



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, to 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!**



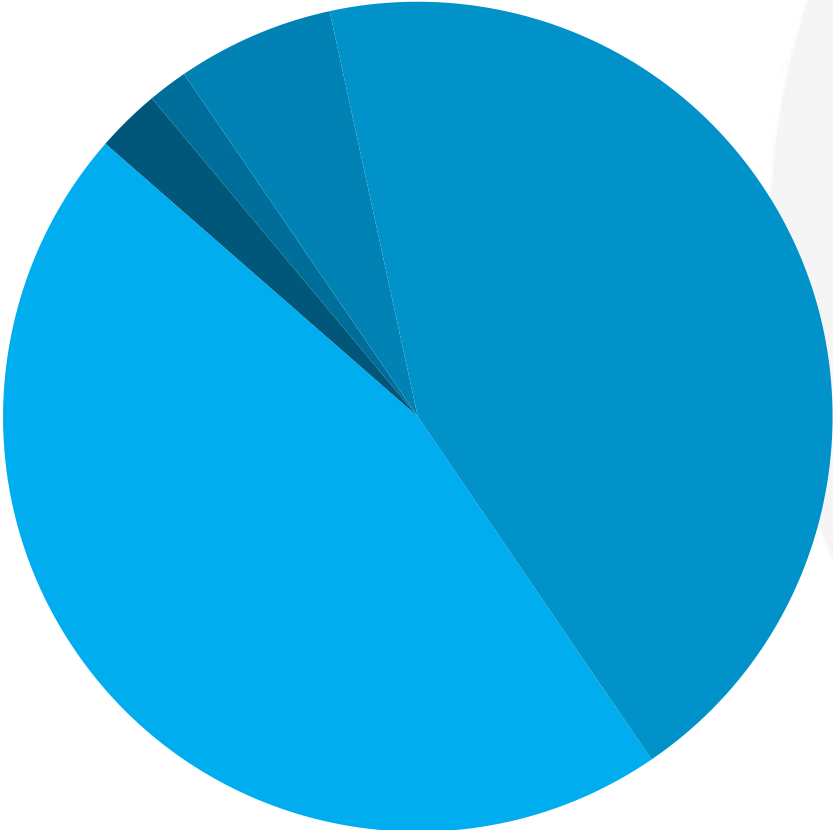
About Us

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: 199
- 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)
Party Fest	Thursday 8/25/2023	Dallas Market Hall	Booth Sponsorships Available
Fall Chapter Experience/No Booth Tradeshow	Thursday 9/28/2023	Crescent FW Hotel	Additional Sponsorships Available
Fundraiser Event	Thursday 10/26/2023	Sponsorship Available	Sponsorships Available
Rock Your Brand Membership Event/Job Fair	Thursday 11/2/2023	Sponsorship Available	Sponsorships Available
December Holiday Experience	Thursday 12/14/2023	Sponsorship Available	Sponsorships Available
January Chapter Experience	Thursday 1/25/2024	Sponsorship Available	Sponsorships Available
MPI D/FW Board Meeting & Past President's Reception	Tuesday 2/13/2024	Sponsorship Available	Sponsorships Available
MPI D/FW Education Day & Supplier Showcase	Thursday 3/21/2024	Sponsorship Available	Sponsorships Available
April CMM/CMP Breakfast	Thursday 4/25/2024	Sponsorship Available	Sponsorships Available
Volunteer and Membership Appreciation & Mixer	Thursday, 5/2/2024	Sponsorship Available	Sponsorships Available
MPI D/FW Annual Awards Gala Dinner	Thursday 6/20/2024	Sponsorship Available	Sponsorships Available



MPI D/FW Event Types

EDUCATIONAL EVENTS

September, January Chapter Experience Luncheons. August

Emerging Leaders Evening

- 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. The event will include networking, career cafes, new member orientations, CSR, MPI news announcements and an educational speaker.
- Estimated # of Attendees: 150-175

March Education Day

- This will be one of the best attended MPI D/FW events. MPI D/FW is bringing back the annual Educational Day which provides strong educational experiences along EIC certified CMP tracks. In addition to breakout sessions, the event will feature a luncheon, happy hour mixer, plenty of networking AND a supplier showcase featuring all the best the industry has to offer.
- Estimated # of Attendees: up to 250



SPECIAL EVENTS

Fall Fundraising Event

- This annual event will be an opportunity for planners and suppliers to network and engage while taking part in friendly competition. Guests will nosh, drink and build relationships over 3-hours and have plenty of opportunities to be exposed to new sponsorship information.
- Estimated # of Attendees: 100

December - Holiday Experience

- The Annual Holiday Experience is a lighthearted event and a great time to reflect on the year's accomplishments in a festive atmosphere with fantastic beverages, culinary delights, and energizing entertainment.
- Estimated # of Attendees: 150-200

April - CMP/CMM Breakfast

- This event is an annual tribute to all CMP/CMM certified planners from the DFW area. Some are not necessarily members of MPI D/FW which increases the breadth of reach for sponsoring this event. This is the single event with the highest cross section of CMP/CMM's in attendance as it is free for them to attend, and the speaker is higher profile.
- Estimated # of Attendees: 150-200

June - MPI D/FW Annual Awards Gala Dinner

- The MPI D/FW Annual Awards Gala Dinner is the highlight of the year. Chapter achievement awards are presented to members who have made exceptional contributions to the MPI D/FW 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: 50-75

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
Fall Chapter Experience	●	●	N/A	●	●	●	N/A	●	Pending	N/A
Fall Fundraising Event	●	●	●	●	●	●	●	N/A	●	●
November Membership Mixer	●	●	●	●	●	●	N/A	N/A	●	●
December Holiday Experience	●	●	●	●	●	●	●	N/A	●	●
January Chapter Experience	●	●	N/A	●	●	●	●	Pending	●	N/A
Emerging Leaders	●	●	●	●	●	●	●	●	●	●
March Education Day & Supplier Showcase	●	●	●	●	●	●	●	●	●	●
April CMM/CMP Breakfast	●	●	N/A	●	●	●	●	●	●	N/A
May Volunteer Appreciation	●	●	●	●	●	●	●	N/A	●	●
May Membership Mixer	●	●	●	●	●	●	●	N/A	●	●
MPI D/FW Annual Awards Gala Dinner	●	●	●	●	●	●	●	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:



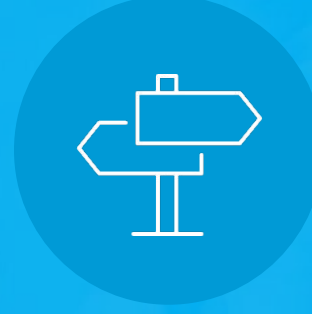
Audio Visual &
Production



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 D/FW 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.



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 **Zhanna Atherton**, Vice President of Strategic Partnerships at (940) 218-7234 or vpstrategicpartners@mpidfw.org OR **Evya Richards**, Director of Sponsorships at (972) 310-8120 or dirsponsorship@mpidfw.org.

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