



MPI

**DALLAS/
FORT WORTH**
CHAPTER

Sponsorship Opportunities

2023-2024



MPI D/FW drives member engagement by hosting dynamic monthly education and networking events. These events give you the opportunity to gain an audience with our membership, showcase your venue, talk about your city, or simply tell us why it is great to do business with you!

**Engage our members and see your
Return On Investment!**



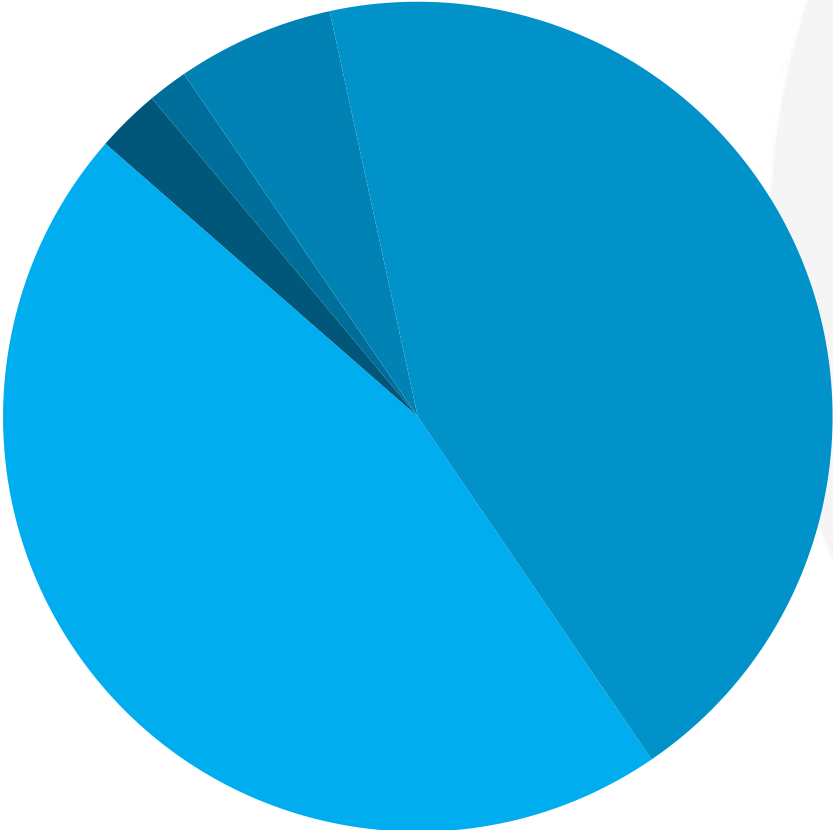
About Us

The meeting and events industry is a \$263 billion business with over 1.8 million meetings held annually. One of the five largest MPI chapters in the world, MPI Dallas/Fort Worth is consistently recognized for its best practices, member engagement and experiences. The MPI D/FW Chapter is the only chapter to be named MPI's "Chapter of the Year" a record breaking five times.

Founded in 1977, the chapter now boasts more than 400 members and hosts a robust schedule of networking and educational events throughout the year. Our chapter's demographic includes 47% planners, 46% suppliers, and 2% faculty and students. MPI D/FW Chapter supports an I BUY MPI Philosophy, meaning that we support our members buying from one another. The MPI D/FW Chapter represents \$405,375,000 in buying power for our industry that's from our planners and suppliers combined. Imagine meeting decision-makers face-to-face and making a lasting impression for weeks to follow with use of exciting marketing opportunities showcasing your products in front of this audience!

MPI D/FW Chapter Membership

- Planners: 210
- Suppliers: 200
- Other: 23
- Students: 9
- Faculty: 3



47%

Planners



\$405M+
Annual Buying Power



400+
Members Served

Opportunities to Engage

2023-2024 Calendar of Events

Program	Date	Venue	Sponsor(s)
January Chapter Experience	Thursday 1/25/2024	Dallas Marriott Downtown	Sponsorships Available
MPI D/FW Board Meeting & Past Presidents Reception	Tuesday 2/13/2024	The Crowne Room	Sponsorships Available
MPI D/FW Education Day & Supplier Showcase	Wednesday 3/20/2024	OMNI Frisco Hotel @ The Star	Sponsorships Available
CMM/CMP Breakfast	Thursday 4/25/2024	Live! By Lowes Arlington	Sponsorships Available
Volunteer and Membership Appreciation & Mixer	Thursday, 5/2/2024	Venue Sponsorship Available	Sponsorships Available
MPI D/FW Annual Awards Gala Dinner	Thursday 6/20/2024	Venue Sponsorship Available	Sponsorships Available
Emerging Leaders	Thursday 7/11/2024	Venue Sponsorship Available	Sponsorships Available
Party Fest	Thursday 8/22/2024	Dallas Market Hall	Booth Sponsorships Available
Fundraiser Special Event	Thursday 9/26/2024	Venue Sponsorship Available	Sponsorships Available
Fall Chapter Experience/No Booth Tradeshow	Thursday 10/24/2024	Venue Sponsorship Available	Sponsorships Available
Membership Mixer	Thursday 11/14/2024	Venue Sponsorship Available	Sponsorships Available
December Holiday Experience	Thursday 12/12/2024	Venue Sponsorship Available	Sponsorships Available

MPI D/FW Event Types

CHAPTER OF EXCELLENCE



2 0 2 3 C H A P T E R A W A R D

EDUCATIONAL EVENTS

October and January Chapter Experience Luncheons

- MPI D/FW provides quality education programs including networking opportunities for meeting professionals and suppliers. Our events are typically scheduled for the fourth Thursday of the corresponding month. These events include networking, career cafes, new member orientations, Corporate Social Responsibility (CSR), MPI news announcements and an educational speaker.
- Estimated # of Attendees: 150-175

Fall Emerging Leaders Evening Event

- The Fall Emerging Leaders program traditionally takes place on August and is one of the more unique events on the MPI D/FW calendar. Highlighting our mentorship program, and featuring topics around leadership and self-improvement, this evening event features networking, dinner, and a prolific speaker.
- Estimated # of Attendees: up to 75-100



EDUCATION DAY

Full Day of Education, Networking and Supplier Showcase

- This annual event is unlike any other on our calendar. Featuring dynamic keynote sessions and multiple breakout sessions, attendees have the opportunity to earn coveted continuing education (CE) credits accredited by the Events Industry Council (EIC), which can be applied toward a Certified Meeting Professional (CMP) certificate.
- In addition to multiple keynote speakers and breakout sessions, the event features a luncheon, happy hour mixer, plenty of networking, and a supplier showcase featuring all the best local and national suppliers the industry has to offer.
- Sponsorship opportunities include meal breaks, keynotes, breakout sessions, and much more.

Estimated # of Attendees: 100-150

15+

EDUCATION
SESSIONS

10+

EXHIBIT
BOOTHS

6+

CE CREDITS
AVAILABLE

50/
50

ATTENDANCE
SUPPLIER:PLANNER



SPECIAL EVENTS

Fall Fundraising Event

This annual event, held in the Fall offers planners and suppliers opportunities for networking and engaging while participating in friendly competition. Guests can enjoy noshing and drinking, while building relationships, with plenty of exposure for new and a recommitment of sponsorships.

Estimated # of Attendees: 100

December Holiday Experience

Held in December, the Annual Holiday Experience is a social event within a festive atmosphere, and a time of reflection of the Chapter's yearly accomplishments. It is also a great opportunity for planners and sponsors to collaborate and highlight their creativity with fantastic beverages, culinary delights, beautiful décor, and energizing entertainment.

Estimated # of Attendees: 150-200

Spring CMP/CMM Breakfast

Typically held in April, the Certified Meeting Planners (CMP) and Certified Meeting Managers (CMM) Breakfast is an annual tribute to all CMPs and CMMs in the DFW area. Some planners may not be members of the MPI DFW Chapter, which may increase the breadth of reach for sponsorship opportunities. This is the single event with the highest cross section of CMP/CMM's, and general membership in attendance. It is heavily subsidized for CMPs and CMMs, with a high-profile keynote speaker as part of the program.

Estimated # of Attendees: 150-200



SPECIAL EVENTS (continued)

Annual Awards Gala Dinner

- The MPI D/FW Annual Awards Gala Dinner, held in June, is the highlight of the year. Chapter achievement awards are presented to members who have made exceptional contributions to the MPI DFW chapter over the previous 12 months.
- Estimated # of Attendees: 150-200

NETWORKING EVENTS

November & May - Member Mixers May - Volunteer Appreciation

Event

- MPI D/FW Networking Events provide excellent exposure to unique locations and offer members an opportunity to network in a fun and relaxed atmosphere to get to know their fellow members and strengthen connections.
- Estimated # of Attendees: 75-125

MPI D/FW In-Kind Opportunities

● = Sponsorship Opportunity Available

Relationships are the key to success, especially when you are selling you. MPI D/FW offers fantastic opportunities to introduce yourself and your services to a targeted audience of purchasers. Find your next client and begin lucrative relationships by partnering with us during these unique networking events where you can become the star of the show!

Program	AV & Production	Caterers & Restaurants	Entertainment	Event Design & Décor	Floral Services	Photography	Printing & Signage	Speakers	Venue	Wine & Spirits
January Chapter Experience	●	●	N/A	●	●	●	●	●	●	N/A
Emerging Leaders	●	●	●	●	●	●	●	●	●	●
March Education Day	●	●	●	●	●	●	●	●	●	●
April CMM/CMP Breakfast	●	●	●	●	●	●	●	●	●	●
May Volunteer Appreciation	●	●	N/A	●	●	●	●	N/A	●	N/A
May Membership Mixer	●	●	N/A	●	●	●	●	N/A	●	●
MPI D/FW Gala Dinner	●	●	●	●	●	●	●	N/A	●	●
Fall Chapter Experience	●	●	●	●	●	●	●	N/A	●	●
Fall Fundraising Event	●	●	●	●	●	●	N/A	●	●	N/A
November Membership Mixer	●	●	●	●	●	●	●	N/A	●	●
December Holiday Experience	●	●	●	●	●	●	N/A	N/A	●	●
	●	●	●	●	●	●	●	N/A	●	●

Annual In-Kind Sponsor

MPI D/FW is offering the opportunity for suppliers to commit to a full year of in-kind sponsorship. This type of sponsorship offers consistent, repeated and unrivaled opportunities to market your brand to our membership.

Annual Sponsorships are available in the following areas:



**Audio Visual &
Production**



**Event Design,
Décor, Florals**



Photography



**Printing &
Signage**

Full Year of Sponsorship

- Minimum of 6 events
- Platinum Sponsorship benefits*
- Includes **(1) MPI D/FW Chapter Membership**

Partial Year of Sponsorship

- Minimum of 4 events
- Gold Sponsorship benefits*

MPI D/FW Sponsorship Benefits

Sponsor Level of Overall Donations

	Platinum	Gold	Silver	Bronze
Investment Amount*				
Cash	\$10,000+	\$5,000+	\$2,500+	\$1,000+
In-Kind	\$20,000+	\$10,000+	\$5,000+	\$2,000+
Company logo projected on screen at sponsored event (if applicable)	●	●	●	●
One complimentary registration to sponsored event	●	●	●	●
Recognition in event promotions	●	●	●	●
Stage Recognition at sponsored event	●	●	●	●
Spotlight in our digital promotions leading up to the meeting w/ logo link (\$900 Value)	●	●	●	●
Featured on Sponsor List on MPI D/FW Chapter website w/link at appropriate level	Logo w/ existing	Logo w/ existing	Logo	Logo
Tabletop exhibit during reception / registration at event to display materials	●	●	●	
Company materials or gifts available to attendees at the sponsored event	●	●	●	
Banner ad in one issue of newsletter (within 60-90 days of sponsored event, 800 x 250)	●	●		
Social Media spotlight post on Facebook or Instagram or Twitter (Square Image)	●	●		
Podium Time at Sponsored Event (up to 3 min)	●	●		
(1) Registration to our Annual No Booth Tradeshow (bag only/based on availability)	●	●		
Banner Ad on the MPI D/FW Chapter Website (1 month static and 6 months rotating \$2,300 Value)	●	●		
Recognition of Sponsorship Level in Annual Directory	●	●		
Opportunity to show promotional video (3-4 min)	●			



ADDITIONAL OPPORTUNITIES

SUPPLIER SHOWCASE

We are hosting a supplier showcase as part of our Education Day with MPI DFW on March 21, 2024. Details for supplier showcase and exhibit opportunities coming soon.

SILENT AUCTIONS & RAFFLES

Each year MPI D/FW hosts two silent auctions (December Holiday Event and the June Gala) that raise scholarship funds for members to use towards personal education opportunities, CMP studies, or attendance to the Annual MPI WEC convention. The chapter generally raises approximately \$5,000 in donations at each silent auction.

MPI D/FW also offers a substantial number of raffle prizes to award their members throughout the year at a variety of activities.

Donating silent auction items and raffle prizes can be a simple, inexpensive and effective way to market your business to our membership. We are collecting donations all year long.



2024

MEMBERSHIP & RESOURCE GUIDE



MPI DALLAS/FORT WORTH CHAPTER 2024 MEMBERSHIP & RESOURCE GUIDE

DIGITAL ADVERTISING

Take advantage of our digital advertising opportunities to reach out to our members. Our website was recently revamped with a contemporary impression of our chapter. We have garnered more interest and grown impressions. Our members regularly use our site for current calendar events, member directory access and current industry news every month. The Chapter's key communication tool, quarterly e-Blast, is sent to over 1,000 industry professionals. In addition, we have communications surrounding our events.

Online exposure ensures your brand will reach your target audience of Meeting Professionals and build brand awareness for your company.

- Website Banner Advertising: a variety of different options are available including a premier annual website sponsorship
- e-News Advertising: Become a sponsor of MPI D/FW's quarterly newsletter.

Thank you for supporting the MPI D/FW Chapter



Ready to commit? [Click here to fill out our sponsorship form for tracking and fulfillment purposes.](#)

Have questions? Reach out to either of the following:

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