



# **2020-2021 Sponsorship Prospectus**



## **A Marketplace for**

**Education**

**Human Connection**

**Career Growth**

# Welcome to the Meeting Professionals International Houston Area Chapter

**Dear Partner:**

**Sponsor and/or advertise with Meeting Professionals International – Houston Area Chapter.**

**Since 1978, MPI Houston Area Chapter has sought to elevate its members so they may become transformational leaders in the meetings, events and hospitality industry. The chapter currently has more than 250 members, drawn from across the Houston metropolitan area, with 41% of our membership being event planners. The group's combined estimated purchasing power is \$117 million on an annual basis.**

**By getting your company's name in front of our members, you can rest assured that your marketing dollars are reaching a targeted audience that may be difficult to reach in other, more traditional marketing formats.**

**Please do not hesitate to contact me with any questions and I look forward to creating a successful partnership. Make this your year to BE SEEN!**

**Sincerely,**



**Lori Roberts-Hurta, CMP**

President  
MPI Houston Area Chapter  
281-851-0114  
[lorihurta717@gmail.com](mailto:lorihurta717@gmail.com)

# MPI Houston Area Chapter wants to be your sponsorship partner!

We understand that your sponsorship dollars need to count and it is important to get in front of your target audience. Partnering with MPI HAC allows your company to reach industry decision-makers. By investing with us, your brand will extend to prequalified buyers who are searching for your products specifically for their business. Let us help you make that connection count.

## Our Global Market & Buying Power

*MPI HAC is composed of planner members representing the following organizations:*

AIG	Experience Houston	Norton Rose Fulbright
Acelity	ExxonMobil	Offshore Technology Conference
Anine	Ensemble Theatre	Pediatric Academic Societies
American Productivity & Quality Center	Friedkin Group	Meeting
American Society of Mechanical Engineers	Global Advisory Network	P2 Energy Solutions
Arena Energy	Greater Houston Dental Society	PointAbove
Association of Petroleum Negotiators	Greater Than Events, LLC	Consulting LLC
BDO USA, LLP	Halliburton	Procurigence, Inc.
Chevron Corporation	Haynes & Boone, LLP	Quorum Software
Christian Brothers Automotive Group	HelmsBriscoe	Qwick Strike
CITGO Petroleum Corporation	Hewlett-Packard	South Texas College of Law
ConferenceDirect	Houston Association of Realtors	Sustainable Brands
ConocoPhillips	Houston Community College	Sysco Corporation
Consolidated Graphics	Interfaith Ministries for Greater Houston	Texas A&M University
D.L. Hatchett & Associates, LLC	Insperty	Tullurian Inc.
Daikin North America, LLC	International Meeting Managers	TEXPERS
Emerson Automation Solutions	James Brown Jr. 360	Ultimate Events Unlimited
Energy Conference Network	Lex Mundi, Ltd.	United Airlines
Energy Transfer	LivaNova MD Anderson Cancer Center	United Salt Corporation
Etcetera Events, LLC	Meetings and Events	University of Houston
Eversheds Sutherland (US) LLP	Management Meetings to Incentives, Inc.	University of Houston Law Center
	MORI Associates/NASA	US Law Shield
	Motiva Enterprises, LLC	UT MD Anderson Cancer Center
		Waste Management
		Zurvita, Inc.

# We are the education resource of the Houston meetings community.

## About MPI Houston Area Chapter

With over 35 years of experience in career development education, MPI HAC continues to be the educational resource for Meeting Professionals. It has been our goal to build a rich global meeting industry. We continue to assist our members to be successful by connecting them to knowledge and ideas, offering opportunities to enhance their relationships and stay current with trends in today's marketplace.

## Our Community

Our membership is comprised of event and meeting professionals from students to senior level planners, servicing the corporate, association, government, and meeting management markets. We have supplier professionals that provide services to the entire meetings industry from hotels, restaurants, convention centers, CVB's, destination management companies, transportation services and everything in between. Through our membership, MPI HAC has been a strongly connected network in the global MPI community since 1978.

## Our Events

We know that education is an essential part of the meeting professional's career development. Our events range from luncheons with keynote speakers to evening networking gatherings with unique education opportunities to a full-day educational development conference. We offer various types of subject matter so that we can reach everyone's educational needs. We work hard to ensure a portion of our events offer CEU credits. We know our attendees have busy schedules - and that's why we conduct events at varying times of the day throughout the calendar year.

## The MPI Houston Area Chapter Advantage

- **\$390 Million** | The collective buying power of our chapter's planner members.
- **55** | The number of planner members in MPI HAC who control meeting budgets of \$1,000,000+
- **30%** | The percentage of planner members responsible for executing events for 1,000 or more attendees.
- **43** Certified Meeting Professionals
- **100%** | The amount of effort you will receive from the MPI HAC Advertising team to ensure your ROI

# MPI Houston Area Chapter Events

## CAP'D - Career Advancing Professional Development

Educational Luncheons – July, October, November, January, March, April



The chapter offers six annual education luncheons with a focus on topics most requested by our members. These programs begin with an hour of networking time to provide an opportunity to increase interaction with the attendees followed by a motivational, inspirational, or educational speaker.

## Fall Special Event

Fall Event - August

This fall we look to bring a half day virtual conference innovative experiences and ideas to our membership with a special showcase of top speakers and cutting edge vendors for today's business environment.

## Spring Special Event

Spring Event – February

**Women in Leadership Program** delivered by MPI. What are the skills necessary to be considered for high-level leadership roles, and how do they translate to the level of leadership you seek for your career? In MPI's Women in Leadership: Executive Skills Certificate Program, you'll learn about the key roles women play in the hospitality and meeting industries and how to overcome career obstacles to executive-level positions.

## A Night Among the Stars

Annual Awards Celebration - May



This premiere event honors a local industry icon as well as continues the chapter's tradition of recognizing the contributions of our volunteers that are invaluable to MPI Houston's success. The evening includes networking with industry peers, hors d'oeuvres, beverages, board member recognition, chapter member awards, and celebrating our honoree.

# Cash

## Sponsorship Opportunities & Benefits

Sponsor Levels and Benefits applicable from July 1, 2020 – June 30, 2021:

### MPI - Legacy of Distinction

Individuals and organizations that support us at this level, ensure that MPI-HAC will sustain and enhance services to our members, for fiscal year 2020-21. MPI - Legacy of Distinction Sponsors **contribute \$5,000** and will receive:

- A Complimentary Seat at Six (6) CAP'D Luncheons.
- One (1) Podium presentation at CAP'D Luncheon.
- Six (6) Complimentary tickets to A Night Among the Stars (ANATS) with business logo and name displayed at ANATS Gala.
- Special MPI - HAC ANATS Gala stage recognition.
- Logo included on all CVENT Invitations with mention as a MPI Legacy of Distinction sponsor.
- Logo included on MPI Facebook Page as MPI Legacy of Distinction sponsor.
- Recognition by MPI President during all events as a MPI Legacy of Distinction sponsor.
- Four (4) Eblast to all MPI Members – 4 Annually, One per Quarter.

### MPI - Cornerstone Benefactor

Individuals or corporate donors who support MPI-HAC with a **\$2,500 contribution** will receive:

- A Complimentary Seat at Three (3) CAP'D Education Luncheons
- Four (4) Complimentary tickets to A Night Among The Stars (ANATS) with business logo and name displayed at ANATS Gala.
- Special MPI-HAC ANATS Gala stage recognition
- Logo included on MPI Facebook Page as MPI Cornerstone of Distinction sponsor.
- Two (2) Eblast to all MPI Members – Annually

### CAP'D Luncheon Sponsorships:

- **Exclusive \$500 per event**
- **Shared - two (2) max - \$250 per event**
- Recognition from President and Three (3) Minutes Podium Time to address guests.
- Collateral (business card) on tables during event and one table top sign (to be provided by sponsor).
- Three (3) complimentary tickets to event.
- Listing on PowerPoint Presentation during event.
- Reference on CVENT invite.
- List of event attendees\*
- Added to Sponsor Page on Website for the entire year (July 1 – June 30).

*\* No less than 24 hours prior to the event, the chapter will provide the sponsor with a list of registered attendees' name, title, and company. Registered attendees' contact information will not be shared.*



## Additional Sponsorship/Advertising Options:

### Newsletter Ads:

Cost Per Issue\*

- Half Page - \$275.00
- Quarter Page Ad - \$150.00
- Last Page 1/8 Page or Business Card - \$75.00

### Advertisement Guidelines:

- Half page - 4"w x 6"h
- Quarter page - 2"w x 4"h
- 1/8 page or business card size - 1.5"w x 2"h. Only horizontal business cards accepted

Image Format - Only ad submissions/images in either .PDF or .JPG formats are accepted.

Resolution must be 300 dpi. Ads promoting “Buy MPI” with discounts associated are encouraged.

\*20% discount when purchasing multiple ads on an annual basis (July 1 – June 31)

### Social Media Ads:



**Per Post, Per Platform - \$100**

**Per Post, All Platforms - \$450**

**Eblasts: Sent to entire membership (250+) \$200 per exclusive Eblast – only one sent per month, twelve (12) total are available.**

- PDF Format
- Two Clickable Links
- Board to have final approval of Eblast content

\* Banner ad will run on [www.mpihouston.org](http://www.mpihouston.org) for the noted timeframe. The chapter will provide reports based on click-through for each sponsor ad.

# In-Kind

## Sponsorship Donations

*A perfect opportunity to BE SEEN!* Get in front of your targeted audience; sponsor an MPI Houston Area Chapter event. There are multiple events throughout the year where your product or service would be an ideal fit.

### Opportunities include:

- Venues: Hotels / Resorts / Convention Centers / Event Centers
- Caterers & Restaurants
- Destination Management Companies (DMC)
- A/V Services Providers & Entertainment Companies
- Printing Services
- Photographer & Video Services
- Transportation Companies
- Decorations, Linen & Floral Services
- Awards
- Raffle Items

### Benefits for all in-kind sponsors include:

- Logo on all marketing collateral for event(s) your sponsorship correlates with
- Logo on screens and/or programs for event(s) your sponsorship correlates with
- Logo recognition on e-newsletter for month(s) your sponsorship correlates with
- Chapter sponsor recognition on all MPI HAC social media pages
- Chapter sponsor recognition at A Night Among the Stars
- First option for ticket to A Night Among the Stars at discounted sponsor price
- Entry into the *Annual Silver Fork Award* for all event venue sponsors

### Policy for In-Kind Sponsorship Donations:

The chapter will give 100% sponsorship credit for the retail value of the in-kind donation if the sponsorship is provided in full (no money required from the chapter, unless otherwise pre-negotiated). Should the in-kind donation not be a 100% donation, though instead a percentage of the total retail value, the chapter will give in-kind credit on a sliding scale to the donating sponsor.



## Event Sponsorship:

### Host Venue CAP'D Luncheon:

- **MPI to pay maximum of \$18.00 per person all-inclusive fee paid by MPI to host venue for following services:**
- Plated/Served Hot Meal:
- Protein, Starch, Veggie, Salad, Roll, Dessert, Iced Tea and Coffee
- Audio Visual - Complimentary 8'x12' stage with lectern, One (1) lectern microphone, One (1) wireless lapel microphone, LCD projector and screen package, One (1) AV support person.
- IT - Complimentary wireless internet access for registration and access for presenter in general session room.
- Parking - Complimentary or discounted parking offered for luncheon attendees and speaker (if applicable).
- Overnight Stay - Complimentary One (1) night stay for the speaker on the night prior to or of the event (if applicable).
- Recognition from President and Three (3) Minutes Podium Time to address guests and Option to Tour Guests before and/or after the luncheon.
- Collateral (business card) on tables during event and one table top sign (to be provided by sponsor).
- Three (3) complimentary tickets to event.
- Listing on PowerPoint Presentation during event.
- Reference on CVENT invite.
- List of event attendees.
- Added to Sponsor Page on Website for the entire year (July 1 – June 30).

### Host Venue Special Event:

- **MPI to pay maximum of \$18.00 per person fee, all-inclusive, paid by MPI to host venue for following services – if host venue is supplying Food and Beverages:**
- Food & Beverage Service TBD (Event Specific).
- Audio Visual - Complimentary 8'x12' stage with lectern, One (1) lectern microphone, One (1) wireless lapel microphone, LCD projector and screen package, One (1) AV support person.
- IT - Complimentary wireless internet access for registration and access for presenter in general session room.
- Parking - Complimentary or discounted parking offered for luncheon attendees and speaker (if applicable).
- Overnight Stay - Complimentary One (1) night stay for the speaker on the night prior to or of the event (if applicable).
- Recognition from President and Three (3) Minutes Podium Time to address guests and Option to Tour Guests before and/or after the luncheon.
- Collateral (business card) on tables during event and one table top sign (to be provided by sponsor).
- Three (3) complimentary tickets to event.
- Listing on PowerPoint Presentation during event.
- Reference on CVENT invite.
- List of event attendees.
- Added to Sponsor Page on Website for the entire year (July 1 – June 30).

## In-Kind Sponsorship:

- Collateral (business card) on tables during event and one table top sign (to be provided by sponsor).
- Recognition from President during event.
- \$10 off tickets to said event, Maximum of three (3) tickets.
- Listing on PowerPoint Presentation during event.
- Reference on CVENT invite.
- Added to In Kind Sponsor Page on Website for the entire year (July 1 – June 30).

# Sponsorship Donation Opportunities:

*We rely on your partnership!* Chapter events depend upon the time and talent of both our volunteer committee members and suppliers that produce and/or provide goods and services for the chapter.

## Venues

- Hotels / Resorts
- Convention Centers
- Event Centers
- Caterers
- Restaurants

## Destination Management Companies

Are you interested in joining forces with the chapter to facilitate an incredible event, teambuilding exercise, or other creative option?

## A/V Services Providers & Entertainment Companies

- A/V Equipment / Productions
- Entertainment / Themed event options
- Lighting
- DJ / Band
- Photo Booth

## Printing Services

- Programs
- Invitations

## Photographer & Video Services

- Photos captured at all chapter events
- Web link to view all event photos with option for purchase
- Photo rights provided for MPI HAC to utilize photos on website and social media
- Ease of accessibility for mass upload of photos onto website and social media
- Videography of speaker presentations or special events
- Video production for event marketing

## Transportation Companies

- (6) Roundtrip airport transfers for educational luncheons
- (1) Roundtrip airport transfer for annual board retreat
- (1) Roundtrip airport transfer for mid-year board retreat
- (2) Roundtrip airport transfers for chapter sponsored WEC attendees
- Option to provide raffle items for special events

## Decorations, Linen & Floral Services

- Linens
- Centerpieces
- Floral
- Décor
- Accents
- Tables
- Chairs

## Awards

- Specialty Award for honoree
- (8) Chapter Member Recognition Awards
- (16) Board of Director Awards for the outgoing board members

## Raffle Items

Items for silent or live auction at special events Examples include airline tickets, hotel stays, sporting event tickets, gift cards, etc.

# Let's Get Started!

Complete the *Sponsorship Interest Form* online at [http://mpihouston.org/Sponsorship\\_Opportunities](http://mpihouston.org/Sponsorship_Opportunities) or email the form found on the following page.

Your Sponsorship Interest will be directed to the committee(s) for which you indicate you would like sponsor.

Benefit fulfillment instructions will be sent out upon receipt of a fully executed Sponsorship Commitment Contract and can be used or distributed as the sponsor sees fit throughout the terms of the agreement.

Questions? Please reach out to Lori Roberts-Hurta, CMP, President, at [lorihurta717@gmail.com](mailto:lorihurta717@gmail.com)

Thank you  
for your partnership!



## Sponsorship Interest Form

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First Name

Last Name

---

Designation

Title

---

Organization

---

Address

---

City

State

Zip

---

Direct – Office

Cell Phone

---

Email

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Web Address

Sponsorship Interest:    Cash \_\_\_\_\_    In-Kind \_\_\_\_\_

Overview of offer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Budget: \$ \_\_\_\_\_    In-Kind Donation Value: \$ \_\_\_\_\_

Please complete and email this form to Lori Roberts-Hurta, CMP @ [lorihurta717@gmail.com](mailto:lorihurta717@gmail.com)  
or you may complete our online form directly on our website, [http://mpihouston.org/Sponsorship Opportunities](http://mpihouston.org/Sponsorship_Opportunities)