

2025

# MPI GREATER NY SPONSORSHIP PROSPECTUS



MPI®

GREATER  
NEW YORK  
CHAPTER



## ABOUT MPI-GNY

Chartered in 1977, MPI Greater New York is recognized as one of the ten largest MPI chapters globally, with over 380 members representing more than \$340 million in buying power.

MPI's strength is in its members' dedication to the association, the profession, and the meeting industry at-large. This partnership will assist MPI in its ongoing efforts to bolster and increase professional development and networking opportunities.



# ABOUT OUR SPONSORSHIPS

As an overview, MPIGNY has great reach and exposure within the market. Each of our events attracts an average of 115 guests. Our social media following is very strong and reaches far more people than just our chapter members. Here are some metrics on our social media followers to give you an idea of the exposure your brand will receive:

Instagram: 1,807 followers

Facebook: 1293 followers

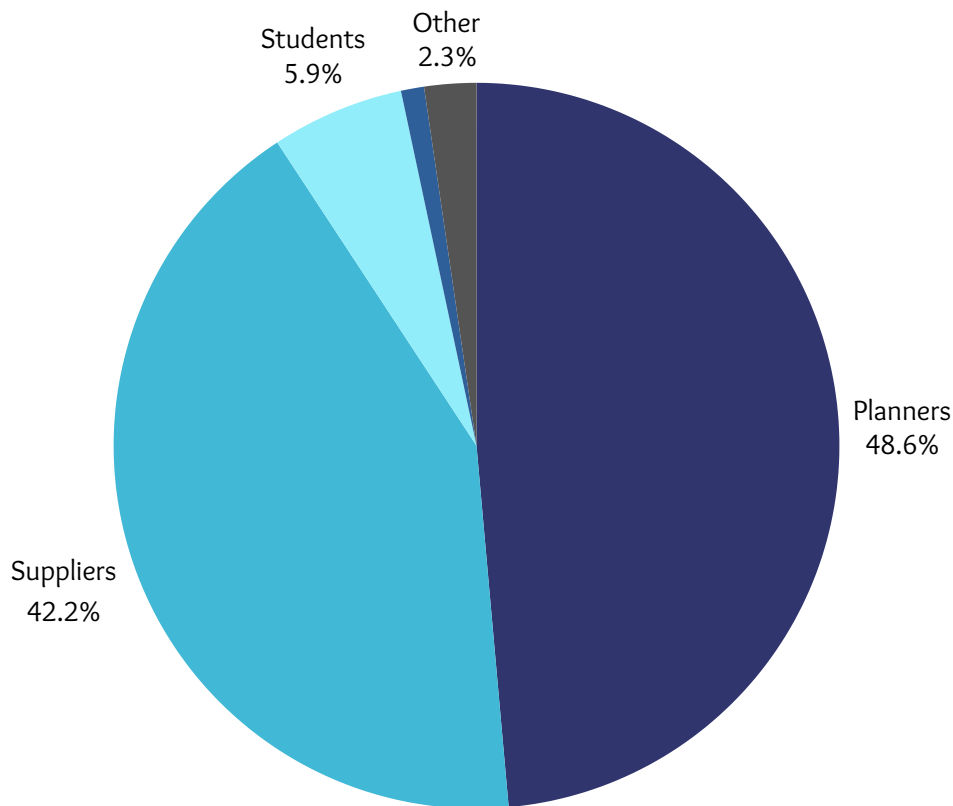
LinkedIn: 1801 followers

Twitter: 3,747 followers





# CHAPTER DEMOGRAPHICS



With over 380 industry professionals, including key decision-makers (planners and suppliers), this membership base offers sponsors a valuable opportunity for brand exposure, direct engagement, and industry influence. Additionally, students and faculty represent the next generation of professionals, providing long-term brand-building potential.





# PARTNER WITH US

*By sponsoring, you'll align your brand with industry professionals, gain high-impact visibility, and establish lasting connections.*

- Direct Access to Decision-Makers
  - Reach over 380 industry professionals who actively shape purchasing decisions.
- Brand Exposure
  - Position your company in front of engaged professionals who are looking for industry-leading solutions.
- Future-Proof Your Brand
  - Connect with students & faculty, the next generation of industry leaders.
- Targeted Engagement
  - With a well-rounded membership base, sponsors can build meaningful relationships that drive business growth.







# SPONSORSHIP LEVELS

## **Genie Awards Sponsorship:**

- Maximize visibility at a premier industry event with complimentary registrations and high-impact brand exposure.

## **Golf Outing Sponsorship:**

- Engage with key industry players in a relaxed setting while benefiting from exclusive branding opportunities.

## **Auction Sponsorship:**

- Promote your brand at a high-energy networking event with prime logo placement and interactive engagement.

## **Education Sponsorship:**

- Position your company as an industry thought leader through event sponsorship and targeted membership access.

## **Education Event Sponsorship:**

- Gain direct exposure to professionals through sponsored educational sessions and on-site branding.

## **Networking Event Sponsorship:**

- Build relationships with industry leaders at high-profile networking events while increasing brand recognition.

*More information about the packages on pages 9-11*





# SPONSORSHIP BENEFITS

## **Membership & Program Registration**

*Gain complimentary access to exclusive MPIGNY events, connecting directly with industry professionals and decision-makers. The amount of access and number of events depends on the sponsorship level.*

## **Digital Exposure**

*Showcase your brand year-round with prominent logo placement and website link on MPIGNY's digital platforms.*

## **On-Site Exposure**

*Elevate your brand visibility with prominent logo placement, signage, and recognition at MPIGNY events, ensuring direct engagement with industry professionals.*

## **Post-Event Benefits**

*Keep the momentum going with exclusive access to the event registration list, allowing for direct follow-ups, relationship-building, and closing valuable business deals.*



# SPONSORSHIP LEVELS

## Genie Awards Title Sponsor

- *Membership & Program Registration*
  - Six complimentary registrations to Genie Awards
  - Eight complimentary registrations any MPIGNY networking or educational event
  - Three complimentary registrations to the Annual Auction
- *Digital Exposure*
  - Prominent Logo Placement for one year on Sponsor section on MPIGNY homepage, Event page, all email communications regarding event
  - Ad with hyperlink to your website on mpigny.org homepage for 1 year pending availability, offered on a first come-first served basis
- *On-Site Exposure*
  - Sponsor recognition from podium at event
  - Logo placement on “Partner Slide” of PPTs and “Partner Signage” at sponsored programs
  - Deliver three minute presentation at sponsored programs
  - One 6ft table provided at sponsored programs
- *Post-Event Benefit*
  - PDF List of attendees



**\$15,000**

## Golf Outing Title Sponsorship

- *Membership & Program Registration*
  - Complimentary Hole Sponsorship including one complimentary ticket to the “Practice Round” Reception the night before the Outing
- *Digital Exposure*
  - Name and/or logo inclusion on all event publicity to be publicized as “MPIGNY SPONSOR Golf Outing”, or similar text
  - Prominent Logo Placement for one year on Sponsor section on MPIGNY homepage, Event page, all email communications regarding event
- *On-Site Exposure*
  - Distribution of literature/magazine in golf goody bag
  - One hotel room provided at participating hotel the night before event
  - Sponsor recognition from podium at program
  - Deliver three (3) minute presentation at program reception
- *Post-Event Benefit*
  - PDF List of attendees



**\$15,000**



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# SPONSORSHIP LEVELS

## Auction Title Sponsor

- *Membership & Program Registration*
  - One Parter team table or exhibitor space with Six complimentary registrations
- *Digital Exposure*
  - Prominent Logo Placement for one year on Sponsor section on MPIGNY homepage, Event page, all email communications regarding event
  - Ad with hyperlink to your website on mpigny.org homepage for 1 year pending availability, offered on a first come-first served basis
- *On-Site Exposure*
  - Sponsor recognition from podium at event
  - Logo placement on “Partner Slide” of PPTs and “Partner Signage” at sponsored programs
  - Deliver three minute presentation at sponsored programs
  - One 6ft table provided at sponsored programs
- *Post-Event Benefit*
  - PDF List of attendees



**\$15,000**

## Education Title Sponsorship

- *Membership & Program Registration*
  - One preferred membership to the MPIGNY chapter
  - Two complimentary registrations to each education event
- *Digital Exposure*
  - Name and/or logo inclusion on all event publicity to be publicized as “MPIGNY Education Sponsor”, or similar text
  - Prominent Logo Placement for one year on Sponsor section on MPIGNY homepage, Event page, all email communications regarding event
- *On-Site Exposure*
  - Sponsor recognition from podium at every
  - Logo placement on “Partner Slide” of PPTs and “Partner Signage” at sponsored programs
  - Deliver three minute presentation at sponsored programs
  - One 6ft table provided at sponsored programs
- *Post-Event Benefit*
  - PDF List of attendees



**\$22,000**





# SPONSORSHIP LEVELS

## Education Event Sponsor

- *Membership & Program Registration*
  - Two complimentary registrations to sponsored program
  - One complimentary registration to the Annual Genie Awards
- *Digital Exposure*
  - Prominent Logo Placement for one year on Sponsor section on MPIGNY homepage, Event page, all email communications regarding event
- *On-Site Exposure*
  - Sponsor recognition from podium at event
  - Logo placement on “Partner Slide” of PPTs and “Partner Signage” at sponsored programs
- *Post-Event Benefit*
  - PDF List of attendees



**\$6,000**

## Networking Event Sponsorship

- *Membership & Program Registration*
  - Two complimentary registrations to any future monthly MPIGNY networking or educational events (signature events excluded)
  - One complimentary registration to the Annual Genie Awards
- *Digital Exposure*
  - Logo Placement for one year on Sponsor section on MPIGNY homepage, Event page, all email communications regarding event
- *On-Site Exposure*
  - Sponsor recognition from podium at event
  - Logo placement on “Partner Slide” of PPTs and “Partner Signage” at sponsored programs
  - Creative integration of sponsor destination in on-site activations
- *Post-Event Benefit*
  - PDF List of attendees



**\$6,000**



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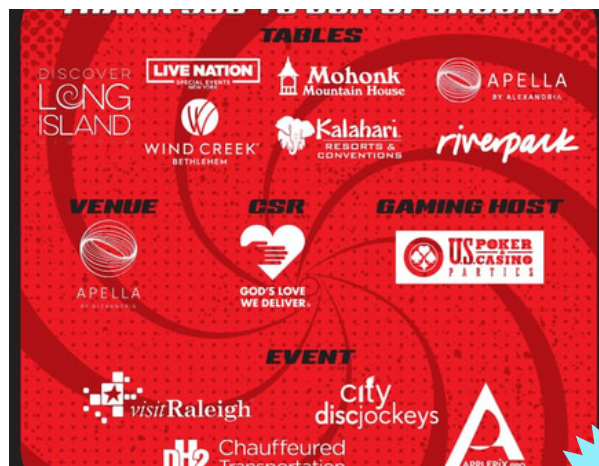
# LET'S WORK TOGETHER

*Get in touch with us today to learn more:*

Email: Rita Malek, [rmalek@tcb.org](mailto:rmalek@tcb.org)



*Check out our website:*





# NOTABLE PARTNERS



# THANK YOU!

*We cannot  
wait to work  
with you!*



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