



2021 - 2022 SPONSORSHIP BROCHURE
EXHIBITOR & CORPORATE SUPPORT OPPORTUNITIES

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WELCOME INTRODUCTION



Sam Toscano, CMP *President*

Dear Supporters,

WELCOME TO MEETING PLANNER INTERNATIONAL – UPSTATE NEW YORK!

WE ARE BACK!! I am pleased to invite you to become a supporter of our MPI Upstate New York Chapter.

MPI Upstate New York Chapter recognizes that your time and budget is more valuable now more than ever. Through our professional development programs and other association initiatives we support industry professionals and organizations. **We are an industry that is passionate about what we do.** Please consider becoming a supporter or member as we continue to elevate the meetings and events industry in our region.

This year we are excited about the sponsorships we're offering. We've worked diligently to offer supporters with a variety of marketing opportunities, each designed to seamlessly expand your company's reach and engagement.

We hope you will take advantage of one or more opportunities. Together we will bring back and elevate Upstate New York's Meeting & Events Industry to the next level. MPI UPNY will ensure that your contribution brings you the best outcome you are looking for.

Should you have any questions or concerns, please don't hesitate to reach out to me. I look forward to a great year and working with all of you.

Kind Regards,

Sam

WHY BECOME A SUPPORTER?

Our Reach

Our chapter now serves the Capital Region, North Country, Mohawk Valley, Central NY, the Finger Lakes, Western NY, Southern Tier and as far south as the Mid-Hudson region. We also have members in the Berkshires of Massachusetts and the Green Mountains of Vermont. In the recent merger with MPI's Eastern Great Lakes Chapter, we have extended our membership west to the Canadian and Pennsylvania borders.

About Meeting Professionals International (MPI)

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, MPI provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries. For more information go to www.mpiweb.org.



MPI Upstate New York has been recognized internationally for its award-winning newsletter and consistent member growth.

What can you expect?

250+ representatives of the Upstate New York Meetings & Events Industry.

Chapter Events that attract a broad audience covering industry suppliers and planners.

Sponsored Sessions designed to best highlight the know-how of your organization.

Non-stop Brand Awareness.

Interested in learning more?

Our packages offer you a wide range of opportunities that can be customized to your needs, budget, and the level of visibility that you want to reach.

Our Sponsorship Team is available for any questions you may have.

Also, in addition to our corporate partnership, A-LA-Carte opportunities are available to adapt to your specific budget, strategy and goals, whether looking for a high level of visibility before, during and after a chapter event.



What you Gain: * Professional Development * Exposure * Networking * Access

CORPORATE PARTNERSHIP PROGRAM

- All annual supporters are acknowledged on the MPI Upstate New York Chapter website along with a marketing badge during event(s).
- All supporter packages can be shared between two non-competing companies to form a multi-brand sponsorship. Essentially, both companies would share the cost & benefits. *Example: A hotel & A CVB.*

PLATINUM SUPPORTER \$2000+

ACCESS

- 6 Full Complimentary event registrations to an event(s) of your choice
- Acknowledgement of support on/in event communications
- Logo and link on event registration confirmation email advertising

EDUCATION/CONTENT

- 1 panel speaking opportunity on a panel
- Lightning speaking opportunity (10 minutes) during an event of your choice
- Opportunity to author one newsletter or blog article to be shared on website and MPI PNY social media channels and email

BRAND AWARENESS

- Company logo on ALL MPI UNY promotional materials (website & emails) – with enhanced profile on website
- Social Media Amplification & E-Blast
 - 2 branded e-blast to MPI UNY attendees, subject to approval
 - 1 sent the week after 1 event of choice

GOLD SUPPORTER \$1500+

ACCESS

- 4 Full Complimentary event registrations to an event of your choice
- Acknowledgement of support on/in event communications
- Logo and link on event registration landing page

EDUCATION/CONTENT

- Keynote Session/Speaker Introduction – {Exclusive-one sponsor per keynote}
- Lightning speaking opportunity (10 minutes) during an event of your choice

BRAND AWARENESS

- Company logo on ALL MPI UNY promotional materials (website & emails)
- Live Acknowledgment & Social Media Amplification

SILVER SUPPORTER \$1000

ACCESS

- 2 Full Complimentary event registrations to an event of your choice
- Acknowledgement of support on/in event communications

BRAND AWARENESS

- Logo Acknowledgement on website
- Live Acknowledgment & Social Media Amplification

A LA-CARTE OPPORTUNITIES



You can create your own unique variation by mixing and matching any of the A-LA-Carte offers.

SIGNATURE EVENTS

GALA CELEBRATION!

\$800

The MPI Upstate NY Annual Gala is a celebration of our colleagues and hints of what the year ahead in our industry in upstate New York will hold. This is an educational and inspirational gathering. This opportunity for the meeting and event industry and everyone supported by it to come together and celebrate our accomplishments and individuals that have made a significant contribution.

- Access – 1 Full Complimentary registration to Gala
- Brand Awareness - event sponsor signage, signature drink, opportunity for sponsor to provide event giveaway, and co-branded activation with MPI UNY.

~~Awards Sponsor~~ ~~\$425~~ ~~{1 Available}~~ **SOLD**

- ~~➤ Access – 1 Full Complimentary registration to Gala~~
- ~~➤ Brand Awareness – Brand visibility on stage during Awards Ceremony. Featured on event invitation as “Awards Ceremony Presented by Your Company”~~

Food and Beverage Sponsor \$425

Sponsorship available during Cocktail Hour & Dinner.

- Brand Awareness – Live Acknowledgement during event and "Sponsored by" signage.

GLOBAL MEETINGS INDUSTRY DAY

\$800

Each year, GMID brings together leaders from across the meetings and events industry, showcasing the impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on our industry. Global Meetings Industry Day (GMID) entertains hundreds of tourism professionals from across Upstate New York to celebrate and award industry leaders.

- Access – 1 Full Complimentary registration to GMID
- Brand Awareness - Sponsor logo and “Sponsored by Company Name” on signage throughout GMID, signature drink or snack station, and Co-branded activation with MPI UNY.

Awards Sponsor \$425 {1 Available}

- Access – 1 Full Complimentary registration to GMID
- Brand Awareness - Brand visibility on stage during Awards Ceremony. Featured on event invitation as “Awards Ceremony Presented by Your Company”

Food and Beverage Sponsor \$425

Sponsorship available during Cocktail Hour & Dinner.

- Brand Awareness – Live Acknowledgement during event and "Sponsored by" signage.

FALL FOCUS

\$800

Our Signature Professional Development Educational Event This signature event is a perfect opportunity for you to increase your visibility and to showcase your company or property to meeting planners and suppliers throughout the Chapter.

Food and Beverage Sponsor \$425

Sponsorship available during Cocktail Hour & Dinner.

- Brand Awareness – Live Acknowledgement during event and "Sponsored by" signage.

Education Session {Breakout/Concurrent sessions} \$400

Engage with attendees by sponsoring breakout session. As a sponsor, you'll be able to welcome attendees as they enter the session and kickoff the session with a 7-minute promotional presentation. Sponsors may select which session they want to sponsor; **only sessions that are not already sponsored by another company are eligible.**

- Access – Lightning Speaking Opportunity, 7-minute promotional presentation.
- Brand Awareness - hyperlinked logo will be placed on the overall agenda page

General Session Seat Drop \$400 {3 Available}

One piece of sponsor-produced collateral placed on each chair during select General Session at Fall Focus. Sponsor must provide collateral.

ONLINE EDUCATION

60 Minute Webinar/Online Meeting/Event \$700

Host or support and interactive webinar and be listed as an MPI UNY side event. Subject to approval. This opportunity includes pre-event promotion.

- Access – 1 Full registration to one programming event
- Education/Content - Invite selected speaker(s) to participate
- Brand Awareness – Logo showcased in email communications and branded virtual background

Branded Lunch & Learn OR Happy Hour Webinar \$700 {Each webinar is exclusively sponsored}

Host/Offer an educational webinar to members/non-members at either lunchtime or happy hour. Work with MPI UNY to choose relevant topic with speakers and Q&A but style it in 15- or 20-minute increments. Each speaker receives 15 or 20 minutes to speak – like TED-style talks. There would be 1 sponsored speaker and 2 or 3 invited speakers. *This can be in-person or virtual!*

- Access – 1 Full registration to one programming Event
- Education/Content – Invites selected speakers to participate
- Brand Awareness – Logo showcased in email communications and branded virtual background

NETWORKING & ENGAGEMENT

Cocktails & Connections Gatherings \$600 {3 Available for each}

Opportunity to host an interactive networking event with MPI UNY Members in a relaxed atmosphere. As the sponsor of one these gatherings, you will promote dialogue and conversation to help elevate an industry topic or industry current trend. *This can be in-person or virtual.*

- Access – Lightning Speaking opportunity - opening remarks up to 5 minutes.
- Education/Content – Sponsor may select topic(s) / trend(s)
- Brand Awareness – Logo showcased in email communication and social media mentions during gathering

Roundtable Breakfast Gathering \$600

Opportunity to host an interactive networking event with MPI UNY Members in a relaxed atmosphere. Attendees will then meet in small groups or pre-assigned breakout rooms for interactive & engaging networking. Work with MPI UNY in choosing topics, each table/room has a different topic. These sessions are 45 minutes long, enough time to cover topic(s) AND foster discussion (*This should be a discussion, NOT a lecture*) Then the remaining time, is to get reactions, comments of all. *This can be in-person or virtual.*

- Access – Lightning Speaking opportunity - opening remarks up to 7 minutes.
- Education/Content – Sponsor may select topic(s)
- Brand Awareness – One (1) pre-conference eblast & Logo and company description on tables

DIGITAL COMMUNICATIONS/ADVERTISEMENTS

Newsletter

\$300

Place a banner ad in one of the MPI UNY chapter e-newsletters distributed to current members. Only one advertiser per e-newsletter will be allowed.

- Brand Awareness - Banner ad in one of the MPI UNY chapter e-newsletters

E-Blast

\$300

Send a message with custom copy and up to one graphic to the entire attendee list with a custom e-blast dedicated entirely to your ad. Advertiser must provide copy (up to 150 words) and graphic.

- Brand Awareness – Custom e-blast for Gala or Fall Focus

Pre/Post Meeting Attendee List

\$300

Sponsors will receive contact information for attendees of the event of choice and have given permission for their contact information to be shared with sponsors. *(Includes full name, organization, position, city, and state. only)*

- Brand Awareness – Fall Focus or Global Industry meeting day lists

ADDITIONAL PARTNERSHIPS OPPORTUNITIES

Creative Sponsorships

Do you have an idea for a creative/custom sponsorship or promotion? We will work with you to create a sponsorship to fit your needs and budget. We welcome every idea and budget!

In-Kind Contributor

In-Kind contributions are encouraged and welcomed. As an In-Kind Contributor you provide Products or Services that support, promotes, and improves/adds to MPI Upstate New York Professional Development programs and Chapter events.

- Access – 1 Full complimentary to the event(s) for which you are contributing to
- Brand Awareness - Company logo posted to Sponsor section of Website

The possibilities are endless; the following are examples of In-Kind Sponsorship Opportunities.

- Venue Partner – *Contact us for more information on this strategic alliance*
- Floral & Linens
- Prizes & Auction Items Sponsors
- Media & Printer Sponsors can offer TV, radio, and digital or print
- Audio Visual sponsors can offer audio visual equipment for events and properties
- Hotel sponsors can offer discounted or complimentary rooms for staff, speakers, artists, and other VIP guests
- Your Idea Here!!

ARTWORK/LOGO SUBMISSION

Please email your company artwork/logo to sponsorshipmpiunygmail.com in any of the following formats: PDF, .tif, .jpeg, or .eps. PDF files should be written for "Press Quality". Graphics should be 300 dpi or better.

**For questions or more information, please contact email us at Sponsorshipmpiunygmail.com
MPI Upstate New York, P.O. Box 3261 Saratoga Springs, NY 12866.**



2021- 2022 Partnership Commitment Form

Contact Information (PLEASE PRINT)

Company _____

Contact Name & Title _____

Website _____ Email _____

Address _____ Phone _____

City _____ State _____ Zip _____

Yes! I would like to partner with the MPI UNY as indicated below:

<input type="checkbox"/> \$2,000+ Platinum	<input type="checkbox"/> \$1,500+ Gold	<input type="checkbox"/> \$1,000 Silver
<input type="checkbox"/> \$800 Gala	<input type="checkbox"/> \$800 GMID	<input type="checkbox"/> \$800 Fall Focus
<input type="checkbox"/> \$700 Branded L&L/Happy Hour		<input type="checkbox"/> \$700 60 min Webinar
<input type="checkbox"/> \$600 Cocktails & Connections		<input type="checkbox"/> \$600 Roundtable Breakfast
<input type="checkbox"/> \$425 F&B Fall Focus	<input type="checkbox"/> \$425 F&BGMID	<input type="checkbox"/> \$425 Awards Gala
<input type="checkbox"/> \$425 Awards GMID	<input type="checkbox"/> \$400 Ed Session	<input type="checkbox"/> \$400 Gen Session Seat Drop
<input type="checkbox"/> \$300 Newsletter	<input type="checkbox"/> \$300 E-Blast	<input type="checkbox"/> \$300 Attendee Lists
<input type="checkbox"/> Creative/Customized	<input type="checkbox"/> \$425 F&B Gala	<input type="checkbox"/> In-Kind Contributor

In-Kind Contribution Description: _____

Total Commitment \$ _____

Payment Options

☐ Enclosed is a check made payable to the MPI UNY.

☐ Please send a one-time payment invoice. (Payable within 30 days)

☐ Please charge my credit card in the amount as indicated.

☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

Print Name as it appears on card _____

Card Number _____ Exp. Date ____/____/____ CVV _____

Card Holder Signature _____ Date _____

Thank You!

Please return the completed form and payment option to:

MPI Upstate New York, P.O. Box 3261 Saratoga Springs, NY 12866.

For questions or more information, please contact email us at Sponsorshipmpiuny@gmail.com