:** \_\_\_\_\_

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**Please attach logos in Jpeg format.**

**Please send form to:**

Allyson J. Deckman  
Chapter Administrator  
MPI Connecticut River Valley Chapter  
701 Hebron Avenue – Third Floor  
Glastonbury, CT 06033  
**Phone:** 860.541.6438  
**Fax:** 860.541.6484  
**Email:** [mpicrv@gmail.com](mailto:mpicrv@gmail.com)



## Artwork Guidelines

- MPI CRV Website
  - o Only jpg, gif and png formats
  - o Be sure to include the link that you would like to be linked with your logo
    - Home Page Advertisers
      - 230 pixels wide x 110 pixels high
      - See image below that says Featured Advertisers with the AFR and MassMutual Center logos
    - Home Page Sponsors
      - 150 pixels wide x 100 pixels high
      - See image below that says CRV Sponsors with the Hilton Hartford logo
    - Interior Sponsor
      - 150 pixels wide
      - See image below that says CRV Sponsors with the Sheraton Hartford and Connecticut Convention Center logos
    - Interior Banner Ad
      - 728 pixels wide x 90 pixels high
      - See image below with the PowerStation Events logo
- Facebook
  - o If you are sponsoring an event be sure to include a logo that is 785 pixels wide x 295 pixels high
- For other media outlets please send your logo and link associated with the logo and we will adjust accordingly based on the outlet.
  - o Other media outlets include:
    - MPI CRV Quarterly Newsletter
    - MPI CRV Monthly Event E-Blasts
    - Twitter
    - PowerPoint Presentations at Events

Please email the appropriately sized logos and link associated with the logo, along with the required form, no later than 30 days prior to the scheduled date of advertising. PLEASE NOTE: MPI CRV may postpone advertising fulfillment if these guidelines and deadlines are not adhered to. **Please send ALL documentation to Gillian N. Palmer, MBA at [gpalmer@theBigE.com](mailto:gpalmer@theBigE.com) / (p) 413-205-5019 (f) 413-787-0127**



# CONNECTICUT RIVER VALLEY

## CHAPTER



2014-2015 MPI CRV BOARD

[Learn More](#)

### CONNECTICUT RIVER VALLEY Meeting Professionals International (MPI)

The Connecticut River Valley chapter of Meeting Professionals International (CRV MPI), established in 1982, empowers its members to increase their strategic value with top notch education, professional development and business growth opportunities. With over 100 seasoned members from across Connecticut and Western MA, CRV MPI's near equal planner-to-supplier ratio optimizes networking opportunities. We invite you to join us!

[JOIN MPI](#)

### WHAT'S NEW

5 | 7 | 2015

#### NOMINATE A COLLEAGUE FOR AN MPI CRV AWARD TODAY!

MPI CRV Awards Nominations for 2014-2015 are OPEN

5 | 1 | 2015

#### MPI Suppliers & Planners: Are you up for renewal this month?

May Renewal Incentive

[More News](#)

### UPCOMING EVENTS

5 | 19 | 2015

#### 2015 May After 5 Networking Event

6 | 2 | 2015

#### MPI CRV June Awards Gala: Fire & Ice...IT'S SO HOT - IT'S COOL



### FEATURED ADVERTISERS



MPI CONNECTICUT RIVER VALLEY CHAPTER  
330 Main Street - 3rd Floor  
Hartford, CT 06106  
Phone: 860.541.6438

INSIDE CRV  
KNOWLEDGE & RESOURCES  
MEMBERSHIP  
CAREERS  
EVENTS & NEWS

HOME  
SITE MAP  
CONTACT  
PRIVACY POLICY  
TERMS OF USE

MEMBER LOGIN

Email  
\*\*\*\*\*  
[Log In](#)

### EVENTS & NEWS

#### MPI CRV Events

- 2015 June Education Event
- 2015 May Networking Event
- 2015 June Awards Gala
- MPI Global Events
- Upcoming Events
- Past Events

#### Registration Forms

#### MPI Global Events

#### Email Signup

#### News

### CRV SPONSORS



- Entertainment
- Audio/Video
- Lighting/Staging
- Photography



- Decor
- Rentals
- Power Distribution
- Event Design

### MPI CRV EVENTS

Upcoming Events

All Upcoming Events [Filter by Category](#)

May 2015

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2015 May After 5 Networking Event  
5/19/2015  
5:30 PM – 7:30 PM  
[Register Now](#) [Event Details](#)  
[Edit](#) | [Delete](#)

Salute  
100 Trumbull Street  
Hartford, CT 06103  
[Driving Directions](#)

June 2015

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MPI CRV June Awards Gala: Fire & Ice...IT'S SO HOT - IT'S COOL  
Fire & Ice...IT'S SO HOT - IT'S COOL!  
6/2/2015  
5:30 PM – 9:30 PM  
[Register Now](#) [Event Details](#)  
[Edit](#) | [Delete](#)

Riverview  
10 Winslow Place  
Weatogue, CT 06089  
[Driving Directions](#)

2015 June Education Event  
Traveler Health and Safety - Travel Management and Conference Planning's Responsibility of Duty of Care  
6/18/2015  
5:30 PM – 8:00 PM  
[Register Now](#) [Event Details](#)  
[Edit](#) | [Delete](#)

Sheraton Springfield Monarch Place Hotel  
1 Monarch Place  
Springfield, MA 01144  
[Driving Directions](#)