



FY20-21 MPI Heartland Chapter Sponsorship Package Opportunities

Sponsorship valid August 2020 through June 2021

Presenting Sponsor: \$2,500 - 1 of 1 available

Benefits: (\$3,300+ value)

- Chapter lunch sponsorship
 - Opportunity to host chapter meeting at sponsors venue (if applicable)
 - Five minute promotion during meeting
 - Company logo displayed at registration table
 - Two complimentary meeting registrations
 - Company logo on registration page & digital promotions
- Networking social sponsorship
 - Two minute promotion during social
 - One complimentary registration for sponsored social
 - One registration to a chapter meeting
 - Company logo on registration page & digital promotions
- Two full page static ads or video ads in digital newsletter
- One boosted social media post on MPI Heartland Facebook Page per quarter
- Banner ad on website
- One complimentary registration to each chapter meeting
- One complimentary registration to the 2021 Annual Meeting
- One complimentary booth registration for 2021 Annual Meeting trade show
- Three complimentary registrations to a networking social

***A chapter board member will coordinate with sponsors on available dates for chapter meetings & socials.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Platinum Sponsor - \$2,000 - 1 of 1 available

Benefits: (\$2,800+ value)

- Two chapter lunch sponsorships
 - Two minute promotion during meeting
 - Company logo displayed at registration table
 - Two complimentary meeting registrations
 - Company logo on registration page & digital promotions
- Two full page static ads or video ads in digital newsletter
- One boosted social media post on MPI Heartland Facebook Page
- Banner ad on website
- One complimentary registration to each chapter meeting
- Two complimentary registrations to a networking social

***A chapter board member will coordinate with sponsors on available dates for chapter meetings & socials.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Gold Sponsor - \$1,000 - 1 of 1 available

Benefits: (\$1,500 value)

- Chapter lunch sponsorship
 - Two minute promotion during meeting
 - Company logo displayed at registration table
 - Two complimentary meeting registrations
 - Company logo on registration page & digital promotions
- Two 1/2 page ads in digital newsletter
- One boosted social media post on MPI Heartland Facebook Page
- Banner ad on website
- One complimentary registration to each chapter meeting
- One complimentary admission to one networking social

***A chapter board member will coordinate with sponsors on available dates for chapter meetings & socials.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Silver Sponsor - \$600 - 1 of 1 available

Benefits: (\$1,000+ value)

- Chapter lunch sponsorship
 - Two minute promotion during meeting
 - Company logo displayed at registration table
 - Two complimentary meeting registrations
 - Company logo on registration page & digital promotions
- One 1/2 page ad in digital newsletter
- One post on MPI Heartland Facebook Page
- Side page square ad on website
- One complimentary registration to 3 chapter meetings

***A chapter board member will coordinate with sponsors on available dates for chapter meetings.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Networking Social Sponsor - \$200 - 10 of 10 available

Social sponsors work in partnership with the MPI Heartland Board of Directors to conduct bimonthly socials in the Iowa and Nebraska markets.

Benefits: (\$250+ value)

- Two minute promotion during social
- Company logo on registration page & digital promotions
- One complimentary registration for sponsored social
- One registration to a chapter meeting

***A chapter board member will coordinate with sponsors on available dates for chapter meetings & socials.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Chapter Meeting Venue Sponsor - In-Kind

Venue sponsors work in partnership with the MPI Heartland Board of Directors to conduct bimonthly meetings in Iowa and Nebraska. Each sponsor is responsible for providing a meal, complimentary meeting space, complimentary AV and, if applicable, reduced rates for hotel rooms.

Benefits: (\$400 value)

- A full RFP must be provided by sponsor (RFP is provided at the end of this document)
- Five-minute promotion during lunch
- One 1/2 page ad in our digital newsletter
- Company logo displayed on registration page & digital promotions
- Two complimentary registrations for sponsored meeting
- One registration to a future chapter meeting

***A chapter board member will coordinate with sponsors on available dates for chapter meetings.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Annual Meeting Sponsorship Opportunities

To be held in the Des Moines Metro Area in 2021

Annual Meeting Presenting Sponsor - \$1,500- 1 of 1 available

Benefits: (\$1,750+ value)

- Five minute promotion during meeting
- Company logo displayed on all signage on-site
- Company logo on registration page & digital promotions
- 6'x30" skirted display table
- Opportunity to place one promo item on tables; ie: pen, keychain, etc.
- Two full page static ads or video ads in digital newsletter
- 6 month banner ad on website (January 2021-June 2021)
- Two complimentary registrations to the Annual Meeting
- Two complimentary registrations to the Dine Around

Dine Around Sponsor - \$750 - 2 of 2 available

Event to be held the night prior to the Annual Meeting date.

Benefits: (\$1,000+ value)

- One minute promotion during dinner
- One complimentary full page ad in the digital newsletter
- Recognized on all signage on-site
- Company logo on Dine Around digital promotions
- 6' x 30" skirted display table at Annual Meeting
- One complimentary Annual Meeting & Dine Around registration

Speaker Sponsor - \$650 - 3 of 3 available

Benefits: (\$850+ value)

- Two-minute promotion to proceed their sponsored speaker
- 6' x 30" skirted display table
- Company logo displayed on all signage on-site
- Company logo on digital promotions
- One complimentary ½ page ad in the digital newsletter
- Two complimentary Annual Meeting registrations

Break Sponsor - \$500 - 2 of 2 available

Two breaks will take place; one A.M. break & one P.M. break

Benefits: (\$675+ value)

- One minute promotion at lunch
- Recognized on signage on-site
- Company logo on digital promotions
- 6' x 30" skirted display table
- One complimentary Annual Meeting registration

Exhibitor - \$250 - 15 of 15 available

Benefits: (\$400+ value)

- 6' x 30" skirted display table
- Opportunity to place one promo item on tables; ie: pen, keychain, etc.
- Recognized on signage on-site
- Recognized on digital promotions
- One complimentary Annual Meeting registration

A La Carte Sponsorship Opportunities

Chapter Meeting Exhibitor - \$150

- One complimentary registration to one chapter lunch meeting
- 6'x30" skirted display table

***A chapter board member will coordinate with sponsors on available dates for chapter meetings.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Digital Newsletter Ad - Various Rates

The Heartland MPI Chapter produces a bi-monthly digital newsletter. Your ad placement will link to your website. Discount of 25% with 3+ ads purchased.

Logo Only | \$75 per issue

1/2 Page Ad | \$175

Full Page Ad | \$300

***A chapter board member will coordinate with sponsors on available months for newsletter ad.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Social Media Blast - \$100 per post

Utilize the Heartland social media network to send a personalized message/ad to MPI Heartland Chapter. Great for showcasing new products/services to a targeted audience of meeting professionals. This will be a boosted post.

***A chapter board member will coordinate with sponsors on available dates for social media post.*

***All benefits will be fulfilled and given during FY 2020-2021.*

Website Advertising - Various Rates

The Heartland MPI Chapter will work with your marketing team to display your company ad on the Heartland Website. Clicks on the advertisement may be directed to your link of choice.

Banner:	3 months \$250	6 months \$500	12 months \$750
Side Page Square:	3 months \$200	6 months \$350	12 months \$500

***All benefits will be fulfilled and given during FY 2020-2021.*

FY20-21 MPI Heartland Chapter Sponsor Agreement

Return completed form to:

MPI Heartland Chapter, Address, City, State Zip

Email: ericksonmjessica@gmail.com or dhoffman@aml.org

Questions? Contact Denise Hoffman (515) 250-0496 dhoffman@aml.org



HEARTLAND
CHAPTER

Company _____

Main Sponsorship Contact _____ Email _____ Phone _____

Billing Contact _____ Email _____ Phone _____

Address _____ City _____ State _____ Zip _____

SPONSORSHIP LEVEL SELECTIONS

Check all that apply

Chapter Meeting Sponsorships:

___ Presenting Sponsor \$2,500

___ Platinum Sponsor \$2,000

___ Gold Sponsor \$1,000

___ Silver Sponsor \$600

___ Networking Social Sponsor \$200

___ Chapter Meeting Venue Sponsor In Kind

Annual Meeting Sponsorships:

___ AM Dine Around Sponsor \$750

___ AM Presenter Sponsor \$1,500

___ AM Speaker Sponsor \$650

___ AM Break Sponsor \$500

___ AM Exhibitor Sponsor \$250

A La Carte Sponsorships:

___ Chapter Meeting Exhibitor \$150

___ Social Media Blast \$100 per post

Digital Newsletter Ad ___ Logo only \$75

___ 1/2 page \$175

___ Full Page \$300

Website Banner Ad ___ 3 months \$250

___ 6 months \$500

___ 12 months \$750

Website Side Page Ad ___ 3 months \$200

___ 6 months \$350

___ 12 months \$500

- See Sponsorship Packages Opportunities for full sponsor benefits.
- Sponsorships/Advertising are not refundable.
- Sponsorships are sold on a first come, first serve basis.
- Sponsorship payments must be received before benefits are initiated.
- Invoice is due 30 days from receipt or as marked on invoice.
- Payment may be made by calling Alex Nowak, MPI Heartland Chapter Administrator, (312) 698-6214 with a credit card or by making checks payable to "MPI Heartland Chapter."

- The return of this sponsor form constitutes agreement to sponsor the MPI Heartland Chapter event indicated on the form.
- The sponsoring company authorizes MPI Heartland Chapter to use sponsors intellectual property in promoting the event, including logos and other brand trademarks.
- No employer/employee relationship is established or implied with this sponsor agreement.
- MPI Heartland Chapter has no liability or responsibility to the Sponsor beyond the scope of this agreement.
- If you have questions regarding this form or need special payment arrangements made, please contact (888) 341-3587.

__ Check ___ MasterCard ___ Visa ___ AMEX MPI Tax ID: 31-1335796

Make check payable to MPI Heartland chapter. Sponsorships are not recognized until form and payment are received.

Account # _____ Exp. _____ CVV Code _____

Name on Card _____ Date _____

Company Authorized Representative Signature _____

THANK YOU FOR YOUR SPONSORSHIP