



**MICHIGAN**  
CHAPTER



# MPI Michigan Chapter 2023-2024 Sponsorship & Advertising Opportunities



2022 CHAPTER AWARD  
OVERALL EXCELLENCE

# #MPIMICHIGANCHAPTER

Since 1979, MPI Michigan has delivered high quality education, leadership training, scholarships and professional development to its members. Throughout the year, the chapter hosts an array of industry events and networking forums, including its Symposium and the Great Lakes Education Summit.

## Letter from the President: Jenn Morden, CTA, CMP



Valued MPI Michigan Chapter Partners –

On behalf of the board and membership, thank you for taking time to review the opportunities that we have available for the 23-24 FY. This coming year, our leadership team is focusing on “getting back to basics” on what makes MPI Michigan chapter so great! This year we are focused on strengthening our connections and partnerships, providing meaningful education, and increasing our membership numbers. Our incoming leaders are continuous improvers, who will strive to help encourage engagement that makes MPI Michigan so valuable. Our board leaders volunteer and dedicate many hours to MPI, and we are so fortunate to work for organizations that support our passions for our industry.

What we do is important, and we will continue to show you the value of engaging with MPI Michigan Chapter. We are happy to customize a package for you – just let us know!

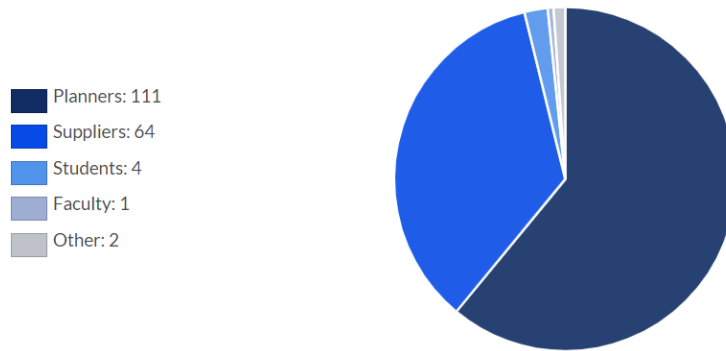
Looking forward to a great year!

Jenn Morden, CTA, CMP

*Greater Lansing Convention & Visitors Bureau*

## Statistics/Reach

## MPI Chapter Membership Population



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 and ideas, relationships, and marketplaces. MPI membership is comprised of approximately 20,000 members belonging to 71 chapters. and clubs worldwide.

## Chapter Profile

- 182 members: 61% planner members/ 39% supplier & student members
- Collective annual budget managed by MPI Michigan planners: \$82.6 Million
- 1/3 - the number of members responsible for executing events for 1,000 or more attendees
- 43 Certified Meeting Professionals: 32 planners/11 suppliers
- 5 CMM planners
- E-Newsletter Circulation is distributed to 800+ MPI Michigan database
- Social Media: Facebook, LinkedIn, Twitter, and Instagram presence to keep members connected and to highlight the chapter events and sponsors

# 2023/2024 Board of Directors



Visit [mpi.org/chapters/michigan](https://mpi.org/chapters/michigan) to learn more!

President – Jenn Morden, CTA, CMP

President Elect – Jennifer Berkemeier

Immediate Past President – Debbie Hughes, CMP

Chapter Administrator – Elizabeth Pike, CMP

Vice President of Finance – Brett Bowman

Director of Strategic Partnerships – Mary Gettel, CMP

Vice President of Education – Dorothy Dean

Director of Monthly Programs – Mandi VanOoteghem, CMP

Director of Regional Conference – Kim Corcoran, CMP

Vice President of Membership – Clarissa Lange

Director of Member Care – Sasha Glover

Vice President of Communications – Cathy Mayhew, GMS, CTA

Director of Social Media – Taryn Miracle

Vice President of Leadership Development – Linda Bahr, CMP, CMM

Director of Fundraising & Special Events – Sarah Botruff

# Strategic Partnership Packages

<p>Diamond Sponsor</p> <p>In-Kind</p>	<ul style="list-style-type: none"> <li>• Duration: 12 Months (July 1, 2023 – June 30, 2024)</li> <li>• Sponsor Name Badge Ribbon</li> <li>• Logo On Chapter Website</li> <li>• Recognition at all Chapter Events</li> <li>• Email Blasts: 4</li> <li>• Opportunity to provide gift on tables of hosted event</li> <li>• Up to 5 complimentary registrations to your hosted event</li> <li>• Receive Outstanding Partner Recognition</li> <li>• Up to 3 minutes of podium time at hosted event</li> <li>• Eligibility for Silver Plate Award **Award name subject to change</li> <li>• (3) Sponsored posts to all channels: LinkedIn, Facebook, Instagram and Twitter</li> <li>• Discounts of up to 25% on all other Chapter advertising and sponsorship opportunities</li> <li>• Logo on step and repeat banner at Celebration!</li> <li>• Opportunity to submit 30 second promotional video to be played at events and on our social platforms</li> </ul>
<p>Platinum Sponsor</p> <p>\$5,000</p>	<ul style="list-style-type: none"> <li>• Duration: 12 Months</li> <li>• Sponsor Name Badge Ribbon</li> <li>• Logo/Link On Chapter Website</li> <li>• Recognition at all Chapter Events</li> <li>• Complimentary Registration for MPI Michigan Chapter Event (Not GLES): 6</li> <li>• Vendor Table at Symposium and MEID</li> <li>• Recognition on all forms of Digital media</li> <li>• Recognition/Thank you at Celebration Event</li> <li>• Social Media Takeover - 12 Months</li> <li>• Email Blasts: 5</li> <li>• Discounts of up to 25% on all other Chapter advertising and sponsorship opportunities</li> <li>• Logo on step and repeat banner at Celebration!</li> <li>• Opportunity to submit 30 second promotional video to be played at events and on our social platforms</li> </ul>
<p>Gold Sponsor</p> <p>\$3,500</p>	<ul style="list-style-type: none"> <li>• Duration: 12 Months</li> <li>• Sponsor Name Badge Ribbon</li> <li>• Logo/Link On Chapter Website</li> <li>• Recognition at all Chapter Events</li> <li>• Complimentary Registration for MPI Michigan Chapter Event (Not GLES): 2</li> <li>• Vendor Table at Symposium or MEID</li> <li>• Recognition on all forms of Digital media</li> <li>• Recognition/Thank you at Celebration Event</li> <li>• Social Media Takeover - 3 Months</li> <li>• Email Blasts: 3</li> <li>• Discounts on up to 20% on all other Chapter advertising &amp; sponsorship opportunities</li> </ul>
<p>Silver Sponsor</p> <p>\$2,500</p>	<ul style="list-style-type: none"> <li>• Duration: 12 Months</li> <li>• Sponsor Name Badge Ribbon</li> <li>• Logo/Link On Chapter Website</li> <li>• Recognition at all Chapter Events</li> <li>• Complimentary Registration for MPI Michigan Chapter Event (Not GLES): 1</li> <li>• Recognition on all forms of Digital media</li> <li>• Recognition/Thank you at Celebration Event</li> <li>• Email Blasts: 2</li> </ul>
<p>Bronze Sponsor</p> <p>\$1,500</p>	<ul style="list-style-type: none"> <li>• Duration: 12 Months</li> <li>• Sponsor Name Badge Ribbon</li> <li>• Logo On Chapter Website</li> <li>• Recognition at all Chapter Events</li> <li>• Recognition on all forms of Digital media</li> <li>• Recognition/Thank you at Celebration Event</li> <li>• Email Blasts: 1</li> </ul>

# Event Sponsorship Opportunities

Fall Symposium  
September 27, 2023

## **\$500 Each (Includes recognition as an event sponsor)**

Program	Sponsorship includes full page (8" x 5"), full color advertisement and organizational logo in the event program.
Name Badge	Includes organizational logo on name badges.
Registration	Sponsorship includes appropriate signage with organizational logo and the opportunity to volunteer to assist and greet attendees at the registration desk. Sponsor also has opportunity to provide signage or free-standing banner and promotional materials at the registration desk.
Lanyard	Sponsor to provide 100—125 lanyards.
Table Centerpieces	Sponsor to provide all table centerpieces.
Swag Bag	Sponsor to provide 100-125 bags.

## **\$800 Each (Includes recognition as an event sponsor)**

Keynote Speaker	Sponsor may make a 3-minute presentation prior to introduction of the keynote speaker.
Event Design Lab Sponsor	Sponsor may make a 3-minute presentation prior to introduction of the speaker.
Closing Speaker	Sponsor may make a 3-minute presentation at the conclusion of the event.

## **Sponsor to incur all F&B costs (Includes recognition as an event sponsor)**

CMP Breakfast	Sponsor to incur all F&B charges with podium time at the event.
After Glow Reception	Sponsor provides the hospitality reception, and incurs all F&B charges; recognized in signage with podium time at the event.
In-Kind Event Décor	Sponsor provides décor for the event and noted as an event sponsor.

**Signature Series**  
**December 2023 – Date TBD**  
**February 1, 2024**

**\$800 Each (Includes recognition as an event sponsor)**

Keynote Speaker	Sponsor may make a 3-minute presentation prior to introduction of the keynote speaker.
Closing Speaker	Sponsor may make a 3-minute presentation at the conclusion of the event.

**\$500 Each (Includes recognition as an event sponsor)**

Name Badge	Includes organizational logo on name badges.
Registration	Sponsorship includes appropriate signage with organizational logo and the opportunity to volunteer to assist and greet attendees at the registration desk. Sponsor also has opportunity to provide signage or free-standing banner and promotional materials at the registration desk.
Lanyard	Sponsor to provide 100—125 lanyards.
Production	Onsite production of the event and slideshow presentation.
Table Centerpieces	Sponsor to provide all table centerpieces.
Swag Bag	Sponsor to provide 100-125 bags.
In-Kind Event Décor	Sponsor provides décor for the event and noted as an event sponsor.

**Michigan Event Industry Day (MEID)**  
**May 7, 2024**

**\$500 Each (Includes recognition as an event sponsor)**

Program	Sponsorship includes full page (8" x 5"), full color advertisement and organizational logo in the event program.
Name Badge	Includes organizational logo on name badges.
Registration	Sponsorship includes appropriate signage with organizational logo and the opportunity to volunteer to assist and greet attendees at the registration desk. Sponsor also has opportunity to provide signage or free-standing banner and promotional materials at the registration desk.
Lanyard	Sponsor to provide 100—125 lanyards.
Table Centerpieces	Sponsor to provide all table centerpieces.
Swag Bag	Sponsor to provide 100-125 bags.

**\$800 Each (Includes recognition as an event sponsor)**

Keynote Speaker	Sponsor may make a 3-minute presentation prior to introduction of the keynote speaker.
Closing Speaker	Sponsor may make a 3-minute presentation at the conclusion of the event.

**Sponsor to incur all F&B costs (Includes recognition as an event sponsor)**

CMP Breakfast	Sponsor to incur all F&B charges with podium time at the event.
After Glow Reception	Sponsor provides the hospitality reception, and incurs all F&B charges; recognized in signage with podium time at the event.
Printing	Game cards, answer sheets and passport cards – noted as an event sponsor. Sponsor will work with the education team on a creative way to host an interactive exhibitor game.

**Celebration!**  
**June 12, 2024**

**\$750 / Each (Includes Recognition as an event sponsor)**

Registration	Sponsorship includes appropriate signage with organizational logo and the opportunity to volunteer to assist and greet attendees at the registration desk. Sponsor also has the opportunity to provide signage or free-standing banner and promotional materials at the registration desk.
Program	Sponsorship includes full page (8" x 5"), full color advertisement and organizational logo in the event program that is distributed to all attendees.
Name Badge	Includes organizational logo on name badges.
Reception Sponsor	Sponsor provides the post event hospitality reception, including any food and beverages. Includes one registration to the event. (Bar, President's, Engaged member)
In-Kind Event Décor	Sponsor provides décor the event and noted as an event sponsor.
Entertainment	DJ service, live band, photo booth, etc.

**Award Sponsorships - \$500 / Each**

MPI MI Chapter Meeting Industry Leader Award	MPI MI Chapter Engaged Member Recognition
MPI MI Chapter Finest Meeting Site Award	MPI MI Chapter Finest Non-Property Vendor Award
MPI MI Chapter Young Professional Award	Maryellen Jansen Memorial Award
MPI MI Chapter Member of the Year Award	Kristina Kauffman Memorial Award
MPI MI Chapter CMP & CMM Recognition	





## Advertise With Us!

Inline Banner	One Month - \$200 Three Months - \$525 Six Months - \$900	Ad will be placed at the bottom of the chapter website home page. Submit image advertisement 728pixels wide by 90pixels high in .jpg format. All advertising is subject to availability and rates are non-commissionable.
E-Blast	\$400	Partner with MPI Michigan Chapter via e-blast that will reach the inboxes of over 800 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. E-blast are scheduled on a first come, first served basis.
Sidekick Ad	One Month - \$250 Three Months - \$675	Ad will be placed on the right side of the home page or inside page. Submit image advertisement 300 pixels wide x 250 pixels high in .jpg format. Animated ads are not acceptable. All advertising is commitment 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. Advertising deadline are the 5th of the month in which the newsletter is distributed.
Social Media Post	\$150	Create (1) sponsored post to be posted on (1) MPI Michigan Chapter social media channels: Instagram, Facebook, Twitter, and LinkedIn
Social Media Takeover	\$500	Create (1) sponsored post to be posted on all social media channels: Instagram, Facebook, Twitter, and LinkedIn.
Friends of MPI	\$650	Logo/Link added to the MPI Michigan Website. No additional benefits.
Video Advertising	\$400	Length: 3 minutes Interested in getting your message heard and seen? Have a great video about your property, product or region? The video sponsorship is for you! Every event there will be the opportunity to have your video played during the event.
Billboard in Lansing	\$2,000	Share a billboard with MPI Michigan in Lansing!
Facebook Ad	\$1,500	One (1) 30-day Facebook Ad

## NEXT STEPS

Once you have reviewed this information and decided you are interested in participating in the sponsorship program:

Please email the finance team directly to secure your sponsorship. Your finance team will send you a welcome letter, confirming your sponsorship.

Please send the following assets to Brett Bowman or Mary Gettel upon receiving confirmation of your sponsorship.

- Logo and preferred URL
- E-Blast Content and preferred dates to send
- PowerPoint content to be included pre-events

Make check payable to “MPI Michigan Chapter” and mail to:

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

Alternately, you can pay by credit card [here](#):



Brett Bowman  
VP of Finance  
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Mary Gettel  
Director of Strategic Partnerships  
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