



2021 - 2022

# SPONSORSHIP AND ADVERTISING PACKET

www.mpigulfstates.org



# **Sponsorship Options**

# What We Need:

The Meeting Professionals International (MPI) Gulf States Chapter (MPIGS) is in search of cash or inkind donations, sponsorships and exciting ideas for upcoming education luncheons and events for the upcoming year. Please see below for a list of sample sponsorship opportunities.

> Event Sponsorship Opportunities

## **Education Programs**

- · A room for the 15-person MPIGS Board of Directors is needed
- Meeting or event space to accommodate up to 100 attendees
- All Education sessions are EIC certified.

# **Networking Events**

- A room for the 15-person MPIGS Board of Directors is needed from 3:00 5:00 p.m.
- Maximize your membership, a new member on-boarding program, will need a space from 4:30 5:00 p.m.

The networking event takes place from 5:00 - 8:00 p.m. and should include a bar, along with a reception-style menu, for an average of 60 people.

Typically, there is no speaker associated with networking events.





# **Additional Event Opportunities**

## Annual Board Retreat: 1.5 - 2 Days

Typically held in May or June. A room for the 15-person MPIGS Board of Directors is needed and should include all Food & Beverage (F&B) and any A/V requirements. Accommodations are requested if venue is located outside of the greater New Orleans area.

# Mid-Year Board Retreat: 1 - 1.5 Days

Typically held in November, December or January. A room for the 15-person MPIGS Board of Directors is needed and should include all F&B and any A/V requirements. Accommodations requested if venue is located outside of the greater New Orleans area.

# June Board Installation Meeting

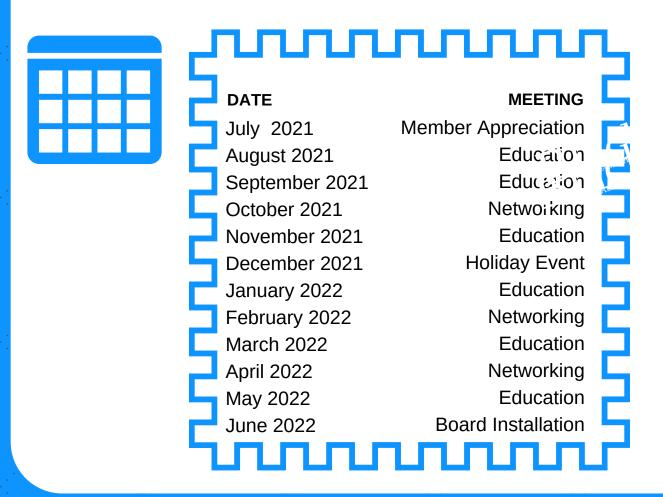
New Board of Directors Installed with an Annual Awards Show

## **July Member Appreciation Event**

This event is to thank our members. This event typically includes entertainment and should include F&B as well as an open bar avilable for guests.

## **December Holiday Party**

This event should be festive and have interactive options for guests. Event should include F&B as well as an open bar available for guests, with accommodations for a silent auction.



# General Sponsorship Opportunities

"Hosting a meeting with MPI was a wonderful and beneficial opportunity for my company. It was a great chance to showcase the venue and our capabilities to an audience of peers who have the potential to be future clients. I was able to engage one-on-one with my fellow MPI members and explain all the great details about our space in person, which can be much more beneficial than communicating via email or phone. I had the opportunity to conduct private tours, distribute my business cards and marketing collateral, and was also able to give a short welcome speech about the venue to the group. I definitely believe that I have received an increased amount of leads and interest from MPI members as a result of taking advantage of the wonderful opportunity to be an MPI meeting host. I hope to do it again in the future!"

-Cali Cabrielle, Sales Director at the Civic New Orleans

#### Venue

Full sponsorship requested for events hosted at venues without catering. Recognition:

- Podium time audience address (3 minutes)
- · Logo recognition on presentation slides prior to event
- Logo and website link on all event email communications and website
- Social media cross-promotion

# Food & Beverage

Full sponsorship requested from venues without in-house catering Recognition:

- Podium time audience address (3 minutes)
- · Logo recognition on presentation slides prior to event
- Logo and website link on all event email communications and website
- Social Media cross-promotion







# 2021-2022 Partnership Opportunities

#### Who We Are:

Meeting Professionals International (MPI) Gulf States Chapter is a growing and dynamic chapter that includes members from Mississippi, Alabama and Louisiana, with the largest concentration in New Orleans. It is recognized as the #1 chapter globally for Chapter Leadership and the #2 chapter globally for Education.







# MPI Gulf States (MPIGS) Chapter Profile:

- More than 190 members: 30% planner members / 70% supplier members (many of who also function as planners hiring other suppliers)
- 30% of our meeting planner members are responsible for an annual meeting budget of \$250,001 \$1 million with 11% responsible for \$1,000,001-\$10 million
- Made up of corporate and association meeting planners as well as meeting management firms
- Members plan more than 4,400 events annually
- Supplier members span the Gulf States representing every aspect of hotel, DMC and various supplier roles
- Buying power exceeds \$28 million
- Attendance at functions averages approximately 60 members

## MPI As A Whole:

- MPI is the largest global meeting and event industry association with more than 17,000 members belonging to 90 chapters and clubs in 19 countries
- Buying power exceeds \$26 Billion globally
- Meetings and events contribute more to the GDP than the air transportation, motion picture, sound recording, performing arts and the spectator sport industries
- The meeting and event industry employs 1.8 million jobs in the U.S., which is greater than the number of people residing in Philadelphia the nation's fifth largest city

# **Speakers**

Full sponsorship for speakers requested. (\$1500.00 - \$3000.00) Speaker must meet the requirements for attendees to receive clock hours towards their CMP certification. Approved topics are available upon request.

#### Recognition:

- Introduction of speaker by sponsor and audience address (3 minutes)
- Advertising of speaker and sponsor on the website, e-blast and Facebook

## **Speaker Accommodations**

A complimentary room is requested for the speaker for one or two nights. Any company may sponsor accommodations by covering the cost of the speakers stay in an area hotel.

#### Recognition:

- Logo on presentation slides at meeting
- · Verbal recognition during meeting

#### **Silent Auction Items**

These will be auctioned off at our annual Holiday event.

Past Examples include: Accomodations, Restaurant Gift Certificate, Golf package for 2, Limo/Mini-coach rental for 3 hours, Tickets to a Museum, Attraction tickets, Spa certificates, Dining Experiences, etc.

### Gift Cards & Certificates

These will be utilized as giveaway incentives to MPI Members.

#### Recognition:

- Logo on presentation slides at meeting
- · Verbal recognition during meeting





# Cash Sponsorship Opportunities

Black and Gold sponsor: \$5,001 - above

- Select 5 options from recognition list

Silver Fleur de Lis sponsor: \$2,501 - \$5,000

- Select 3 options from recognition list

Bronze Alligator sponsor: \$1,000 - \$2,500

- Select 2 options from recognition list Po' Boy sponsor: \$500 - \$1,000

- Select 1 option from the recognition list

# **Recognition List**

- MPI Membership
- · Complimentary registration to meeting
- Published article or press release
- Branding at event (Branding to be determined and approved based on event location)
- Company collateral distributed to members (must be approved by the board)
- MPI Gulf States Website ad on homepage (1 for 12 months)
- MPI Gulf States Business directory tile on website (1 for 12 months)
- Quarterly newsletter mention and link (based on timing of newsletter distribution)
- Eblast (1 sent to entire MPI membership)
- Podium time at meeting (3 minutes)
- Powerpoint slide prior to a meeting (must provide slide to display and must be approved by the board)
- Play a video prior to a meeting (must provide slide to display and must be approved by the board)
- Tabletop exhibit at a meeting of your choice
- Social Media Takeover for 4 Hours



# **CHAPTER DEMOGRAPHICS**

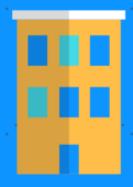


Our chapter's total buying power is an estimated \$392 million

- 1. Southeast
- 2. Southwest
- 3. Northeast
- 4. Midwest
- 5. Northwest

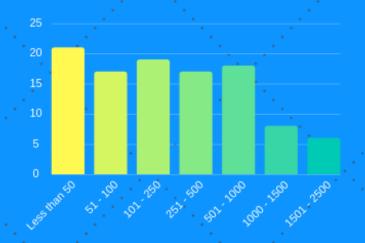


**REGION USED** 



PROPERTY TYPE USED

- 1. Downtown Hotel
- 2. Resort
- 3. Convention Center
- 4. Conference Center
- 5. Convention Hotel



SIZE OF MEETINGS PLANED



# 2021/2022 Social Media Takeover Rates

MPI Gulf States as a presence on Facebook and Instagram

# Half Day Facebook \$300.00

Cover Photo (banner ad) for 12 hours
2 Solicitation Posts
Boost for Each Post

# Half Day Instagram \$200.00

2 Solicitation Posts Boost for Each Post

# Full Day Facebook \$500.00

Cover Photo (banner ad) for 24 hours
4 Solicitation Posts
Boost for Each Post
1 Bonus Post on LinkedIn

# Full Day Instagram \$300.00

4 Solicitation Posts Boost for Each Post 1 Bonus Post on LinkedIn

If interested, please contact Nicole Tusa at ntusa@nocci.com



# Website Advertising Options



# **INLINE BANNER (728X90) ON HOMEPAGE**

MEMBER RATES: NON-MEMBER RATES:

\$75 per month \$125 per month

\$375 for 6 months \$425 for 6 months

\$650 for 12 months \$700 for 12 months

# **SIDEKICK BANNER (300X250) ON HOMEPAGE**

MEMBER RATES: NON-MEMBER RATES:

\$100 per month \$150 per month

\$500 for 6 months \$550 for 6 months

\$850 for 12 months \$900 for 12 months

If interested, please contact Nicole Tusa at ntusa@nocci.com



## 2021/2022 Table Top Rates

There are several table top displays available for each Chapter Meeting, allowing you to showcase your venue, product and/or service to each of our guests.

Each exhibitor is provided a draped six foot table to place brochures and any other collateral to promote your business. You will also be provided with a full registration to the monthly programming, including Networking and Lunch.

Reservations must be accompanied by a credit card or check payment.

Table top displays are given on a first come, first served basis.

Member Rate \$150.00 Non-Member Rate \$200.00

If interested, please contact Nicole Tusa at ntusa@nocci.com

## Why We Need Your Support

Donations help our chapter provide excellent educational, networking and business opportunities for our members. The more dynamic and exciting the function planned by the host venue, the more the attendance rises, allowing us to continue to be the premier meeting and event organization in the Gulf States.

#### How To Get Involved

Please contact Tammy Syock at tammy.syock@mcadmc.com for sponsorship opportunities or Nicole Tusa ntusa@nocci.com for advertising opportunities.



Thank you in advance for your support, interest and creativity. We appreciate your partnership.



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**GULF STATES CHAPTER**