

# SPONSORSHIP CATALOG



Meeting Professionals International  
Michigan Chapter  
PO Box 879  
Lake Orion, Michigan 48361  
[www.mpiweb.org/Michigan](http://www.mpiweb.org/Michigan)  
[info@mpimichapter.org](mailto:info@mpimichapter.org)



Dear Partner,

I recently had the privilege of sitting with an amazing group of people, our 2019-20 Board of Directors, who worked tirelessly to capture the true value of what the MPI – Michigan Chapter is all about. I think they nailed it with this value statement:

*"Our award-winning MPI chapter is a diverse, inclusive home for meeting professionals in Michigan. Our membership thrives personally and professionally when actively utilizing our unlimited resources. We provide exceptional education and create opportunities for meaningful connections in unique destinations throughout Michigan."* – MPI – Michigan Chapter Board of Directors.

While we are firm believers in the value that the MPI – Michigan Chapter holds, we are hopeful you will experience that same value when you participate with us. You will be gaining access and exposure to some of the top professional meeting planners in Michigan.

Why partner with MPI Michigan Chapter? The meetings industry contributes MORE to the United States GDP than the following industries: air transportation, motion picture, sound recording, performing arts and spectator sports. This industry is the FIFTH largest with over \$102.3 billion dollars involved per year. We invite you to consider partnership opportunities with MPI Michigan to elevate your company's presence in the strong Michigan hospitality community.

MPI Michigan Chapter has 200+ members that in 2018 represented over \$106 million in buying power within the meetings industry. The Michigan chapter was established in 1979 to provide continuing education, professional development and business growth opportunities to meeting professionals throughout the state and beyond. We are excited to be celebrating our 40<sup>th</sup> Anniversary this year!

The international organization has more than 17,000 members in 90 chapters and clubs in 19 countries. Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces.

MPI Michigan Chapter appreciates your support for the many educational, networking, and fun events we host throughout the year. This is a great opportunity to showcase your organization to our very active and loyal membership.

Sincerely,  
Alanna Klomp, CMP, CMM  
2019-2020 MPI Michigan Chapter President



Sponsors must be an MPI member in good standing.



[www.mpiweb.org/Michigan](http://www.mpiweb.org/Michigan)

## SCHEDULE OF EVENTS

### SEPTEMBER SIGNATURE SERIES

September 19, 2019  
DoubleTree by Hilton  
Bay City, MI

### OCTOBER SIGNATURE SERIES

October 22, 2019  
West Michigan Whitecaps/Fifth Third  
Ballpark  
Grand Rapids, MI

### GREAT LAKES EDUCATION SUMMIT

November 3-5, 2019  
Park Place Hotel & Conference Center  
Traverse City, MI

### CMP BOOTCAMP COURSE

November 5-6, 2019  
Park Place Hotel & Conference Center  
Traverse City, MI

### DECEMBER SIGNATURE SERIES

December 5, 2019  
Graduate Ann Arbor  
Ann Arbor, MI

### MID-WINTER SYMPOSIUM

February 18, 2020  
Radisson Plaza Hotel & Suites  
Kalamazoo, MI

### MICHIGAN EVENT INDUSTRY DAY

April 14, 2020  
Cooley Law School Stadium  
Lansing, MI

### CELEBRATION!

June 2, 2020  
Motor City Casino Hotel



|                                            |       |
|--------------------------------------------|-------|
| Letter from the President.....             | 2     |
| 2019-2020 Event Details .....              | 3-5   |
| Events.....                                | 4-5   |
| Sponsor Testimonials.....                  | 6     |
| Strategic Partnerships .....               | 7-10  |
| MPI MI Marketing & Advertising.....        | 11    |
| Silent Auction Items Request.....          | 12    |
| Sponsor Commitment Form.....               | 13    |
| Annual Silent Auction Commitment Form..... | 14    |
| Sponsor Recognition.....                   | 15-16 |

#### CHAPTER PROFILE

- **198 members:** 50% planner members/ 50% supplier & student members
- Collective annual budget managed by MPI Michigan planners: **over \$117 million**
- **1/3** - the number of members responsible for executing events for 500 or more attendees
- **69** Certified Meeting Professionals: **52 planners/17 suppliers**
- E-Newsletter Circulation is distributed to 300+ MPI Michigan database
- Social Media: Facebook, LinkedIn and Twitter presence to keep members connected and to highlight the chapter events and sponsors
- The amount of effort you will receive from the MPI Michigan Sponsor Partner team to ensure your ROI: **100%**

#### WHY WOULD I SPONSOR AN EVENT OR ADVERTISE WITH MPI MI CHAPTER? WHAT AM I HOPING TO GET OUT OF THE SPONSORSHIP?

- Raise brand awareness for my venue
- Create opportunities for conversations with my potential clients (Meeting Planners)
- Introduce my venue to suppliers that I can work with to grow both businesses
- Show the value of my business to others
- Show my company's support of MPI

*Front Cover: 2019-2020 MPI Michigan Board of Directors at their annual planning retreat at the Inn at Bay Harbor.*



Meeting Professionals International is the world's largest association for the meeting and event industry. MPI's mission is to provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry. MPI provides opportunities for members to become smarter, connected and successful through a rich community of tens of thousands of meeting and event professionals that spans the globe.

## **SIGNATURE SERIES**

MPI Michigan Chapter hosts these half day meetings three times a year. The Signature Series offers attendees meaningful educational content from industry experts as well as networking opportunities with industry peers.

September 19, 2019

*DoubleTree by Hilton Bay City Riverfront—Bay City, MI*

October 22, 2019

*West Michigan Whitecaps/Fifth Third Ballpark—Grand Rapids, MI*

December 5, 2019

*Graduate Ann Arbor—Ann Arbor, MI*

## **GLOBAL MEETINGS INDUSTRY DAY (GMID)/ MICHIGAN EVENT INDUSTRY DAY**

Each year, GMID brings together leaders from across the meetings and events industry, showcasing the impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on our industry. Join us for this day with a Michigan spin. In addition to MPI members, we welcome MSAE, MiSGMP and MACVB members.

April 14, 2020

*Cooley Law School Stadium—Lansing, MI*

## **MID-WINTER SYMPOSIUM**

Early in each new calendar year, MPI Michigan Chapter hosts its annual Mid-Winter Symposium. This daylong event features valuable education, professional development and attendees are provided ample networking time to strengthen relationships in their meetings community.

This event also features a Silent Auction. Please consider contributing an item to the Silent Auction. Ideas for donation items include:

Hotel Gift Certificates, Golf Attire, Electronics

Jewelry, Sporting Event Tickets, CDs, DVDs

Gift Baskets, Memorabilia, Artwork

Housewares, Books, Pottery

Computer Software, Wine, Collectables

Clothing, Hats, Gas Cards, Salon/Spa Services

Restaurant & Gift Certificates

February 18, 2020

*Radisson Plaza Hotel & Suites, Kalamazoo, MI*

## **CELEBRATION!**

MPI Michigan Chapter recognizes the achievements of its engaged members at our annual gala, Celebration! This special evening that includes awards for top venues in the state as well as individuals that have made outstanding contributions to our chapter and our industry.

June 2, 2020

*Motor City Casino Hotel, Detroit MI*

## **COCKTAILS & CONNECTIONS SUMMER SOCIAL**

A newer opportunity to network with MPI Members in a relaxed atmosphere. For a \$250 sponsorship, showcase your venue during the warm days of summer! Available July and August, the sponsor is responsible for all food, beverage, and entertainment expenses.





## Sponsorship pays off! Sponsors share why they sponsor MPI Michigan:

MPI Michigan chapter has been a great partner and we appreciate all of the networking opportunities and outstanding educational sessions they provide. We have been a member for many years and look forward to maintaining that relationship for years to come.

*-Heidi Schmitt, GMS, CTA, Director of State Accounts, Experience Grand Rapids*

In today's fast-paced world, our email in-boxes are inundated with sales emails. How many of you get frustrated and disregard these emails as "junk", deleting them without actually taking the time to read them? This is one of the many reasons that FireKeepers Casino Hotel believes that sponsoring MPI Chapter events is essential for bringing Meeting Professionals into our property and showing them what it is that we specialize in.

In the past, FireKeepers has sponsored Signature events and a year-end Celebration! event. I have personally met many planners on their first visit to FireKeepers who state that they had no idea we had any meeting or event space on property. I'm not surprised by this since we are known for our vibrant and upscale gaming facility, first and foremost; however, our Catering Sales team specializes in selling vibrant and upscale events, as well.

The feedback that we have received from experienced planners has been invaluable to our mission to offer the most current and exceptional experience to our guests. Where else can you get such candid input from the industry's most knowledgeable experts? It's the epitome of "wine and dine" and the return has been much more than the initial investment.

For anyone considering sponsoring or hosting a chapter event, it will definitely be worth everything you put in. Then, when you send out emails to the planners that you met at your event, they will be excited to respond to you. What better result could want than these qualified connections?

*-Tara Forrester, Catering Sales Manager, FireKeepers Casino Hotel*  
*MPI Michigan Chapter Diamond Partner 2019*

Sponsors must be an MPI member in good standing.



## STRATEGIC PARTNERSHIPS 2019-2020

Support the MPI MI Chapter! A variety of opportunities exist for your company to gain valuable exposure in Michigan's meetings industry. With the generous support of our partners, MPI MI Chapter hosts numerous educational and networking events each year. These events not only provide valuable education to our members, but give you the opportunity to gain an audience with our membership to showcase your property, city or company.

| BENEFITS                                                                                   | BRONZE        | SILVER        | GOLD          | PLATINUM  | DIAMOND IN KIND         |
|--------------------------------------------------------------------------------------------|---------------|---------------|---------------|-----------|-------------------------|
| Sponsorship amount                                                                         | \$1,000-1,499 | \$1,500-2,499 | \$2,500-3,999 | \$4,000   | Available for 2020-2021 |
| Duration of Partnership                                                                    | 12 months     | 12 months     | 12 months     | 18 months | 12months                |
| Name Badge Ribbon                                                                          | ✓             | ✓             | ✓             | ✓         | ✓                       |
| PowerPoint Slides                                                                          | 1             | 2             | 3             | 4         | 1                       |
| Logo/Link on MPI Michigan Chapter website                                                  | ✓             | ✓             | ✓             | ✓         | ✓                       |
| Recognition at MPI Michigan events                                                         | ✓             | ✓             | ✓             | ✓         | ✓                       |
| Email Blasts                                                                               | 1             | 2             | 3             | 4         | 2                       |
| Complimentary registration(s) to another MPI MI chapter event of your choice (except GLES) | 1             | 2             | 3             | 4         | 3                       |
| Opportunity to place collateral and/or gift on tables & provide tours at event hosted      |               |               |               |           | ✓                       |
| Up to five complimentary admissions at the event you are hosting                           |               |               |               |           | ✓                       |
| Three minutes at the lectern to welcome and highlight facility/Blue Plate Award            |               |               |               |           | ✓                       |
| Eligibility for Silver Platter Award                                                       |               |               |               |           | ✓                       |

Sponsors must be an MPI member in good standing.

# Celebration!

## \$500 Sponsorship Offerings

|                                                 | Registration | Presidents<br>or Pre-<br>Celebration!<br>Reception | Program | In Kind or<br>Cash* | Award<br>Presentation** |
|-------------------------------------------------|--------------|----------------------------------------------------|---------|---------------------|-------------------------|
| <b>Online &amp; Promotion Benefits</b>          |              |                                                    |         |                     |                         |
| Logo/Link on MPI<br>MI Chapter website          | ✓            | ✓                                                  | ✓       | ✓                   | ✓                       |
| Full color ad                                   |              |                                                    | ✓       |                     |                         |
| <b>Event Registration</b>                       |              |                                                    |         |                     |                         |
| 1 included registration to<br>Celebration!      | ✓            | ✓                                                  | ✓       | ✓                   | ✓                       |
| <b>Event Recognition</b>                        |              |                                                    |         |                     |                         |
| Signage                                         | ✓            | ✓                                                  | ✓       | ✓                   | ✓                       |
| Host reception food or<br>beverage              |              | ✓                                                  |         | ✓                   |                         |
| Collateral/swag for<br>attendees                | ✓            | ✓                                                  |         |                     |                         |
| Identified as sponsor via<br>name badge ribbons | ✓            | ✓                                                  | ✓       | ✓                   | ✓                       |

(\*) In Kind (donation of services) or Cash \$500:

Emcee/Lighting—Graphic Design—Photographer—Table Linens—DJ—Décor—AV—Signage—Photo Booth

(\*\*) Award and Recognition Sponsors have the opportunity to present the award to the recipient.

- ◆ MPI MI Chapter Recruiter of the Year
- ◆ MPI MI Chapter Member of the Year Award
- ◆ MPI MI Chapter CMP & CMM Recognition
- ◆ MPI MI Chapter Engaged Member Recognition
- ◆ MPI MI Chapter Rising Star Award
- ◆ MPI MI Chapter Best in Show Award
- ◆ MPI MI Chapter Exceptional Service Award
- ◆ MPI MI Chapter Mentor of the Year Award
- ◆ MPI MI Chapter Mentee of the Year Award

Sponsors must be an MPI member in good standing.

## **MPI MICHIGAN CHAPTER MARKETING & ADVERTISING OPPORTUNITIES**

*MPI MI Chapter is offering packaged pricing for multiple marketing opportunities. Contact the Chapter at [info@MPIMiChapter.org](mailto:info@MPIMiChapter.org) to create a custom package or modify an opportunity to fit your organization's needs.*

### **Electronic Members-Only Newsletter—\$300 per issue**

The electronic newsletter is sent monthly to active members, averaging around 200 people. Only one advertiser is secured per issue and the ad is placed at the bottom of the issue with your logo hot-linked to your website. The ad must be submitted to the chapter in a .jpg format that is 600 pixels wide x 125 pixels high, with your website address included. Upon submission, if you do not receive confirmation of receipt, please reach out to the business office (248) 957-1MPI. All advertising is subject to availability and rates are non-commissionable. Advertising deadline are the 5th of the month in which the newsletter is distributed.

### **E-blast—\$350 per blast, one scheduled per week**

Partner with MPI MI Chapter via an e-blast that will reach the inboxes of over 700 meeting industry professionals with the latest news and offers from your property. Submit copy, logo and preferred dates for the e-blast to be distributed to [info@MPIMiChapter.org](mailto:info@MPIMiChapter.org). E-blasts are scheduled on a first come, first served basis.

### **Website Advertising**

#### **Inline Ad—\$200 One Month; \$525 Three Months; \$900 Six Months**

Ad will be placed at the bottom of the chapter website home page. Submit image advertisement 300 pixels wide x 250 pixels high in .jpg format to [info@MPIMiChapter.org](mailto:info@MPIMiChapter.org). Upon submission, if you do not receive confirmation of receipt, please reach out to the business office at (248) 957-1MPI. All advertising is subject to availability and rates are non-commissionable. To receive a volume discount, the multiple-month commitment must be received with the first month's payment.

#### **Sidekick Ad**

**Home Page: \$250 One Month; \$675 Three Months; \$1,200 Six Months (3 positions available monthly)**

**All Inside Pages: \$250 One Month; \$675 Three Months; \$1,200 Six Months (1 positions available monthly)**

Ad will be placed on the right side of the home page or inside page. Submit image advertisement 728pixels wide by 90pixels high in .jpg format to [info@MPIMiChapter.org](mailto:info@MPIMiChapter.org). Animated ads are not acceptable. Upon submission, if you do not receive a confirmation of receipt, please reach out to the business office at (248) 957-1MPI. All advertising is subject to availability and rates are non-commissionable. To receive a volume discount, the multiple-month commitment must be received with the first month's payment.

## **ANNUAL SILENT AUCTION FUNDRAISER & MID-WINTER SYMPOSIUM**

**Tuesday, February 18, 2020**

**Radisson Plaza Hotel & Suites**

**Kalamazoo, Michigan**

On behalf of MPI MI Chapter and the Silent Auction Committee, I would like to invite you to participate in this very special event. The Silent Auction will be held in conjunction with the Mid-Winter Symposium, February 18, 2020 at the Radisson Plaza Hotel & Suites in Kalamazoo. Proceeds from the auction go towards the education of meeting professionals, chapter scholarships, promotion of the meeting industry and other chapter special projects.

Here's how you can help; consider contributing an item to the Silent Auction. Ideas for donation include:

Hotel Gift Certificates, Golf Attire, Electronics

Jewelry, Sporting Event Tickets, CDs, DVDs

Gift Baskets, Memorabilia, Artwork

Housewares, Books, Pottery

Computer Software, Wine, Collectables

Clothing, Hats, Gas Cards, Salon/Spa Services

Restaurant & Gift Certificates

Plan now to attend the Silent Auction on February 18, 2020 For more information about the event, visit [mpiweb.org/Michigan](http://mpiweb.org/Michigan).

To make a contribution, please complete and return the attached donation form. If you have any questions, please contact the MPI Michigan Chapter office at (248) 957-1MPI or [info@mpimichapter.org](mailto:info@mpimichapter.org).

# Sponsor Commitment Form

## CONTACT INFORMATION

|                  |  |
|------------------|--|
| Contact:         |  |
| Title:           |  |
| Member #:        |  |
| Organization:    |  |
| Address:         |  |
| City/State/Zip:  |  |
| Phone:           |  |
| Email Address:   |  |
| Website Address: |  |

## SPONSORSHIP COMMITMENT

| Item              | \$ Amount |
|-------------------|-----------|
|                   |           |
|                   |           |
|                   |           |
|                   |           |
| Total Amount Due: |           |

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ MEMBER NUMBER: \_\_\_\_\_

Partnership Start Date: \_\_\_\_\_ (Partnership will end one year from the start date., except Platinum will last 18 months.)

### SELECT LEVEL OF PARTNERSHIP:

- ☐ Platinum Partnership—\$4,000
- ☐ Gold Partnership—\$2,500-3,999
- ☐ Silver Partnership—\$1,500-2,499
- ☐ Bronze Partnership—\$1,000-1,499
- ☐ Diamond Partnership—In-Kind
  - ☐ Cash Event Sponsor
  - ☐ In-Kind-Event Sponsor

*Sponsorships are accepted on a first-come, first-secured basis. Please email a high-resolution file of your logo in "JPG" format to [info@mpimichapter.org](mailto:info@mpimichapter.org)*

Payment in full must be received with your order.

To pay by credit card, check here to request credit card authorization form.

Please make check payable to "MPI Michigan Chapter" and return to:

**MPI Michigan Chapter**  
**PO Box 879**  
**Lake Orion, Michigan 48361**

# Silent Auction Commitment Form

Yes! I would like to donate an item.

|                       |  |
|-----------------------|--|
| Donor Name:           |  |
| Title:                |  |
| Company/Organization: |  |
| Address:              |  |
| City/State/Zip:       |  |
| Phone:                |  |
| Fax:                  |  |
| Email:                |  |

|                                  |  |
|----------------------------------|--|
| Approximate Retail Value:        |  |
| Expiration Date (if applicable): |  |
| Restrictions (if applicable:)    |  |

Describe the item you are donating. Please be as descriptive as possible.

***Thank you for your support!***

Mail donation items and forms to:

MPI Michigan Chapter  
PO Box 879  
Lake Orion, Michigan 48361

Forms may also be sent via email to [info@mpimichapter.org](mailto:info@mpimichapter.org)

# Diamond



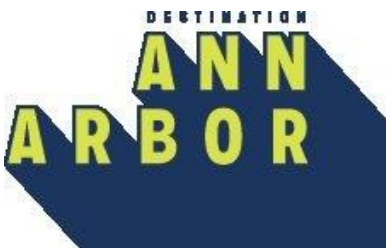
# Platinum



# Gold



# Silver



# Silver

*Meet Mt. Pleasant*  
meetmtp.com



**michigan**  
meetings+events



# Bronze

Discover ! **KALAMAZOO®**

# Event Partners



visit**detroit.com**