



**WASHINGTON  
STATE**  
CHAPTER

# 2020 SPONSORSHIP & ADVERTISING GUIDE

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**PARTNERSHIP OPPORTUNITIES**



**To inquire or purchase, contact:**  
[sponsorship@mpiwsc.org](mailto:sponsorship@mpiwsc.org)  
[www.mpi.org/wsc](http://www.mpi.org/wsc)

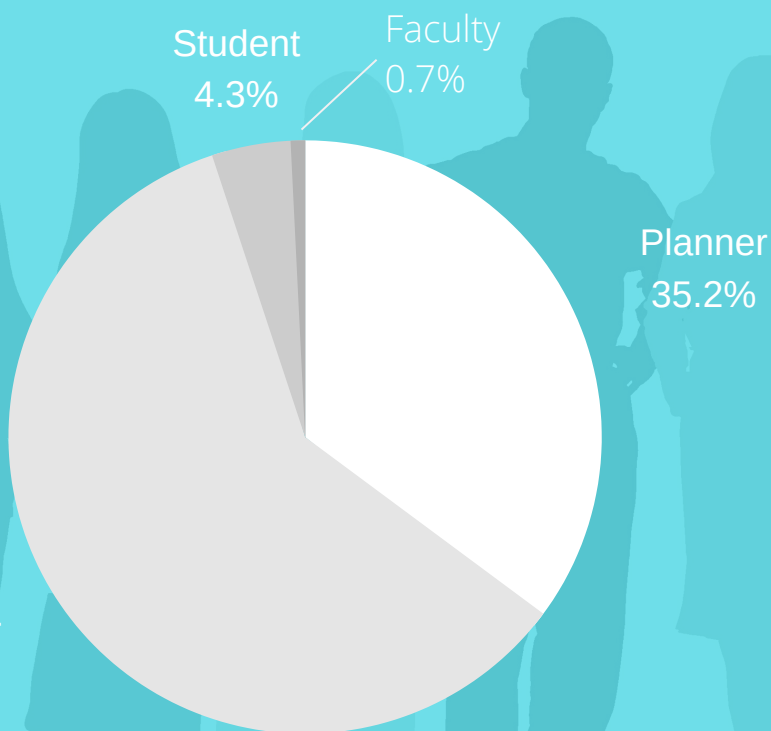
# The Value of Sponsorship

*Get your message in front of the right people*

Our 250+ chapter members have an estimated buying power of over 121MM. Get your organization in front of these important industry professionals for maximum exposure to the meetings & events industry in Washington State.

Supporting MPIWSC through a sponsorship opportunity shows your organization's dedication to the industry and provides you with the benefits that give you opportunities to get in front of the customers that matter to you.

## Membership



## Estimated Buying Power

Planner - \$78,750,000  
Supplier - \$42,875,000

## Planning Locations

United States  
19 International Locations

# Sponsorship Packages

*Custom Sponsorships to Achieve Your Goals*

## **\$500 Essential Sponsorship**

- All Essential Sponsorship benefits

## **\$750 Bronze Sponsorship**

- All Essential Sponsorship benefits
- Choose 1 Prime level benefit

## **\$1,500 Silver Sponsorship**

- All Essential Sponsorship benefits
- Choose 1 Prime level benefit
- Choose 1 Planner level benefit

## **\$2,500 Gold Sponsorship**

- All Essential Sponsorship benefits
- Choose 1 Prime level benefit
- Choose 1 Planner level benefit
- Choose 1 Premium level benefit

## **\$4,000 Platinum Sponsorship**

- All Essential Sponsorship benefits
- Choose 1 Prime level benefit
- Choose 1 Planner level benefit
- Choose 1 Premium level benefit
- Choose 1 Premier level benefit

## **\$5,000 Diamond Sponsorship**

- All Essential Sponsorship benefits
- Choose 1 Prime level benefit
- Choose 1 Planner level benefit
- Choose 1 Premium level benefit
- Choose 1 Premier level benefit
- Choose 1 Presidential level benefit

# Sponsorship Benefits

***Based on your selected sponsorship package, you will select benefits from these categories:***

## Essential Sponsorship Benefits:

- Logo & link on MPIWSC Sponsorship Web Page - 12 months
- Recognized at all MPIWSC Programs - 12 months
- Sponsor Ribbon on Name Badge at all MPIWSC Programs - 12 months
- Recognized as Sponsor on chapter Facebook page

## Prime Level Benefits:

- 1 registration to an MPIWSC Educational Programs or Strictly Social
- 1 registration for Annual Chapter Awards
- 1 registrations to MPIWSC's Annual Chapter Auction
- Provide swag/collateral to be placed at all seats at an event for each attendee (*provided by sponsor*)
- Centerpiece displays at a MPIWSC program (*provided by sponsor*)
- 1-month sidebar advertisement on MPIWSC's e-blasts
- 1 social media post via MPIWSC's Facebook or Twitter to promote your company

## Planner Level Benefits:

- An article in our monthly email to our membership sent by MPIWSC
- Pop up banner in reception area at MPIWSC event (*banner provided by sponsor*)
- 2 registrations to MPIWSC's Educational Programs
- 2 registrations to MPIWSC's Annual Chapter Awards
- 2 registrations to MPIWSC's Annual Chapter Auction
- 3-month sidebar advertisement in MPIWSC's e-blasts
- 3-month sidekick advertisement on MPIWSC's website
- 2 social media posts via MPIWSC's Facebook or Twitter to promote your company

# Sponsorship Benefits, cont.

## Premium Level Benefits:

- Host a special raffle for planners in attendance at an educational program and collect their business cards
- 1 registration to MPIWSC's The Hive
- 3 registrations to MPIWSC's Educational Programs and/or Strictly Socials
- 3 registrations to MPIWSC's Annual Chapter Awards
- 3 registrations to MPIWSC's Annual Chapter Auction
- 6-month sidebar advertisement in MPIWSC's e-blast
- 6-month sidekick advertisement on MPIWSC's website
- 3 social media posts via MPIWSC's Facebook or Twitter to promote your company

## Premier Level Benefits

- Dedicated promotional email to our email subscribers sent by MPIWSC
- 1 registration to Cascadia Educational Conference
- 2 registrations to MPIWSC's The Hive
- 4 registrations to MPIWSC's Educational Programs and/or Strictly Socials
- 4 registrations to MPIWSC's Annual Chapter Awards
- 4 registrations to MPIWSC's Annual Chapter Auction
- 9-month sidebar advertisement on MPIWSC's e-blast
- 9-month sidekick advertisement on MPIWSC's website
- 4 social media posts via MPIWSC's Facebook or Twitter to promote your company

## Presidential Level Benefits

- 5-minute podium time & display table at a MPIWSC's Educational Program
- 5-minute video presentation during a MPIWSC's Educational Program
- Take over MPIWSC's Facebook, Twitter and Instagram with 5 posts for 5 days
- 3 registrations to the MPIWSC's Hive
- 6 registrations to MPIWSC's Educational Programs and/or Strictly Socials
- 6 registrations to MPIWSC's Annual Chapter Awards
- 6 registrations to MPIWSC's Annual Chapter Auction
- 1-year sidebar advertisement on MPIWSC's e-blasts
- 1-year sidekick advertisement on MPIWSC's website
- 5 social media posts via MPIWSC's Facebook or Twitter to promote your company

# Advertising Opportunities

*A variety of options to effectively deliver your message*

## E-Blast Advertising

- Over 800 e-mail subscribers
- 32% average open rate
- 17% average click-through rate
- Average of 5 e-blasts sent per month

## E-Blast Banner Ads

- 800x75pixels
- Includes link to your website

Top Banner	3 Months	6 Months	9 Months	12 Months
Member	\$500	\$1,000	\$1,400	\$1,800
Non-Member	\$800	\$1,500	\$2,100	\$2,500

Bottom Banner	3 Months	6 Months	9 Months	12 Months
Member	\$400	\$900	\$1,300	\$1,700
Non-Member	\$700	\$1,400	\$2,000	\$2,400

## E-Blast Sidebar Ads

- 140x140pixels
- Includes link to your website

Sidebar	3 Months	6 Months	9 Months	12 Months
Member	\$300	\$600	\$800	\$1,000
Non-Member	\$600	\$1,200	\$1,800	\$2,050

# E-Blast Advertising, cont.

## Dedicated E-Blast

Your content and your content *only* delivered in a dedicated e-blast to our full subscriber list. You provide the content and we send out the email for you on a mutually agreed upon date.

### Dedicated E-Blast

Member \$1,000

Non-Member \$1,500

## Monthly E-Blast Article

Have exciting news to share about your business? An article is a great way to share! Articles are 5-6 sentences long and can feature hyperlinks and 1 image. (The Monthly e-blast goes out to about 270 people with a 42% open rate and 23% average click through rate)

### Article in E-Blast

Member \$300

Non-Member \$700

Top Banner

Sidebar Ad

Article

The screenshot displays the layout of an e-blast from the Washington State MPI Chapter. The header features the MPI logo and the text "WASHINGTON STATE CHAPTER". Below this is a top banner with the text "MEET IN SEATTLE'S BACKYARD" and a button "GET YOUR EVENTS GUIDE". To the right of the banner is the "SEATTLE SOUTHSIDE Regional Tourism Authority" logo. The main content area is titled "UPCOMING EVENTS" and lists four events: "SAFECO FIELD Annual Chapter Awards" (Tuesday, June 26, 2018), "Showbox John Educational Program" (Tuesday, July 24, 2018), "SPiN 360th Social" (Thursday, August 9, 2018), and "EMBASSY RISTORANTE Annual Chapter Auction" (Wednesday, September 26, 2018). Below the events is a section titled "Welcome Our May New Members" listing several names and their affiliations. A sidebar on the right contains several small advertisements, including "HEYDENBAUER CENTER", "MOONBERRY", "YOUR FAVORITE SPOT", "Meeting & Events in Silver Country", "ALDERBROOK", and "VOLUNTEER OPPORTUNITIES". The main content area continues with a section titled "Congratulations to Hall of Leaders Inductee, Corbin Ball!" featuring a photo of Corbin Ball and text about his induction. Below this is a "Member SPOTLIGHT - JENÉ ICEBERG" section featuring a photo of Jené Iceberg and text about her background and involvement with the chapter. The bottom right corner of the main content area features a small "I AM MPI" logo and a photo of a woman.

# Website Advertising

[www.mpi.org/wsc](http://www.mpi.org/wsc)

- Over 550 visitors monthly
- Over 4,500 page views per month
- Over 3,000 unique views

## Sidekick Website Ads

- 300x250pixels
- Includes link to your website

Sidekick Ad	3 Months	6 Months	9 Months	12 Months
Member	\$450	\$600	\$800	\$1,000
Non-Member	\$600	\$900	\$1,200	\$1,500

## Inline Banner Website Ad

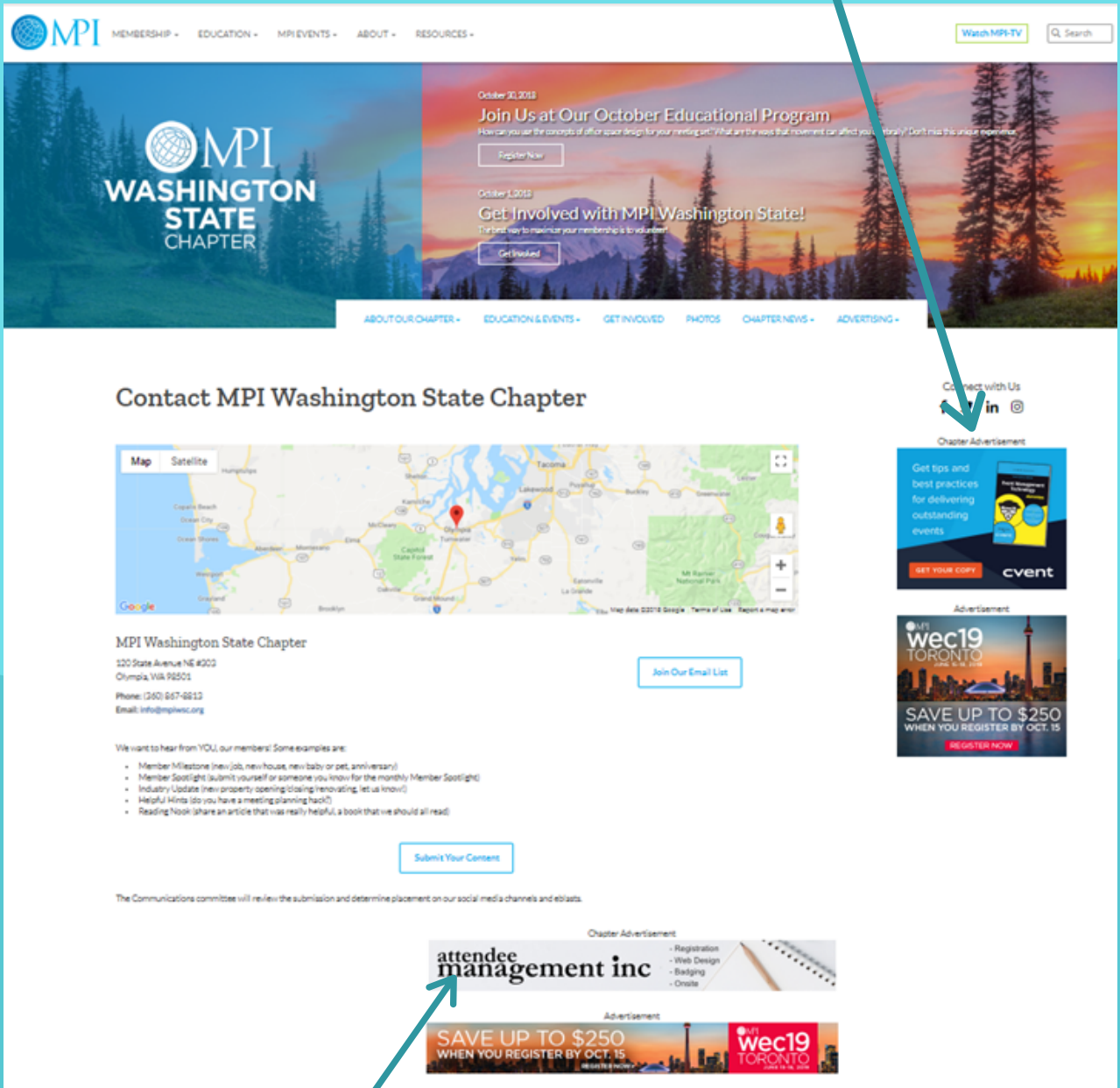
- 728x90pixels
- Includes link to your website

Inline Banner	3 Months	6 Months	9 Months	12 Months
Member	\$350	\$500	\$700	\$900
Non-Member	\$500	\$750	\$1,000	\$1,250



# Website Advertising, cont.

Sidekick Ad



Inline Banner Ad

# Additional Advertising Options

## Social Media Advertising

Our social media accounts have over 4,000 followers combined, creating a robust audience for your message.

- Facebook - 1,149 followers
- Twitter - 2,583 followers
- Instagram - 712 followers

Social Media Posts	1 Post /1 Platform	1 Post /3 Platforms
Member	\$100	\$250
Non-Member	\$500	\$750

## Supplier Showcase Package

**Supplier Showcase is an opportunity to have an elevated presence at a quarterly Education Program, which average 50 attendees. Showcase Package Includes:**

- 5 complimentary registrations to the Educational Program you showcase at
- A display table by registration
- Opportunity to provide swag/collateral to be placed at all seats at an event for each attendee *(item(s) to be provided by sponsor)*
- Opportunity to host a special raffle for attendees and collect their business cards
- A brief mention (2-3 sentences) in the event specific e-blast about your company
- A brief mention (2-3 sentences) on our website on the event specific page

### Showcase Package

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

### Add 5 Minutes Podium Time

Member	+\$500
Non-Member	+\$500