

2026

MPI GEORGIA PLAYBOOK

SPONSORSHIP & ADVERTISING PROSPECTUS



FROM THE DESK OF THE HEAD COACH

With a deep history of serving the Georgia and southeast markets with quality education, networking and innovation, Meeting Professionals International Georgia Chapter's (MPI Georgia) membership is comprised of 446 members, representing \$327 million in cumulative annual buying power.

I invite you to review our 2026 Sponsorship Playbook as a first step in connecting with our powerful audience. We have multiple partnership opportunities...

- *Annual Sponsorships – Page 6*
- *Signature Event Sponsorships – Page 7*
- *Individual Event Sponsorships – Pages 8-9*
- *Advertising Opportunities – Page 11*
- *In-Kind Sponsorships – Page 12*

Our members want fresh ideas and are looking for new vendor relationships that can energize their events. MPI Georgia would appreciate the opportunity to partner with you to provide this type of exposure. Let's team up together to create a game plan that is a win for you!

Sincerely,

Ted Basco
2026 MPI Georgia President



Q: What is MPI Georgia?

Answer:

MPI Georgia is a professionally managed association that relies on the efforts of its many volunteers to provide the tools and resources for their fellow members.

As a volunteer-based organization, MPI Georgia seeks new talent in a wide variety of roles, from meeting management to marketing and finance. With many committees, and literally hundreds of roles to fill each year, getting involved in MPI Georgia is easy and fulfilling for anyone who is interested.

At MPI Georgia, our vision is to be the most highly regarded meeting industry association in the Southeast - in the eyes of planners, suppliers and the community at large, by providing innovative education, networking and professional development that increases the professional value for all involved.

BONUS:

For more info contact Abby Freeman

MPI Georgia Director of Strategic Partnerships

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LET US GET YOU IN THE GAME

Teaming up with MPI Georgia delivers a definite score by connecting customers and prospects to your products and services throughout every season. MPI Georgia is your teammate to help you create a winning network and expand your circle of influence within the MPI community with a variety of sponsorship opportunities. We have created a lineup of flexible opportunities to meet your needs. We work with you to look at the possibilities that will fit your sales objectives and increase your contact base and visibility, making you a champion on the field.



DON'T SEE YOUR PERFECT PLAY?

For more info contact Abby Freeman

MPI Georgia Director of Strategic Partnerships

@ afreeman@mitchellmeetings.com 678.427.8336



Who We Are:

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization 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 over 11,684 members and nearly 70 chapters.

Our Vision:

To inspire Georgia’s meeting and event professionals to foster an innovative, inclusive industry that drives local impact and global excellence.

Our Mission:

MPI Georgia connects and empowers the Chapter’s meeting and event community through strategic education, collaboration, and engagement.

Quick Facts



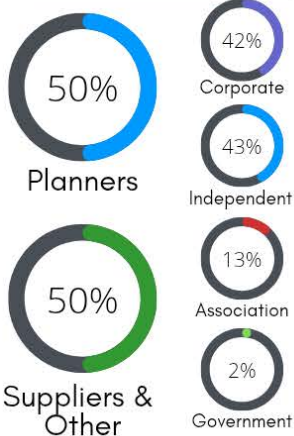
Largest chapter out of 70 global MPI Chapters



Members

\$299m

Buying Power



Digital Reach



1,064 Followers



1,692 Followers



1,952 Followers



Newsletter
Direct Email
449 subscribers

GETTING YOU TO THE **WINNER'S** CIRCLE

ANNUAL PARTNERSHIPS

	PLATINUM	GOLD	SILVER	BRONZE	FRIEND OF MPI GA
	\$30,000	\$20,000	\$15,000	\$7,500	\$2,500-\$6,999
Limits	2	4	6	10	unlimited
Base Menu	X	X	X	X	
Premier Menu Selections	3	2	1		
A la Cart Menu	3	2	2	1	
Per Event					X- Branding and one registration
Total Selection	6	4	3	1	

BASE MENU

- Logo on every MPI Georgia event slideshow (12 times per year)
- Logo on MPI Georgia's website Membership Directory page (Distributed to MPI Georgia members)
- 1st right of refusal of unique sponsorship opportunities (additional cost)
- Receive the member rate for MPI Georgia events
- Logo on chosen event(s) website
- Annual MPI Georgia Membership(s)-based on level

PREMIER MENU

- | | 3 | 2 | 1 |
|--|---|---|---|
| Two (2) Complimentary Registrations to all MPI Georgia Events | | | |
| Overall Program Sponsor for a Single Strategic Event: <ul style="list-style-type: none"> • Spring Summit (March) • The Classic (August) • Phoenix Awards (November) | | | |
| Educational Event Options: Choose ONLY One (1) (four (4) available) <ul style="list-style-type: none"> • Overall Program Sponsor • January, May, July, September | | | |
| Speaker Introductions (TBD) | | | |
| Networking Sponsor (non-exclusive) <ul style="list-style-type: none"> • February, April, August, October | | | |

Don't see your perfect lineup? No worries, we can make trades and substitutions for your perfect team!

GETTING YOU TO THE **WINNER'S** CIRCLE

ANNUAL PARTNERSHIPS

PLATINUM

\$30,000

GOLD

\$20,000

SILVER

\$15,000

BRONZE

\$7,500

**FRIEND OF
MPI GA**

\$2,500-\$6,999

A LA CARTE MENU

3

2

2

1

Face time with BOD after an onsite board meeting (4 available)

Educational Events Options:

Choose From:

- One (1) Exhibit Table (limit 5 per event)
- Table Host (Limit 10 per event)
- Option to Provide Raffle Item

Spring Summit: March Choose From:

- Social Media Takeover: Day of Event
- Signature Drink (If venue allows)
- Breakout Session sponsor (2 Available)
- Intro of One (1) Speaker (Not Keynote)

The Classic: August Choose From:

- Exhibit Table (5 Available)
- Game Choice (TBD)
- Social Media Takeover: Day of Event

Phoenix Awards: November

Choose From:

- Social Media Takeover: Day of Event
- Signature Drink (1 Available)

December Holiday Luncheon

- Exhibit Table (2 Available)

Leadership Development/Mentoring (Additional charge)

- Leadership Development Webinar (4 X per year)
- 12 Month Mentorship Sponsor including Recognition at Membership Mixers (3 X per year)
- Planner Exchange (Must provide swag)

Marketing & Communications:

Choose From:

- One (1) Dedicated Article in E-Newsletter about Company and Partnership
- One (1) Dedicated Email Blast to MPI Georgia Members

Don't see your perfect lineup? No worries, we can make trades and substitutions for your perfect team!

POWER PLAY

SPONSORSHIPS

● FOR SIGNATURE EVENTS ●

SPRING SUMMIT: MARCH 17, 2026

The Spring Summit concept is to incorporate a unique venue with a focus towards chapter and attendee engagement. We focus on innovative ideas, challenging the current state of the industry, and growing our members professionally as we look forward to the future of our industry.

Overall Event Sponsor: \$5500
Registration Sponsor: \$1500
Presentation Sponsor: \$3000
Lunch Sponsor: \$2500
Water Sponsor: \$1750
Morning Networking Coffee Sponsor: \$1750
Signature Treat/Break Sponsor: \$1750
Exhibitor: \$750
Social Media Sponsor: \$1000

THE CLASSIC: AUGUST 2026

Attendees will CONNECT with MPI GA friends, COMPETE in games, and CELEBRATE MPI connections, summertime and our featured charity. Lunch, games, and cocktail reception are included in the registration fee.

Welcome Drink Sponsor \$1500
Lunch Sponsor \$2500
Bar Sponsor \$2500
Water Station Sponsor \$800
Cocktail Reception Sponsor \$1250
Game Sponsor \$1500 per game
Giveback Sponsor \$750
Friend of the Classic \$400
Hosted Buyer: \$40 per registration

PHOENIX AWARDS: NOVEMBER 2026

A gala awards evening recognizing the highest achievements of members within the chapter ends our year with a bang.... this is a night of celebration!

Top Tier \$5500
Mid Tier \$3500
Supporting Tier: \$2000
Welcome Gift Sponsor \$2500
Board Reception Sponsor \$2500
Silent Auction Sponsor: \$2500
Takeaway gift sponsor \$1000
Registration sponsor: \$750
Promo video sponsor: \$500
Friend of the phoenix awards: \$350

Time 2

Tailgate

INDIVIDUAL EVENT
SPONSORSHIP
OPPORTUNITIES

EDUCATIONAL LUNCHEON EXHIBITOR

Showcase your company to our Luncheon attendees during the networking reception held just prior to the luncheon. To drive traffic to your booth and further enhance your exposure, you may offer a raffle item to members.

EDUCATIONAL LUNCHEONS

The #1 benefit MPI Georgia provides to its members is education. Your company will be placed in the spotlight as supporting high-level education for our industry. The luncheon also includes a networking reception. Estimated attendance is 80-120.

EDUCATIONAL SPEAKER SPONSOR

Partner with MPI Georgia to bring top-level, professional, national speakers to the MPI Georgia stage.

COMMUNITY SERVICE EVENTS

MPI Georgia supports various philanthropic organizations throughout the year. These events provide an opportunity for MPI Georgia members to give back to the community as well as network outside of the professional environment. Estimated attendance is 10-25.

SHINING STAR:
Opportunity to address the audience and present the award quarterly.

NETWORKING EVENTS

Opportunity to mix and mingle with meeting professionals in a fun and engaging atmosphere. Estimated attendance is 50-100.

MEMBERSHIP ORIENTATIONS

Membership orientations are held in conjunction with the Educational Luncheons and help members with best practices on how to maximize membership and participation in the chapter. Showcase your company to members that are looking to increase involvement and expand their network. Estimated attendance is 5-15.

VOLUNTEER FAIRS

The foundation of MPI Georgia is built on the service of our members. Support MPI Georgia as we promote our volunteer opportunities to our members. These events are held in conjunction with the Educational Luncheons. Estimated attendance is 80-120.

LET'S STRIKE UP A DEAL

*The benefits listed are for a single event.
Please contact us about becoming
an Exclusive Sponsor for Educational
Luncheons or Networking Events.*

EDUCATIONAL EVENTS			NETWORKING EVENTS			
Educational Luncheon Sponsor Not exclusive*	Educational Speaker Sponsor	Educational Luncheon Exhibitor	Networking Event Sponsor	Membership Orientation Sponsor	Volunteer Fair Sponsor	Community Service Event Sponsor
\$2500	\$1,000	\$300	\$1,500	\$250	\$250	\$250

ONLINE & PROMOTION

Logo / link on event website	X	X	X	X	X	X	X
Logo on all promotional materials	X	X	X	X	X	X	X
Message(s) via MPI Georgia's social media sites	X	X		X			X

EVENT REGISTRATION

Complimentary event registration	3	1	1	1	1	1	Unlimited
Online access to list of attendee names / companies	X	X	X	X	X	X	X

EVENT RECOGNITION

Option to address the audience from the lectern	5 minutes at luncheon	2 minutes at luncheon			3 minutes at orientation		
Option to introduce the speaker		X					
Verbal recognition from the lectern	X	X			X		
Exhibit table	X		X	X			
Logo on welcome presentation	X	X			X	X	
Option to distribute one promo or collateral item	X	X			X		
Option to provide raffle item(s) and present from the lectern	X	X	X	X	X	X	
Option to create custom cocktail with hosting venue				X			

PRESS PASS

MPI GEORGIA WEBSITE BANNER

Advertising on MPI Georgia’s website, mpigeorgia.org, highlights your company’s brand to MPI Georgia members and others searching for educational and networking opportunities, career and professional resources, member news, and more. For more information about banner ad sizes and amounts, please visit our [advertising page](#).

YOUR
COMPANY
HERE

Advertisement Type

Home Page Full Banner

E-NEWSLETTER ADVERTISING

Each month, MPI Georgia distributes four e-newsletters to its 445 members. Three times per month, MPI Georgia KeyNotes (goes out to members and non-members - about 1,300 people) provides updates including registration links for upcoming events and other important details. Re:Connect (members only) is published once per month with a focus on highlighting the membership.

PUBLICATIONS & ADVERTISING



LET'S TEE OFF A GREAT RELATIONSHIP



OFFICIAL SCORECARD / COURSE GUIDE



IN-KIND SPONSORSHIPS Here is a list of services needed and opportunities available.	VENUES	CATERING	AUDIO & VISUAL	PHOTO & VIDEO	DÉCOR, LINENS, FLORAL, ETC.	PRINTING	SIGNAGE	AUCTION ITEMS	RAFFLE & GIVE-AWAY ITEMS	TRANSPORTATION	ENTERTAINMENT
EDUCATIONAL EVENTS											
Luncheons	X	X	X	X	X		X		X	X	X
SIGNATURE EVENTS											
The Classic	X	X	X	X		X	X	X	X		
Phoenix Awards	X	X	X	X	X	X	X	X	X	X	X
Spring Summit	X	X	X	X		X	X	X	X	X	X
OTHER EVENTS											
Networking Events	X	X		X	X				X		
Volunteer Fairs	X	X	X	X					X		
Board Retreats	X	X	X						X		

REVIEWING THE STATS & GAME FILM

2025 MPI GEORGIA SPONSORS

ANNUAL SPONSORS



AFR

Amp'd Entertainment

Atlanta CVB

Atlanta Marriott Northwest at Galleria

Button It Up

Callaway Gardens

Cartersville Bartow CVB

Cartersville CVB

Classic Tents & Events

Cobb Travel & Tourism

Discover Dunwoody

Eagle Christian Tours

East Point CVB

Event Transportation Atlanta

Flowers of Marietta

Jekyll Island

LatinFreshGroup

Lillie Glassblower

LiveWire Coffee

Louisville Tourism

New Orleans CVB

Perdido Beach

Perdido Beach Resort

Photosynthesis Studios

Poretta and Orr

Reno/Tahoe

Salamander Hotels

Sandestin

Scout Living powered by Placemakr

Sensational Baskets

Simply Food Trucks

Snap Graphics

Spirited Event Group

Visit Detroit

Visit Indy

Visit Roswell

Visit Sandy Springs

Visit Virginia Beach

World of Coca-Cola Atlanta



MPI GEORGIA CHAPTER

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For more info contact Abby Freeman

MPI Georgia Director of Strategic Partnerships

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2026 MPI GEORGIA CHAPTER SEASON

DATE	EVENT
TUESDAY 1/20/26	Educational Luncheon
TUESDAY 2/10/26	Leadership Webinar
TUESDAY 2/17/26	Networking Event
TUESDAY 3/17/26	Spring Summit
TUESDAY 4/21/26	Networking Event
TUESDAY 5/19/26	Educational Luncheon
TUESDAY 6/16/26	Networking Event
TUESDAY 7/21/26	Educational Luncheon
AUGUST 2026	The Classic
TUESDAY 9/15/26	Educational Luncheon
TUESDAY 10/13/26	Leadership Webinar
TUESDAY 10/20/26	Networking Event
NOVEMBER 2026	Phoenix Awards
THURSDAY 12/10/26	Philanthropic Luncheon With PCMA And IAEE