



# MPI Michigan Sponsorship Opportunities

Since 1979, MPI Michigan has delivered high-quality education, leadership training, scholarships, and professional development to its members. The chapter hosts various industry events and networking forums throughout the year.



## LETTER FROM THE 2026 PRESIDENT: TRACY RUSSOLD



Tracy Russold  
2026 MPI Michigan Chapter President  
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# Hello Michigan!

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Big news—2026 is going to be our most welcoming, vibrant, and connection-packed year yet at MPI Michigan!

We're turning up the energy and living our tagline "All Ways Welcome"—because here, every idea, every culture, and every voice matters. Whether you're a first-timer or a seasoned pro, we believe the best events (and the best communities) are built when everyone gets a seat at the table.

This year, we continue to focus on what makes MPI Michigan magical:

- Building connections that last beyond the business card.
- Crafting partnerships that lift everyone higher.
- Sharing education that's as inspiring as it is practical.
- Growing our community with people who bring their whole selves to the table.

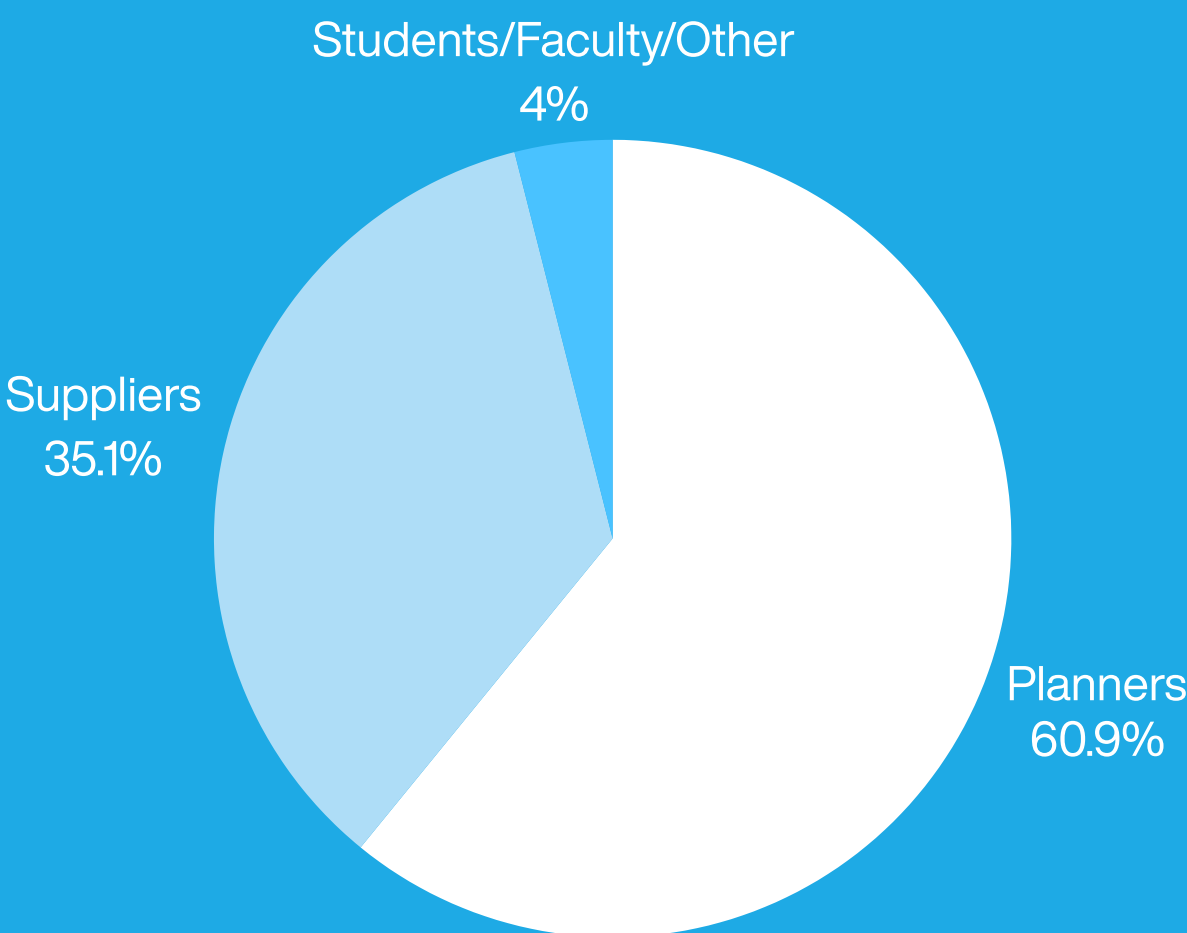
Our volunteer board? They're rock stars, passionate, creative, and endlessly dedicated. They invest their time and talents because they believe in making MPI Michigan a place where collaboration thrives, ideas soar, and diversity isn't just celebrated—it's the foundation of everything we do.

And here's the best part: we're all about creating sponsorship and partnership packages that fit YOU. Think of it as a custom menu for connection—pick what works best for your goals, and we'll make it happen.

2026 is the year to connect, learn, laugh, and lead—together. Because at MPI Michigan, you're not just welcome... you're essential.

"All Ways Welcome"—because here, every Path, every Story, and every Voice matters.

Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association. The organization helps its members thrive by building human connections through knowledge, ideas, relationships, and marketplaces. MPI membership comprises approximately 20,000 members belonging to 71 chapters and clubs worldwide.



### CHAPTER PROFILE

- 202 members: 61% planner members/ 35% supplier & 4% other
- Collective annual budget managed by MPI Michigan planners: \$116,325.00
- Nationally, 1/3 the number of members responsible for executing events for 1,000 or more attendees
- 59 Certified Meeting Professionals (CMP): 45 planners/14 suppliers
- 8 CMM planners
- E-Newsletter Circulation is distributed to 800+ MPI Michigan database
- Social Media: Facebook, LinkedIn, and Instagram (and e-newsletters) presence to keep members connected and to highlight the chapter events and sponsors

→ **123 PLANNERS**

→ **71 SUPPLIERS**

→ **4 STUDENTS**  
**2 FACULTY**  
**1 RETIRED, 1 LIFETIME**

# Strategic Partnership

## Diamond

Diamond Sponsors are the event venues where MPI Michigan hosts their annual events: Vision, Michigan Event Industry Day, Fall Symposium, and Celebration. The sponsor venue will serve as the backdrop for this event, resulting in the opportunity to showcase your venue and services to the key decision-makers from the Michigan meetings and event industry and beyond.

- Up to 5 complimentary registrations to the event you are hosting for representatives of your facility to attend and network with Michigan's leading meeting professionals plus a vendor table to hand out information.
- Affix "Sponsor" tag to your name badge at every MPI MI Event you attend.
- Organization's logo included as Diamond Sponsor on Pre-Meeting Power Point Presentation at all MPI Michigan Chapter events throughout the year.
- Opportunity to submit a :30 second promotional video to be played at this event.
- Recognition at all 2026 MPI Michigan Chapter events as a sponsor.
- Two email blasts to MPI Michigan email list. Scheduled with MPI chapter communications team.
- Logo and web link on MPI Michigan Chapter's Website.
- (2) Sponsored posts to all channels: LinkedIn, Facebook, and Instagram highlighting your facility in 2026.
- Recognition during the event's program with presentation of MPI Michigan Chapter's certificate of recognition award; including three minutes at the lectern to welcome and highlight features of your facility.
- Eligibility for MPI Michigan Chapter's Silver Platter award, awarded to the facility rated highest by attendees. The winner is announced at MPI Michigan Chapter's annual Celebration! event in December 2026.
- Opportunity to provide promotional material or gift to each attendee at your hosted event.
- Opportunity to provide tours of facility following the program to interested guests.
- Discounts of up to 25% on all other Chapter advertising and sponsorship opportunities.

# Sponsorship Packages



| BENEFIT  | PLATNIUM | GOLD    | SILVER  | BRONZE    |
|--|----------|---------|---------|-----------|
| Logo/Link on Chapter Website   | ✓        | ✓       | ✓       | Logo only |
| Social Media Exposure  | ✓        | ✓       | ✓       |           |
| Sponsored Email Blast  | 5        | 3       | 2       | 1         |
| :30 Second Video to be played during networking at all education events  | ✓        |         |         |           |
| Receive a PDF list of all participants (opted in) of MPI Michigan events | ✓        | ✓       |         |           |
| Exhibit Table at MEID (Spring) or Fall Symposium                         | Both     | One     |         |           |
| Complimentary Registrations to any MPI Mi Chapter Event                  | 6        | 2       | 1       |           |
| Investment   | \$5,000  | \$3,500 | \$2,500 | \$1,500   |

All sponsors are verbally recognized at all chapter events and logo included in email blasts. All sponsors are welcome to place a sponsor ribbon on their badge at the Chapter events they attend.

# Event Sponsorship Opportunities

The 4 MPI MI Chapter Events need sponsors! See options below or reach out to customize your own!  
All sponsorships listed below are recognized in the printed program, on the event powerpoint, and verbally at the event.

| \$500 LEVEL SPONSORSHIPS<br>(PER EVENT)  | VISION<br>2/27/26<br>MUSKEGON | MEID<br>4/27-4/28/26<br>TRAVERSE CITY | FALL SYMPOSIUM<br>10/5/26<br>LANSING | CELEBRATION<br>12/1/26<br>DETROIT |
|--|-------------------------------|---------------------------------------|--------------------------------------|-----------------------------------|
| Program Printing Sponsor w 8"x5" ad  | Available                     | Available                             | Available                            | Available                         |
| Name Badge Sponsor- logo on all badges   | Available                     | Available                             | Available                            | Available                         |
| Registration Sponsor- sign on Registration table plus opportunity to greet attendees and place your own signage at Registration area | Available                     | Available                             | Available                            | Available                         |
| Lanyard Sponsor- provide 100-125 lanyards per event  | SOLD                          | SOLD                                  | SOLD                                 | SOLD                              |
| Centerpiece Sponsor- provide all centerpieces  | Available                     | Available                             | Available                            | Available                         |
| Swag Bag Sponsor- provide 100-125 bags per event   | Available                     | Available                             | Available                            | Available                         |



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|---|-------------------------------|---------------------------------------|--------------------------------------|
| Keynote or Closing Speaker Sponsor - Sponsor that attends the event may make a 3 minute presentation before introducing the keynote or closing speaker.<br>\$750 sponsorship fee per speaker per event. | 2 Available                   | 2 Available                           | 2 Available                          |
| CMP Breakfast Sponsor - Sponsor that attends the event may make a 3 minute presentation during the CMP breakfast.<br>(No sponsorship fee- Sponsor incurs all F&B costs related to CMP breakfast event.) |                               | Available                             | Available                            |
| Event Reception Sponsor- Host a Reception the evening prior to the event.<br>(No sponsorship fee- Sponsor to incur all F&B costs for reception.)  |                               | Available                             | Available                            |

# Celebration Award Sponsorships

The December Celebration event highlights the achievements of our MPI Michigan chapter members. Sponsor one of the awards!

| AWARD SPONSORSHIP CATEGORIES<br>\$150 SPONSORSHIP FEE EACH | CELEBRATION<br>12/1/26<br>DETROIT |
|--|-----------------------------------|
| Innovative Venue of the Year Award                         | Available                         |
| Engaged Member Recognition                                 | Available                         |
| Maryellen Jansen Education Leadership Award                | Available                         |
| CMP & CMM Recognition                                      | Available                         |
| Innovative Planner of the Year Award                       | Available                         |
| Rising Star Award  | Available                         |
| Kristina Kauffman Industry Cheerleader Award               | Available                         |





# Advertise With Us!

|               |   |  |
|---------------|---|--|
| Inline Banner | One Month - \$200<br>Three Months - \$525<br>Six Months - \$900 | The ad will be placed at the bottom of the chapter website's home page. Submit image advertisement 728 pixels wide by 90 pixels high in .jpg format. All advertising is subject to availability and rates are non-commissionable.  |
| E-Blast       | \$400   | Partner with MPI Michigan Chapter via an e-blast that will reach the inboxes of over 900 meeting industry professionals with your property's latest news and offers. Submit copy, logo, and preferred dates for the e-blast to be distributed to info@MPIMiChapter.org. E-blasts are scheduled on a first-come, first-served basis.  |
| Sidekick Ad   | One Month - \$250<br>Three Months - \$675                       | Ads will be placed on the right side of the home page or inside the page. Submit an image advertisement 300 pixels wide x 250 pixels high in .jpg format. Animated ads are not acceptable. All advertising commitments must be received with the first month's payment.  |
| Newsletter    | \$300   | The electronic newsletter is sent bi-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 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. All advertising is subject to availability, and rates are non-commissionable. The advertising deadline is the 5th of the month in which the newsletter is distributed. |

# Advertise With Us!

|                         |         |  |
|-------------------------|---------|--|
| Social Media Post       | \$150   | Create (1) sponsored post to be posted on (1) MPI Michigan Chapter social media channels: Instagram, Facebook, and LinkedIn.   |
| Social Media Takeover   | \$500   | Create (1) sponsored post on all social media channels: Instagram, Facebook, and LinkedIn.   |
| Friends of MPI          | \$650   | Logo/Link added to the MPI Michigan Website. There are no additional benefits.   |
| Video Advertising       | \$500   | Interested in getting your message heard and seen? Do you have a great video about your property, product, or region? The video sponsorship is for you! At every event, you will have the opportunity to have your video played during the event. Length: 3 minutes. |
| Billboard in Lansing    | \$2000  | Share a billboard with MPI Michigan in Lansing!  |
| Facebook Ad             | \$1,500 | One (1) 30-day Facebook Ad   |
| Mailing Labels          | \$300   | Sponsor mailing labels with your logo for one mailing to all Chapter Members during the year   |
| Commercial              | \$350   | 3-Minute Commercial and/or speaking time at Monthly Chapter Meeting  |
| Affiliate Newsletter Ad |         | Newsletter advertisement in affiliate MPI Chapter TBD on rates and availability - Reach out to Sponsorship for pricing   |



# What Our Sponsors Say

We would not be able to provide meaningful education or top-notch networking opportunities without your support!

**BEING A MPI  
SPONSOR WAS AN  
INCREDIBLY  
REWARDING  
EXPERIENCE**

**SUPPORTING MPI  
MICHIGAN ALIGNS WITH  
OUR COMMITMENT TO  
INDUSTRY GROWTH  
AND COMMUNITY  
ENGAGEMENT**

**WE LOVE  
CONNECTING WITH  
PLANNERS FROM  
ACROSS THE STATE**







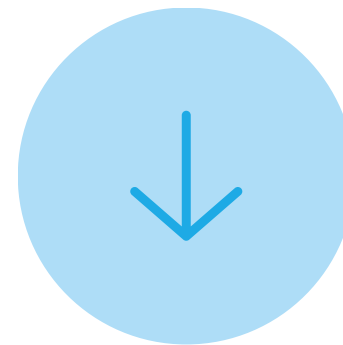
# Contact & Next Steps



MPI Michigan Chapter  
Director of Partnerships:  
Jessica Darby



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**CONTACT US FOR  
MORE INFORMATION  
OR TO SECURE YOUR  
SPONSORSHIPS!**



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