



Strategic Partnership Program

MPI Texas Hill Country Chapter

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Our Story

MPI Texas Hill Country Chapter...Where Businesses Are Built, and Careers are Made

The Texas Hill Country Chapter of MPI (MPI THCC) focuses on innovative programs and initiatives that promote the success of its central Texas membership, which is among the reasons it's been named a "Top Performing" MPI chapter. That includes educational events throughout the year, certification programs, mentoring, scholarship programs and two major conferences, Southwest Showcase and the Texas Education Conference.

Chapter members benefit from unprecedented opportunities to advance their careers through education, networking and professional leadership development. In addition to exhaustive resources available through MPI THCC, members are automatically part of the global MPI community and enjoy unlimited access to all the online resources, studies and research from the largest association of meeting and event planners worldwide.

Networking is a key benefit but at MPI THCC, it is more than the exchange of business cards among influential decision-makers. It is "relationship capital," a process of uncovering mutually beneficial partnerships that leads to bottom line results for planners, suppliers and sponsors.

mpithcc.org

Why Partner With MPI THCC?

MPI THCC offers sponsors a highly effective platform to boost recognition and distinguish your brand.

Visibility & Credibility

Sponsorships are investments in your business. By investing with us, your brand will extend to prequalified buyers who are searching for your products and services. We know how important ROI is to your marketing budget. And we deliver the right audience connections that will help you drive success.

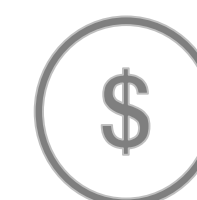
01



Showcase your brand story.

Engage your target market and build brand loyalty.

02



Connect with planners with decision-making authority and tremendous buying power.

Planners' annual meeting budgets from \$250K-\$10M; average meeting budget just over \$1.5M.

03



Diversity in the types of meetings planned.

Annual Conventions, Educational Training, Management, Sales Tradeshow, Special Events and VIP Events /Incentives.

04



Glean market insights.

A targeted community of influential decision-makers are pooled from two of Texas' most dynamic cities, San Antonio & Austin.

05



We have a package that fits your budget.

Sponsorship opportunities that extend over a wide range of events, venues and budgets. Ability to lock in long-term commitments.

By The Numbers...

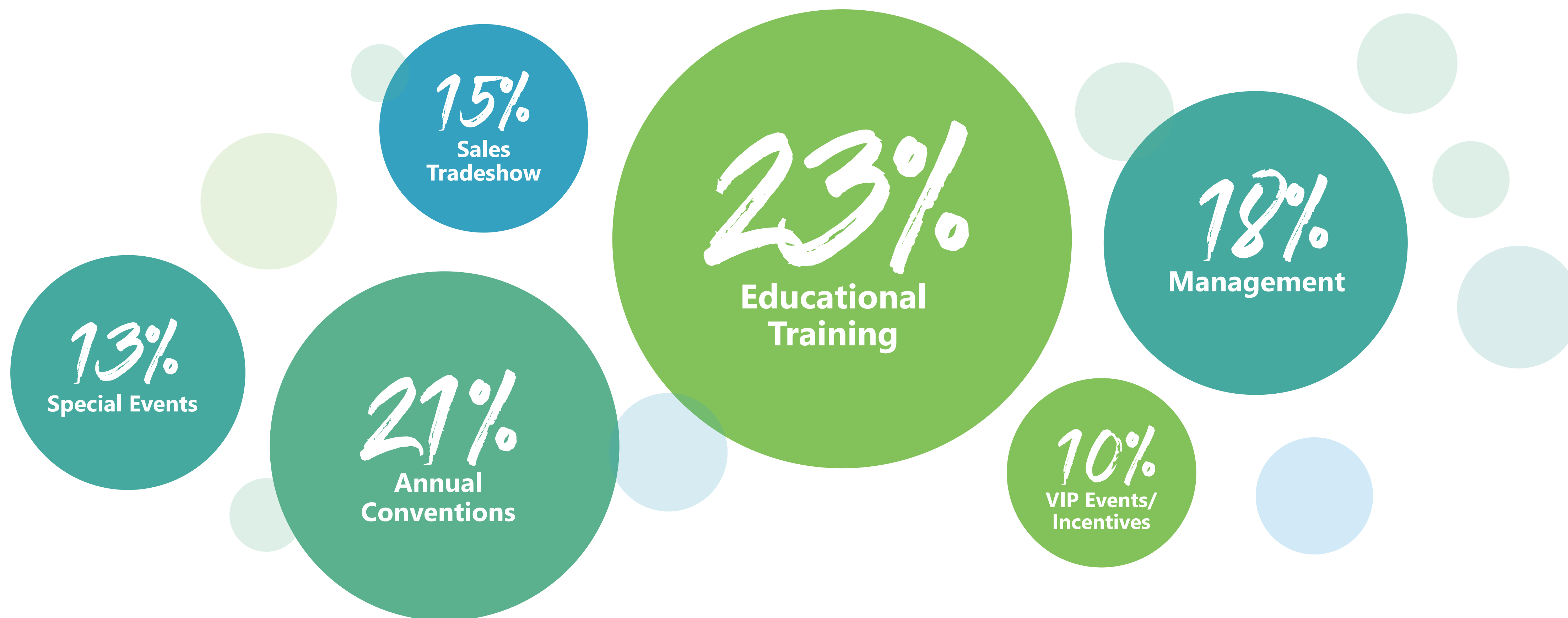
Collectively, MPI THCC's nearly 200 planners hold 685 events per year throughout the US and Southwest as primary region followed closely by Southeast and Northeast.

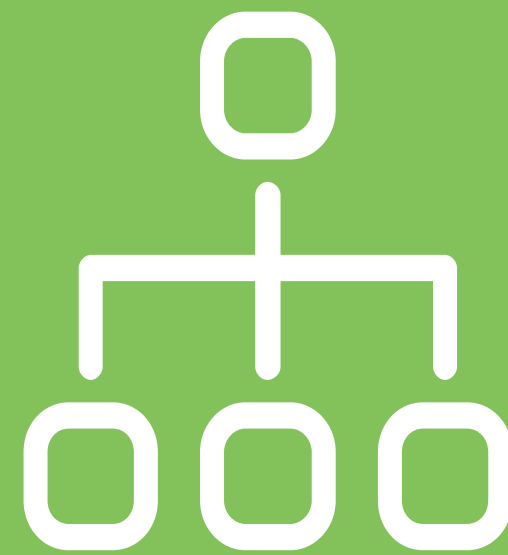


Our members believe in working with companies they know and can trust, and they buy MPI. Let us help you familiarize the membership with your products and services through a direct connection and relationship that will endure for years to follow.

A World of Difference

Types of Meetings Planned

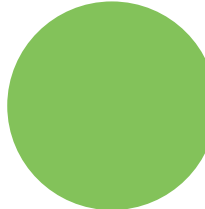
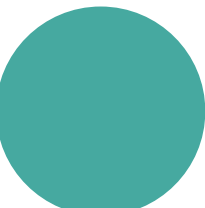
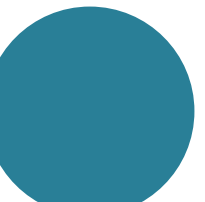




The Strategic Sponsorship Program

MPI THCC offers a broad range of sponsorship opportunities,
from in-kind support to venue host options.

Event Specific Benefits for all Sponsors:

-  Company name featured on event signage, if applicable.
-  Exposure one month prior to the event on MPI THCC's Calendar of Events.
-  Exposure one month prior to the event through registration.
-  Company name displayed on the Strategic Sponsorship page of mpithcc.org with hyperlink to website for one year.
-  Venue invited to host property tours immediately following program.



Event Sponsor Contributions Less than \$1,000:

Sponsor items or contributions will be recognized in lectern acknowledgements, appropriate signage opportunities as approved and/or any other promotional opportunities that are short term and specifically related to the item/contribution i.e. raffle prizes, etc.

MPI THCC Sponsorship Package Levels

Six sponsorship levels are offered, beginning with Bronze Level to our more exclusive Legacy Level.

BENEFIT DESCRIPTIONS	LEGACY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Total Investment	\$15K CASH \$120K+IN-KIND	\$10K CASH \$75K-\$119.9K IN-KIND	\$7.5K CASH \$35K-\$74.9K IN-KIND	\$5K CASH \$15K-\$34.9K IN-KIND	\$2.5K CASH \$7.5K-\$14.9K IN-KIND	\$1K CASH \$1K-\$7.49K IN-KIND
1-Year MPI Preferred Membership New/Renew (Value \$359/\$479)/Member	2	1	1	1	1	0
Complimentary Registration to MPI THCC Chapter Celebration	5 (\$200 Value)	2 (\$80 Value)	1 (\$40 Value)	1 (\$40 Value)	1 (\$40 Value)	0 (-)
Complimentary Registration to Volunteer Recognition Lunch	2 (\$70 Value)	1 (\$35 Value)	1 (\$35 Value)	0 (-)	0 (-)	0 (-)
Complimentary Registration to MPITHCC's Monthly Educational Series	3 (\$120 Value)	2 (\$80 Value)	0 (-)	0 (-)	0 (-)	0 (-)
Complimentary Registration to Quarterly Networking Events	2 (\$50 Value)	1 (\$25 Value)	0 (-)	0 (-)	0 (-)	0 (-)
Sponsorship at Texas Education Conference 2020	Tier 1 (\$2600 Value)	Tier 2 (\$2600 Value)	Tier 3 (\$2300 Value)	Tier 4 (\$2000 Value)	Tier 5 (\$1000 Value)	0 (-)
Name Badge Sponsor Recognition for all Education Session and/or Networking Attendees from your Organization	✓	✓	✓	✓	✓	✓
Collateral Given to Attendees to Education Sessions and/or Networking Events*	1 Item & 1 Piece of Literature	1 Item & 1 Piece of Literature	1 Piece of Literature	1 Piece of Literature	1 Piece of Literature	0 (-)
Verbal Recognition at Each Education and/or Networking Event	✓	✓	✓	✓	✓	✓
Total Value of Benefits	\$21,000	\$15,000	\$9,800	\$6,100	\$3,000	\$1,500

Policy for In-Kind Sponsorship Donations: Chapter will give 100% sponsorship credit for the retail value of the in-kind donation if the sponsorship is provided in full (no money required). *Your organization is responsible for providing item to Director of Programs one week prior to event.

MPI THCC Sponsorship Package Levels

BENEFIT DESCRIPTIONS	LEGACY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Total Investment	\$15K CASH \$120K+IN-KIND	\$10K CASH \$75K-\$119.9K IN-KIND	\$7.5K CASH \$35K-\$74.9K IN-KIND	\$5K CASH \$15K-\$34.9K IN-KIND	\$2.5K CASH \$7.5K-\$14.9K IN-KIND	\$1K CASH \$1K-\$7.49K IN-KIND
Monthly Education Podium Time Opportunities	2 For 3 Minutes	2 For 2 Minutes	1 For 2 Minutes	1 For 1 Minute	0	0
Logo Included on all Education and/or Networking Event Reminders	✓	✓	✓	✓	✓	0
Logo Included on all Education and/or Networking Events via PowerPoint or Signage	✓	✓	✓	✓	✓	0
Logo Displayed on MPI THCC's Sponsorship Webpage with Link Back to Your Organization's Website	✓	✓	✓	✓	✓	✓
Social Media Takeovers	2 (\$2400 Value)	1 (\$1200 Value)	0 (-)	0 (-)	0 (-)	0 (-)
Banner Ad on MPITHCC.ORG***	12 Months (\$7200 Value)	9 Months (\$5400 Value)	6 Months (\$3600 Value)	3 Months (\$1800 Value)	0 (-)	0 (-)
Your Organization's Logo and Website in the THCC Monthly Electronic Newsletter	12 Months (\$3300 Value)	8 Months (\$2200 Value)	5 Months (\$1375Value)	2 Months (\$550 Value)	1 Month (\$275 Value)	0 (-)
Standalone Targeted Eblast to ALL MPI THCC Members***	2 (\$2000 Value)	1 (\$1000 Value)	1 (\$1000 Value)	0 (-)	0 (-)	0 (-)
Current MPITHCC Member Names & Company Listing (emails not included)	2	2	1	1	0	0
30-Day Facebook Ad	1 (\$500 Value)	0 (-)	0 (-)	0 (-)	0 (-)	0 (-)
Total Value of Benefits	\$21,000	\$15,000	\$9,800	\$6,100	\$3,000	\$1,500

Don't see a package below that works for you? Please feel free to contact the Strategic Alliance team to customize your sponsorship benefits. ***Your organization is responsible for providing content and MPITHCC has final approval on all content shared.

About Our Programs

Here are the different types of sponsorship programs available.



Conference Sponsorship

Be a part of key meeting and event conferences in Texas Hill Country - Global Meeting Industry Day, Texas Education Conference and Southwest Showcase.



Education Sponsorship

Promotes opportunities for continuing skills enhancement and exposure to the latest meeting industry trends. The programs provide a great opportunity to showcase your venue to Texas Hill Country Chapter planners and a wide variety of supplier members.



Leadership Sponsorship

This is a fantastic way for a small venue to showcase to the most involved and influential members of Texas Hill Country Chapter – The Board of Directors.



Networking Sponsorship

Sponsor B2C and B2B connections at numerous MPI THCC networking events, including our Annual Chapter Celebration.

To learn more about these partnership opportunities, please contact vp-education@mpithcc.org.

Conference Sponsorship Opportunities



Global Meetings Industry Day (GMID)

Global Meetings Industry Day (GMID) is held annually in April in Austin or San Antonio and has 200+ attendees. GMID brings together leaders from across the meetings and events industry to showcase the real impact that our industry has on people, business and communities. To find out more about GMID partnership opportunities visit gmidatx.org.



Texas Education Conference (TEC)

Texas Education Conference (TEC) is held annually in October or November in Austin or San Antonio and has up to 150 attendees. TEC is the premier education and networking event of the MPI Texas Hill Country Chapter. To learn more about TEC visit tec.mpithcc.org/ and to view the TEC partnership opportunities [click here](#).



Southwest Showcase

The premier event for those in meetings, education and exhibits. The event is held annually in late January at the Palmer Event Center in Austin. More than 300 attendees are expected representing hundreds of Southwest-based trade and professional associations, government entities and corporations. To learn more about this event visit <http://southwestshowcase.org/>.

Education Sponsorship Opportunities

CMP Introduction

CMP Introduction is held two times per year in Austin or San Antonio on a Saturday morning and has 2-8 attendees. The classes are intended to educate CMP candidates on the process of pursuing their CMP designation.

The venue shall supply:

- Conference room or small classroom
- Projector/screen package
- Beverages from 9:00 -11:00 a.m.

Sponsoring venue's logo will be featured on the webpage and on announcements preceding the event.

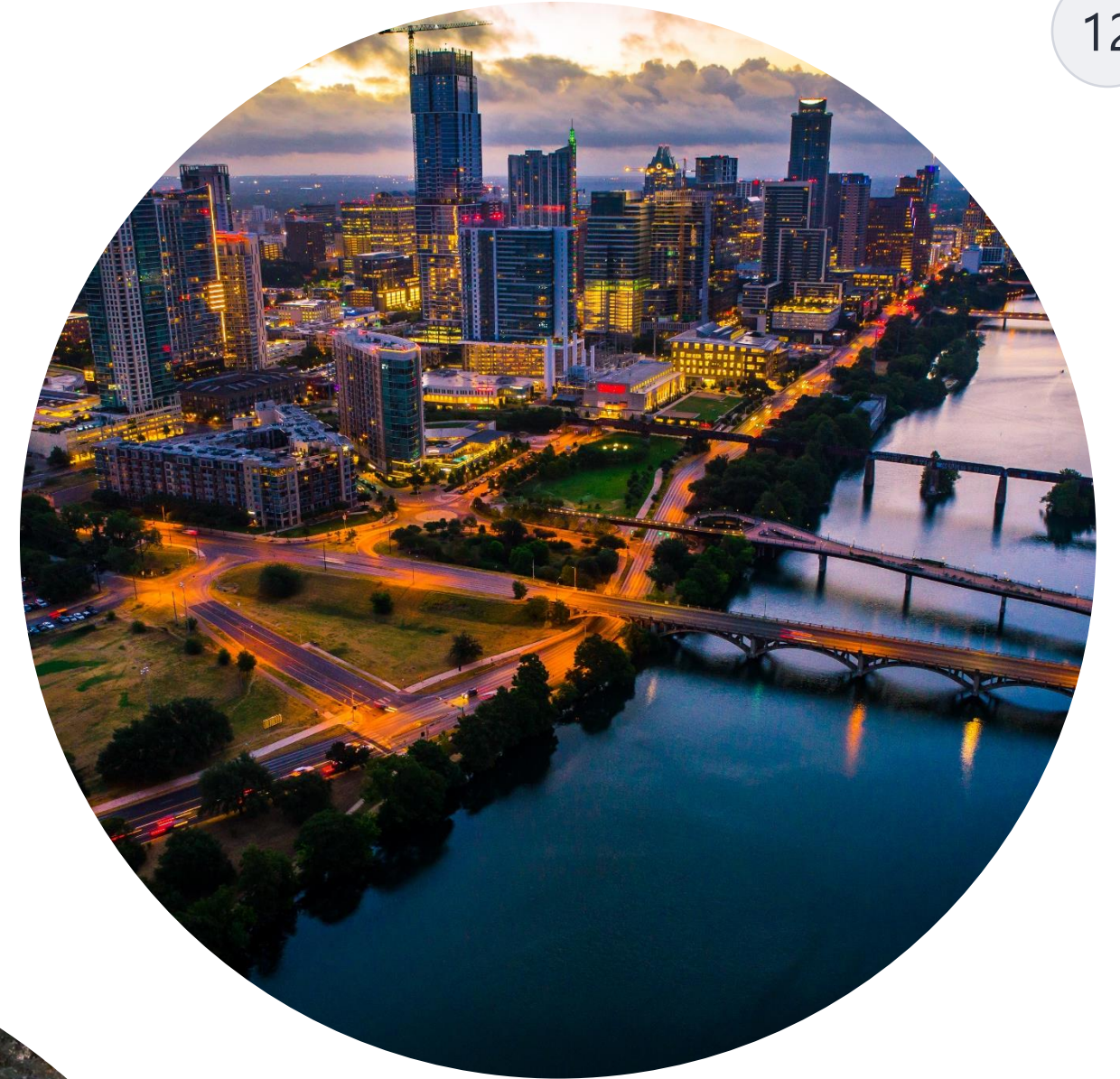
CMP Bootcamp

CMP Bootcamp is held one time a year in Austin or San Antonio on a Saturday from 8:00 a.m. until 3:00 p.m. and has up to fifteen attendees. The bootcamp is a comprehensive one-day preparatory course for passing the CMP exam led by a professional instructor.

The venue shall supply:

- Small classroom
- Projector/screen package
- Complimentary or reduced parking
- Complimentary or reduced meals: continental breakfast, beverages and a light lunch.
- Complimentary or reduced speaker guest room for two nights

Sponsoring venue's logo will be featured on the webpage and on announcements preceding the event and the hotel is welcome to speak to the group for 3 minutes.



Education Sponsorship Opportunities

Education Programs

MPI THCC's Education Programs promote opportunities for continuing skills enhancement and exposure to the latest meeting industry trends. The programs provide a great opportunity to showcase your venue to Texas Hill Country Chapter planners and a wide variety of supplier members. These programs are held up to six times per year in Austin or San Antonio. The programs alternate between breakfast, lunch and afternoon. Attendees are a mix of corporate, independent and third-party planners, in addition to hoteliers, DMCs, CVBs and other suppliers from the meetings industry. Many companies partner with other properties, attractions or suppliers in their area to lower the cost and increase the value per partner.

Education Programs:

Guests: 25-75

Please select the following:

Preferred month: January, February, May, June, July, September

Preferred time: Breakfast, brunch, lunch or afternoon happy hour

Program of Events

Registration (30 minutes to 1-hour prior)

- 3 six-foot skirted tables
- 4 chairs
- 1 wastebasket
- 2 easels

New Member Orientation (30 minutes prior)

- 3 high cocktail tables

Meeting Room (1.5 hours)

- Rounds set with crescent seating of 6 per table (may vary on program content)
- Lectern
- Lavalier
- House sound system
- Draped screen
- Projector
- Décor is at the discretion of the venue and gives your preferred vendors a chance to showcase their work to meeting industry professionals and be listed as an event sponsor.

Networking (30 minutes to one hour after)

Food & Beverage

- Breakfast meeting 7:00 a.m. – 9:00 a.m. - full breakfast with beverages
- Brunch: 9:00 a.m. – 11:00 a.m. -- light snack and beverages
- Lunch: 11:00 a.m. – Noon – full lunch buffet
- Happy Hour: 3:00 p.m. – 5:00 p.m. – hors d'oeuvres and cocktails

If your venue does not serve food and beverages but you are interested in hosting a meeting, you will not be excluded, provided you are able to arrange outside food & beverage service and rental items (tables, chairs, etc.) at the budget allowances below.

Leadership Sponsorship Opportunities

Board of Directors Monthly Meetings

THCC Leadership has created an opportunity for a venue to host all the Board of Directors Meetings. This is a fantastic opportunity for a small venue to showcase to the most involved and influential members of THCC – the Board of Directors.

Board meetings are to be held the third Tuesday of each month from 11:00 am – 1:30 pm.

FOOD & BEVERAGE:

Venue can provide chef's choice buffet lunch, beverages, and snacks. If venue does not provide food and beverage, must allow members to bring in outside food and/or provide a discounted menu to order from.

ROOM SET/AV/GUEST ROOMS/PARKING:

Boardroom style up to 20 attendees
Wi-Fi

FINANCIAL BUDGET:

Requesting Full Sponsorship. Will receive benefits for overall in-kind value.

Board of Directors Retreats Annual Board Retreat

The Board of Directors (BOD) is the governing body of MPI THCC and is made up of corporate planners, independent planners, hoteliers, third-party planning companies and industry supplier partners. Hosting the MPI THCC BOD, you have an opportunity to reach approximately 15-20 well connected buyers or buyer referrals in the meeting industry.

IMPORTANT: Group is requesting hotel and/or partnering suppliers (restaurants, unique venues, DMCs, activity companies, etc.) to host sleeping rooms, meeting space, and all food and beverage events outlined below.

DAY 1

Comp Sleeping Rooms Requested: Up to 18 Rooms (includes presidential suite or junior suite)
Function Space: Schedule/Room Set to be included.
Hosted Reception

DAY 2

Comp Sleeping Rooms Requested: Up to 18 Rooms (includes presidential suite or junior suite)
Function Space: Schedule/Room Set to be included.

A/V NEEDS: Data projector, wireless lavalier, screen, flip charts (1-6) and markers.

DÉCOR: Décor is at the discretion of the venue, and it gives your preferred vendors a chance to showcase their work to meeting industry pros.

DATE PREFERENCES: [listed in preference respectively] May, June; Sun-Mon, Fri-Sat, Sat-Sun, Thurs-Fri.

REQUEST FULL SPONSORSHIP

Leadership Sponsorship Opportunities

Mid-Year Board Retreat

The Board of Directors (BOD) is the governing body of MPI THCC and is made up of corporate planners, independent planners, hoteliers, third-party planning companies and industry supplier partners. Hosting the MPI THCC BOD, you have an opportunity to reach approximately 15-20 well connected buyers or buyer referrals in the meeting industry.

IMPORTANT: Group is requesting hotel and/or partnering suppliers (restaurants, unique venues, DMCs, activity companies, etc.) to host sleeping rooms, meeting space, and all food and beverage events outlined below.

DAY 1

Comp Sleeping Rooms Requested: Up to 18 Rooms (includes presidential suite or junior suite)
Function Space: Schedule/Room Set to be included.
Hosted Reception.

DAY 2

Comp Sleeping Rooms Requested: Up to 18 Rooms (includes presidential suite or junior suite)
Function Space: Schedule/Room Set to be included.

A/V NEEDS: Data projector, wireless lavalier, screen, flip charts (1-6) and markers.

DÉCOR: Décor is at the discretion of the venue, and it gives your preferred vendors a chance to showcase their work to meeting industry pros.

DATE PREFERENCES*: [listed in preference respectively] Jan, Dec; Sun-Mon, Fri-Sat, Sat-Sun, Thurs-Fri.

*Excluding dates near holidays.

REQUEST FULL SPONSORSHIP

Leadership Development Bootcamp

The hosting venue has the opportunity to showcase their venue to the MPI THCC Board of Directors and all Committee Teams. The purpose of this program is to develop leadership skills, grow individually and as a team. Members are also provided with chapter specific training related to the committees they serve on.

GUESTS: 80

PROPOSED SCHEDULE: Annual event in July held from 10 a.m. – 3 p.m.

ROOM SET: Banquet or crescent rounds.

A/V: 1 projector/screen, 1 microphone, podium, audio/house sound, and small riser (optional).

DÉCOR: Décor is at the discretion of the venue, and it gives your preferred vendors a chance to showcase their work to meeting industry pros.

FOOD & BEVERAGE:

- Breakfast- continental or hot with coffee, juice and water
- (2) Refreshment breaks with soda, juice, water and assorted snacks
- Hot lunch buffet
- Reception- light hors D' oeuvres, beer, wine and soda bar (typically the venues hosts 2 drink tickets for beer and wine service)

GUEST ROOMS: None required.

PARKING: Complimentary for attendees.

REQUEST FULL SPONSORSHIP

Leadership Sponsorship Opportunities

Volunteer Recognition Lunch

The hosting venue has the opportunity to showcase their special event space, restaurant, and private space to the MPI THCC Board of Directors, Volunteers, and Awards Recipients. An invitation-only event to celebrate and appreciate up to 80 leaders of the chapter and events industry decision makers.

GUESTS: 80

PROPOSED SCHEDULE: Annual event in May held from 11 a.m.–2 p.m.

ROOM SET: Crescent rounds.

A/V: 1 lectern or handheld microphone and podium.

DÉCOR: Décor is at the discretion of the venue, and it gives your preferred vendors a chance to showcase their work to meeting industry pros.

FOOD & BEVERAGE: Family style or plated luncheon, including dessert and coffee service.

GUEST ROOMS: None required.

PARKING: Complimentary for attendees.



Networking Sponsorship Opportunities

Chapter Celebration

Chapter Celebration occurs once a year in Austin or San Antonio in early Summer.

GUESTS: 50 – 75

PROPOSED SCHEDULE: Annual event in May or June.

ROOM SET: Mixture of standing cocktails and banquet.

A/V: 1 lectern, 1 screen, handheld microphone, lectern microphone. Additional A/V will be required but, it dependent upon event theme and venue.

DÉCOR: Décor will be required. Exact décor is dependent upon the theme of the event. It gives your preferred vendors a chance to showcase their work to meeting industry pros.

FOOD & BEVERAGE: Hosted bar and heavy appetizers.

GUEST ROOMS: A small room block is preferred since this event occurs in the late afternoon/early evening.

PARKING: Complimentary for attendees.

REQUEST FULL SPONSORSHIP

Community Outreach

Help MPI THCC meet its goal of raising over \$5,000 for The Refuge and awareness of the impact human trafficking has on the meetings industry. We encourage you to consider one of the following opportunities.

Donate Directly to the Cause!

Donate \$1 or more in honor of an individual, company, or anonymously.

Exclusive Event Sponsor (1 Available) - \$5,000

Sponsor will receive recognition on the event website and all pre-event correspondence, registration for 2 supplier crafters at the event, opportunity to provide a seat drop to all in attendance, and opportunity to address the audience for up to 5 minutes.

Event Food and Beverage Sponsorship (1 Available) - \$2,500 or In-Kind

In exchange to this monetary or in-kind sponsorship opportunity, sponsor will receive recognition on the event website and all pre-event correspondence, registration for 1 supplier crafter at the event, and opportunity to provide a seat drop to all in attendance.

Contributing Sponsor (5 Available) - \$500 or More

This sponsorship contributes directly to The Refuge and is recognized by MPI THCC Board of Directors of a major contributor to the cause. Sponsor will receive 1 supplier crafter registration at the event and recognition in post-event correspondence sent to all MPI THCC members.

Raffle Items and/or Gift Baskets - Value of \$150 or more

Help MPI THCC raise additional funds by donating raffle items and/or gift baskets for this event. Sponsor will be recognized at raffle items display, in post-event correspondence to all MPI THCC members, and by the MPI THCC Leadership at the event.

REQUEST FULL SPONSORSHIP

Networking Sponsorship Opportunities

Networking Events

Networking Events are held quarterly. These events can be held in Austin or San Antonio and have up to thirty attendees. The hosting venue has the opportunity to showcase their venue to our members - association planners, corporate planners, third party planners, vendors, hoteliers, and supporting event professionals.

GUESTS: 15 - 35

PROPOSED SCHEDULE: January and October.

ROOM SET: Reception.

A/V: No AV is needed.

DÉCOR: Décor is at the discretion of the venue, and it gives your preferred vendors a chance to showcase their work to meeting industry pros.

FOOD & BEVERAGE: Happy hour drink pricing + hot/cold appetizers.

GUEST ROOMS: None required.





Thank You!

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

Complete the application online ([link](#)) and contact **Director of Strategic Partnerships at dir-alliances@mpithcc.org**.

If you have any questions, please do not hesitate to contact us. Our team is happy to assist you with creating the optimum opportunity for exposure to over 320+ MPI THCC members.



**Call
US:**

512.847.2227



**Email
US:**

dir-alliances@mpithcc.org



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US:**

facebook.com/MPITHCC
[instagram@mpi_thcc](https://instagram.com/mpi_thcc)
twitter.com/MPITHCC

Terms & Conditions

Your benefits will begin upon receipt of payment or in-kind donation. You will have one year from that date to take advantage of those benefits. Benefits cannot be extended beyond one year.