



STRATEGIC PARTNERSHIP OPPORTUNITIES

JULY 1, 2020 – JUNE 30, 2021



TENNESSEE
CHAPTER



mpitn.strategicalliances@gmail.com



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MPI TENNESSEE

is currently recognized by
MPI Global as one of the
TOP PERFORMING CHAPTERS
i n t h e w o r l d



2018 Overall Chapter
Satisfaction Award

RISE Winner 2018 & 2016

2018 Leadership Satisfaction

2016 RISE Member of the Year,
former Chapter President Carol
Norfleet, CMP, DMCP

WHY PARTNER WITH MPI TENNESSEE?



The meetings industry contributes MORE to the United States GDP than air transportation, motion picture, sound recording, performing arts, and spectator sports.



Facebook
1,709 followers



Instagram
749 followers



Twitter
2,104 followers



Email List
50% open rate



330+ members represent over
\$185 million in buying power



Est in 1980 to provide **continuing ed, professional development, and business growth** to meeting professionals in TN and beyond



MPI Global has 17,500+ members in 52 chapters across 19 countries and is the **global authority and resource** for meetings and events



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TRADITIONAL SPONSORSHIP LEVELS*

	Mtgs/Mix Sponsorship	Gold Sponsor	Platinum Sponsor	Diamond Sponsor	
Description	One Time Benefit	Annual Benefits	Annual Benefits: (limited spots available)	Primary sponsor for all educational luncheons	
EDUCATIONAL LUNCHEONS	Ribbon on name tag	Sponsor Ribbon	Gold Ribbon	Platinum Ribbon	Education Ribbon
	Complimentary tickets	2 (can be split; CONNECT & GMID excluded)	4 (can be split; CONNECT & GMID excluded)	6 (can be split; CONNECT & GMID excluded)	12 (can be split; GMID excluded)
	Tabletop display + 2 min mic time	1 luncheons (GMID excluded)	1 luncheons (GMID excluded)	2 luncheons (GMID excluded)	4 luncheons (GMID excluded)
	Visual & verbal recognition	During sponsored luncheon	Every luncheon	Every luncheon	Every luncheon
ONLINE PROMOTION	Website visibility	1x: Logo w/hyperlink	Monthly: Logo w/hyperlink	Monthly: Logo w/hyperlink	Monthly: Logo w/hyperlink
	PlanIt Tennessee (chapter monthly newsletter)	1x logo	Monthly logo	Monthly logo	Monthly logo with hyperlink
	Dedicated E-Mail Blast to membership	--	1x annually	2x annually	2x annually
	Social Media mentions	thank you post in the month of sponsorship	regular monthly thank you posts	regular monthly thank you posts	each month's educational lunch post
	FB, LinkedIn, and/or Twitter dedicated post	1x annually (w/hyperlink)	3x annually (w/hyperlink)	6x annually (w/hyperlink)	6x annually (w/hyperlink)
GALA	Gala: visual recognition	--	included	included	included
	Gala: Comp tickets	--	--	2	4
Member Price	\$1,200	\$2,500	\$3,200	\$7,500	
Non-Member	\$1,500	\$3,000	\$4,000	\$9,000	

*The Strategic Alliances committee will reach out to you quarterly about benefit fulfillment, however it is the responsibility of the sponsor to schedule and supply promotional materials in a timely manner



QUARANTINE SPECIALS*

		\$500 Level	\$1,000 Level	A La Carte Options
	Description	Annual Benefits	Annual Benefits	MPI Tennessee Members only
EDUCATIONAL LUNCHEONS	Ribbon on name tag	Sponsor Ribbon	Sponsor Ribbon	--
	Complimentary tickets	2 (can be split; CONNECT & GMID excluded)	4 (can be split; CONNECT & GMID excluded)	--
	Tabletop display + 2 min mic time	--	--	--
	Visual & verbal recognition	During sponsored luncheon	Every luncheon	--
ONLINE PROMOTION	Website visibility	Logo w/ hyperlink for year	Logo w/ hyperlink for year	\$100: 1 month visibility
	PlanIt Tennessee (chapter monthly newsletter)	Monthly logo	Monthly logo	\$100: logo in 1 month's publication (limit 2/yr)
	Dedicated E-Mail Blast to membership	--	1x annually	\$250/ Email (limit: 1/yr)
	Social Media mentions	regular thank you posts	regular thank you posts	--
	FB, LinkedIn, or Twitter post	1x annually (w/hyperlink)	2x annually (w/hyperlink)	\$100/post (w/hyperlink)
GALA	Gala: visual recognition	--	--	--
	Gala: Comp tickets	--	--	--
	Member Price	\$500	\$1,000	
	Non-Member	\$700	\$1,250	--



Or 1-day Instagram Stories takeover \$200

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EDUCATIONAL LUNCHEONS

Average Attendance
120-150



Top Industry Speakers

(show: Michael Dominguez, President & CEO of ALHI & Michelle Johnson, President & CEO, Anchor Group)



Engaged Audience



Unique Venues



MIC TIME

Speak, show a promo video, or juggle- it's up to you!



TABLETOP DISPLAY

Table & optional skirting provided



NETWORKING MIXERS



Average Attendance
80



ONLINE PROMOTION

SOCIAL POSTS



PROMOTIONAL EMAILS TO MEMBERSHIP

From: MPI Tennessee Chapter <info@mpitn.org>
Subject: We Are Here To Help Our Community - Destination Music City
Date: May 12, 2020 at 1:51 PM
To: ashleigh@musicproductions.net



Hi all. At Gary Musick Productions and Destination Music City we've started making PLEXI Car Guards to assist with our transportation partners in keeping their drivers and passengers safe. These are sized to fit most SUVs and can be customized for an additional minimal fee. They are easy to remove and clean. They also work great for caregivers. We are here to help our community. Contact us for pricing information!

PUT YOURSELF AND YOUR PASSENGERS AT EASE WITH
PLEXI CAR GUARDS



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**SPONSORSHIPS ALSO
AVAILABLE FOR**

- Transportation
- Individual Monthly Luncheons
- Board Retreats
- MIX events
- CONNECT (2-day event)
- Annual Gala & Awards



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