



# 2026 Marketing & Sponsorship Opportunities

When we meet,  
we change the world.™

# Elevate Your Brand >>

At MPI Indiana Chapter, we understand the transformative impact of events, and we know you share that passion. Partnering with us provides a unique opportunity to elevate your brand, services, and destinations to a highly qualified audience of event planners. Our members plan and execute experiences not only across the country but around the world.

By sponsoring or advertising with MPI Indiana, your brand will be seen by over 100 influential planners who collectively manage more than \$112 million in annual buying power. We are excited to offer a range of sponsorship opportunities designed to help you meet your objectives, and we are committed to working with you to create personalized solutions. Whether your organization is seeking digital exposure, speaking opportunities, or face-to-face networking with planners, we have the platforms to ensure you connect and engage effectively.

Sincerely,

John Killacky  
Director, Sponsorships

Marcie Lapehn, CMP  
VP, Finance

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# Impact in Action: MPI Indiana Chapter Stats



**\$112M**

BUYING POWER

**430+**

EMAIL LIST

**48k**

IMPRESSIONS

**52%**

EMAIL OPEN RATE

**2,500+**

FOLLOWERS

**74%**

MEMBER RETENTION

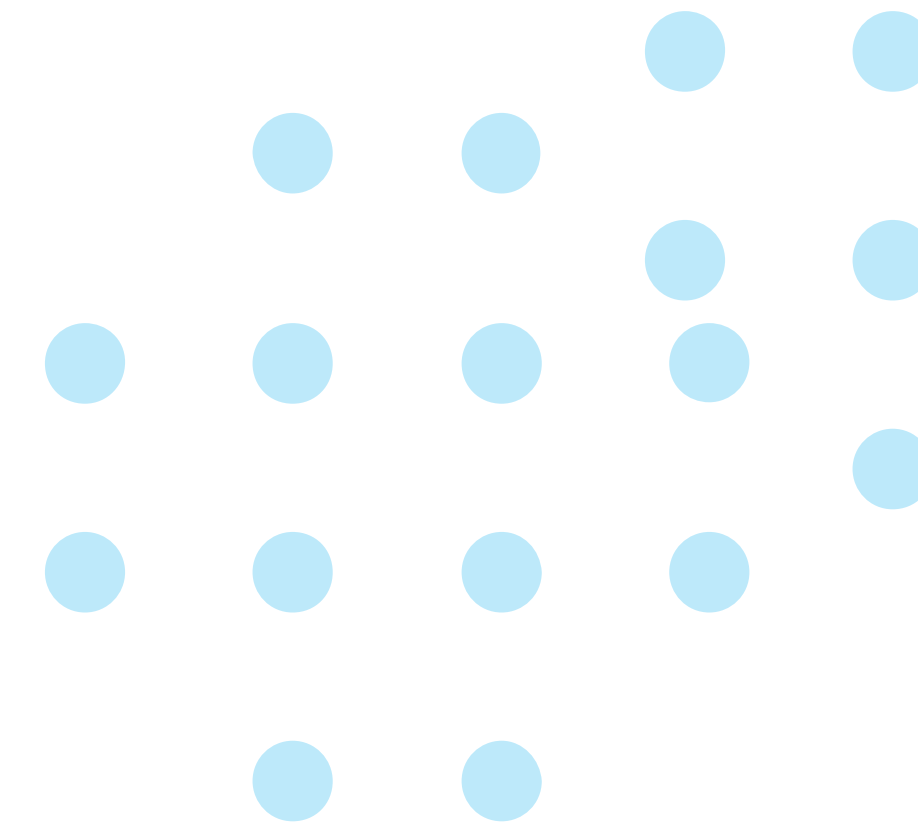
# Annual Sponsorship Opportunities

Annual Sponsorships are the top way to keep your brand and destination in front of planners year-round! We deliver exceptional value for your investment.

Annual sponsorships are recognized from January 1 to December 31. Benefits must be used during this period. Education registrations are valid on all educational programs except MPI Global and Regional Events. IMPRESS is not included unless noted in the sponsorship level.

	Diamond	Platinum	Gold
Member Price	\$6,000	\$4,000	\$2,000
Nonmember Price	\$7,000	\$5,000	\$2,500
In-Person Recognition	Diamond Ribbon	Platinum Ribbon	Gold Ribbon
Education Registrations	6/year	4/year	2/year
5-Minute Presentations	2/year	1/year	
Tabletop Space	2/year	1/year	
Website Logo	Yes	Yes	Yes
Monday Minute Logo	Yes	Yes	Yes
Social Posts	6/year	4/year	2/year
Email Blasts	4/year	2/year	1/year
IMPRESS Recognition	Logo	Logo	Logo
IMPRESS Registration	4	2	
Video or Speaking at IMPRESS	5 minute speaking or 1 minute video		

# Annual Sponsorship Breakdowns



## Diamond Sponsorship: \$6,000

- 6 education reg @ ~ \$35 each = \$210
- Two 5-minute presentations/tabletop space @ \$1,000 each = \$2,000
- Website logo for year @ \$500/quarter = \$2,000
- Monday Minute logo – no value shown a la carte
- 6 Social Posts @ \$200 each = \$1,200
- 4 Email Blasts @ \$1,000 = \$4,000
- IMPRESS Recognition = \$200
- 4 IMPRESS Registrations @ ~ \$75 each = \$300
- 5-minute video OR 1 minute video at IMPRESS – value not shown in a la carte – guesstimated value ~~ \$2,000??
- **Diamond Value is ~~ \$11,910**

## Platinum Sponsorship: \$4,000

- 4 education reg @ ~ \$35 each = \$140
- One 5-minute presentation/Tabletop space = \$1,000
- Website logo for year @ \$500/quarter = \$2,000
- Monday Minute logo – no value shown a la carte
- 4 Social Posts @ \$200 each = \$800
- 2 Email Blast @ \$1,000 = \$2,000
- IMPRESS Recognition = \$200
- 2 IMPRESS Registrations @ ~ \$75 each = \$150
- **Platinum Value is \$6,290**

## Gold Sponsorship: \$2,000

- 2 education reg @ ~ \$35 each = \$70
- Website logo for year (it's called website ad under a la carte) @ \$500/quarter = \$2,000
- Monday Minute logo – no value shown a la carte
- 2 Social Posts @ \$200 each = \$400
- 1 Email Blast @ \$1,000 = \$1,000
- IMPRESS Recognition = \$200
- **Gold Value is \$3,670**

# Program Sponsorship

\$1,000 Member / \$1,500 Non-Member

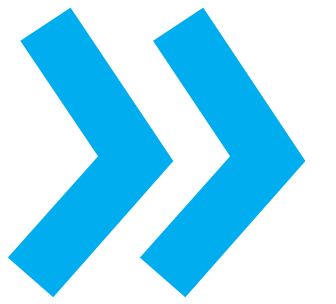
A program sponsorship puts your brand directly in front of planners as they expand their knowledge and sharpen their skills within the industry. For a tailored list of upcoming programs, reach out to us, and we'll align your sponsorship with educational opportunities that fit your organization's focus and goals.

## Benefits:

- Sponsor ribbon for in-person attendees
- One (1) complimentary registration to program
- Five (5) minute speaking opportunity
- Tabletop at sponsored program
- Logo with link on event registration page
- Logo with link on all email promotions of sponsored program
- Logo on social media promotion
- One (1) dedicated social media post during program

Program sponsorships are for single educational programs and benefits must be used in conjunction with the program. Unused benefits are forfeited if not used alongside the program.

# Brand Awareness & Marketing Enhancements



Program sponsorships position your brand in front of planners as they enhance their expertise and advance their industry skills. Contact us for a customized list of upcoming programs, and we'll connect you with educational opportunities that align with your organization's priorities and goals.

## General Education Sponsor

- Support chapter education programs through this easy option.
- Sponsor selects the program.

\$250 Member / \$500 Non-Member

## Benefits

- Logo displayed during program
- Verbal recognition during program

Price per event. Excludes MPI Global, Regional Events  
GMID, and IMPRESS Awards

# Annual Event Sponsorship Opportunities

## **IMPRESS Awards - April 2026**

The IMPRESS Awards are the MPI Indiana Chapter's signature annual event, celebrating excellence and achievement within our industry. IMPRESS, which stands for Indiana Meeting Professionals Recognizing Excellence and Statewide Success, honors outstanding contributions across seven award categories, along with two chapter scholarships. The event also highlights the chapter's key achievements from the past year. MPI Indiana members will come together for an evening of dining, celebration, and recognition as we honor the 2025 IMPRESS Award winners and celebrate the remarkable industry we are proud to be part of.

### **Sponsorship Range: \$200 - \$2,500**

\*In-Kind Sponsorship opportunities are available. Contact John Killacky for more information.

## **Global Meetings Industry Day (GMID) Celebration - March 2026**

Join us in celebrating Global Meetings Industry Day (GMID), an international day of advocacy that highlights the undeniable value business meetings, trade shows, incentive travel, exhibitions, conferences, and conventions bring to people, businesses, and communities. To mark this special day, the celebration will include a supplier EXPO, a DEI-focused educational session, and a networking reception—all designed to honor our industry partners and showcase the impactful work they do.

### **Sponsorship Range: \$200 - \$1,000**

\*In-Kind Sponsorship opportunities are available. Contact John Killacky for more information.

## Website Ad

Showcase your brand to visitors of the MPI Indiana Chapter Website. Advertisements will run for the amount of time selected and the size of advertisement will be up to the sponsor. Banner and sidebar options are available.

Per Quarter: \$500 Member / \$750 Non-Member

6-Months: \$900 Member / \$1150 Non-Member

Annual: \$1750 Member / \$2000 Non-Member

## Benefits

- Brand/Ad displayed on MPI Indiana Chapter website
- Brand will be seen by planners that represent over \$112m in buying power

\*Price per quarter.

Advertise here to **reach the best meeting and event pros** in the business.



**Reserve your brand's spotlight today.**

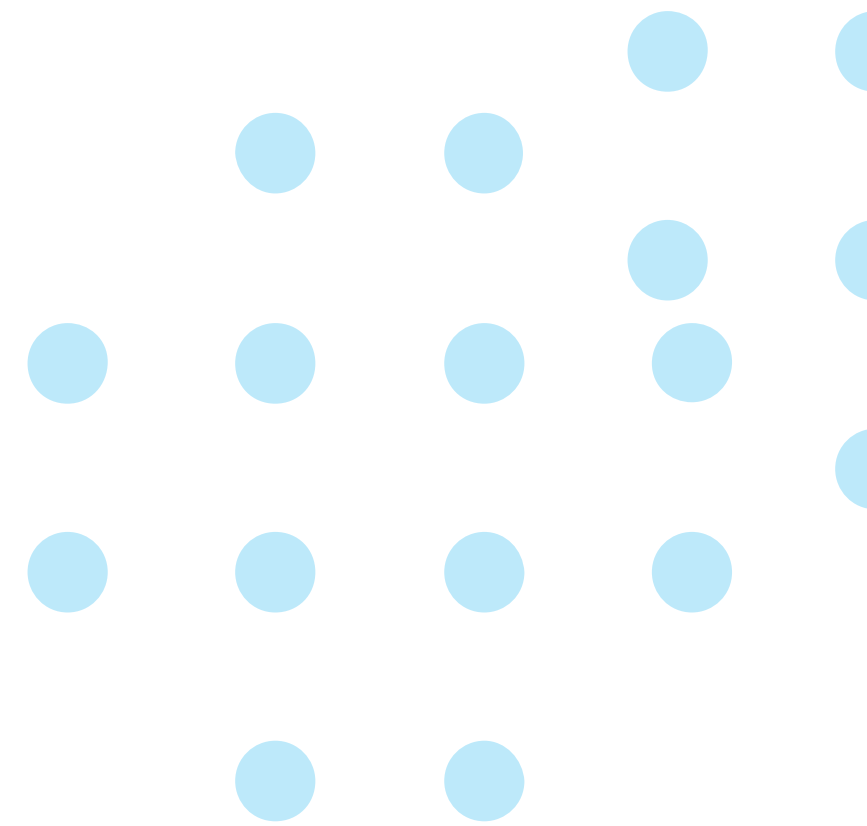
## Email Blast

Send a direct email to the current members of the MPI Indiana Chapter to highlight your destination, services and how you can help members solve their challenges.

\$1,000 Member / \$1,500 Non-Member

## Benefits

- One (1) dedicated email blast to the current membership.
- Over 430+ event & supplier professionals reader list
- Email designed by sponsor (provided to the Communications Committee for distribution).
- Sponsor to receive performance statistics



## Social Media Posts

Put your brand in front of our more than 2,500+ followers across 4 social platforms.

\$200 Member / \$300 Non-Member

### Benefits

- Posts and copy designed by sponsor
- Timing of posts discussed and approved by sponsor
- Sponsor to be tagged on appropriate platforms
- Sponsor to receive engagement statistics

Price per set of 4 posts.



## Membership & CMP Scholarships

Show your commitment to the industry through the support of planners as they join MPI and strengthen their knowledge to achieve their Certified Meeting Professional (CMP) credential.

Cost to be confirmed with individual sponsors.

### Benefits

- Recognition as scholarship sponsor
- Logo associated with all marketing related to the sponsorship
- Participate in the selection of recipient(s)
- Present scholarships at IMPRESS Awards

## Customize Your Sponsorship!

We understand that every organization has unique goals for sponsorship and advertising. If you don't see the perfect fit in our options, we're happy to collaborate with you to create a tailored solution that meets your needs. Feel free to reach out—we're here to help!

# Important Information >>

## Signed Agreements

Sponsorships will only be finalized upon receipt of a signed agreement by the Director of Sponsorships. This agreement will detail the benefits provided, the sponsorship fee, payment deadlines, and any other terms agreed upon between the sponsor and the MPI Indiana Chapter.

## Invoices and Payments

We will work with you directly to generate invoices for your sponsorship(s). **Please note that sponsorship benefits will only be activated once payment has been received.** To ensure a smooth process, kindly inform us of any specific invoicing requirements in advance.

## Sponsorship Fulfillment

While the MPI Indiana Chapter will make every effort to communicate and fulfill all benefits, it is the sponsor's responsibility to provide and schedule promotional materials in a timely manner. Sponsors will receive detailed guidelines, including required sizes, file formats, and deadlines, and MPI Indiana Chapter contact information to ensure smooth execution of their sponsorship benefits.



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