



**WASHINGTON  
STATE**  
CHAPTER

# 2021 SPONSORSHIP & ADVERTISING GUIDE

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**PARTNERSHIP OPPORTUNITIES**



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

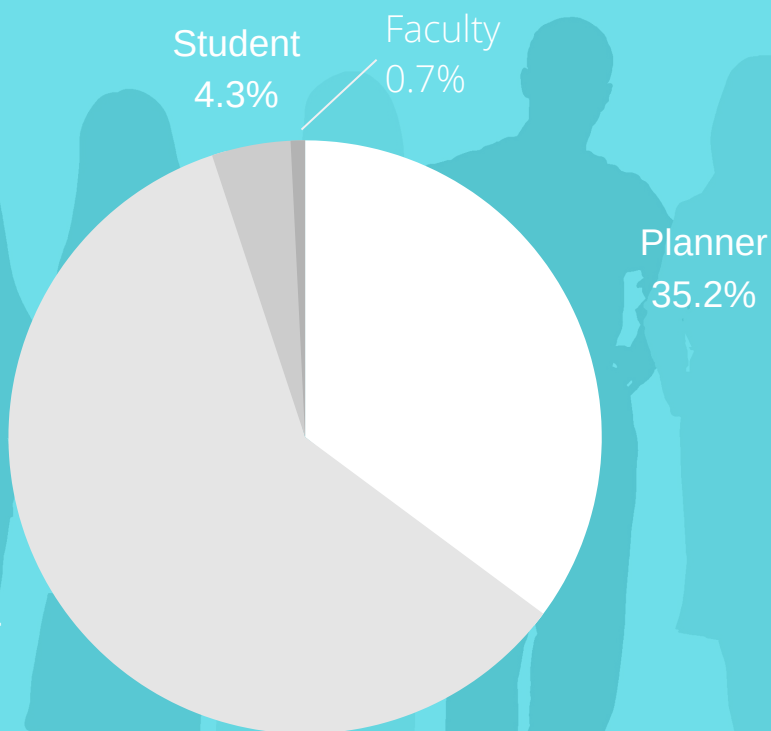
# The Value of Sponsorship

*Get your message in front of the right people*

Our 250+ chapter members have an estimated buying power of more than \$121 M. 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

*Let Us Help You Achieve Your Goals*

**\* All Sponsorship Prices Reflect 50% off thru July 2021!**

## **\$250\* Essential Sponsorship**

- Logo and link on MPIWSC Sponsorship webpage - 12 months
- Recognized at all MPIWSC Programs - 12 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 12 months
- Recognized as Sponsor on chapter Facebook page
- 1 registration to an MPIWSC Educational Virtual Programs
- 1 registration for MPIWSC's Annual Chapter Awards
- 1 registration to MPIWSC's Annual Chapter Auction and send a swag/collateral to all attendees prior to the start of the auction
- Centerpiece displays at a MPIWSC program (provided by sponsor)
- 1-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 1 social media post via MPIWSC's Facebook or Twitter to promote your company

## **\$375\* Premium Sponsorship**

- Logo and link on MPIWSC Sponsorship webpage - 12 months
- Recognized at all MPIWSC Programs - 12 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 12 months
- Recognized as Sponsor on chapter Facebook page
- An article in our monthly e-mail newsletter sent to our membership by MPIWSC
- 2 registrations to an MPIWSC Educational Virtual Programs
- 2 registrations for MPIWSC's Annual Chapter Awards
- 2 registrations to MPIWSC's Annual Chapter Auction and send a swag/collateral to all attendees prior to the start of the auction
- 3-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 3-month sidekick advertisement in MPIWSC's website
- 2 social media post via MPIWSC's Facebook or Twitter to promote your company

# Sponsorship Packages, cont.

*Let Us Help You Achieve Your Goals*

**\* All Sponsorship Prices Reflect 50% off thru July 2021!**

## **\$750\* Silver Sponsorship**

- Logo and link on MPIWSC Sponsorship webpage - 12 months
- Recognized at all MPIWSC Programs - 12 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 12 months
- Recognized as Sponsor on chapter Facebook page
- An article in our monthly e-mail newsletter sent to our membership by MPIWSC
- 1 registration to The Hive
- 3 registrations to an MPIWSC Educational Virtual Programs
- 3 registration for MPIWSC's Annual Chapter Awards
- 3 registration to MPIWSC's Annual Chapter Auction and send a swag/collateral to all attendees prior to the start of the auction
- 4-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 4-month sidekick advertisement in MPIWSC's website
- 3 social media post via MPIWSC's Facebook or Twitter to promote your company

## **\$1,250\* Gold Sponsorship**

- Logo and link on MPIWSC Sponsorship webpage - 12 months
- Recognized at all MPIWSC Programs - 12 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 12 months
- Recognized as Sponsor on chapter Facebook page
- An article in our monthly e-mail newsletter sent to our membership by MPIWSC
- 1 registration to The Hive
- 3 registrations to an MPIWSC Educational Virtual Programs
- 3 registration for MPIWSC's Annual Chapter Awards
- 3 registration to MPIWSC's Annual Chapter Auction and send a swag/collateral to all attendees prior to the start of the auction
- 4-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 4-month sidekick advertisement in MPIWSC's website
- 3 social media post via MPIWSC's Facebook or Twitter to promote your company

# Virtual Program Sponsor

*Host a Monthly Virtual Educational Program*

## Virtual Education Program Sponsor - \$250\*

**\* Reflects 50% off thru July 2021!**

Be the exclusive host of one of MPIWSC's new monthly virtual programs. With the limitations on in-person events, the chapter has been offering virtual education programs approximately every month.

Virtual Program Sponsors will be given 3-5 minutes during a virtual program to promote their venue/business (give a presentation, share slides, show a video, it's up to you!).

In addition, Virtual Program Sponsors also receive:

- Logo and link on MPIWSC Sponsorship webpage - 12 months
- Recognized at all MPIWSC Programs - 12 months
- Recognized as Sponsor on chapter Facebook page
- 1 registration to an MPIWSC Virtual Education Program
- 1-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 1 social media post via MPIWSC's Facebook or Twitter to promote your company



# Advertising Opportunities

*A variety of options to effectively deliver your message*

## E-Mail Advertising

- More than 1,000 subscribers to our e-mail list
- 30% average open rate, nearly 50% among MPIWSC members!
- 16% average click-through rate
- Average of 5 E-Blasts sent per month

## E-Mail Banner Ads

**\* Reflects 50% off thru July 2021!**

- 800 x 75 pixels
- Includes link to your website

Top Banner	3 Months	6 Months	9 Months	12 Months
Member	\$250*	\$450*	\$675*	\$900*
Non-Member	\$400*	\$750*	\$1,050*	\$1,250*

Bottom Banner	3 Months	6 Months	9 Months	12 Months
Member	\$200*	\$375*	\$550*	\$725*
Non-Member	\$350*	\$700*	\$1,000*	\$1,200*

## E-Mail Sidebar Ads

**\* Reflects 50% off thru July 2021!**

- 140 x 140 pixels
- Includes link to your website

Sidebar	3 Months	6 Months	9 Months	12 Months
Member	\$150*	\$300*	\$400*	\$500*
Non-Member	\$300*	\$600*	\$900*	\$1,025*

# E-Mail 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 e-mail on a mutually agreed upon date.

### Dedicated E-Blast

Member	\$500*
Non-Member	\$750*

\* Reflects 50% off thru July 2021!

## 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 all MPIWSC members -- about 270 members -- and has nearly a 50% open rate and 20% average click through rate.

### Article in Monthly E-Blast

Member	\$150*
Non-Member	\$350*

\* Reflects 50% off thru July 2021!

Top Banner

Sidebar Ad

Article

The screenshot displays the layout of an email blast from the MPI Washington State Chapter. The layout includes a top banner, a main content area with upcoming events, a sidebar with various advertisements, and a main article section.

**Top Banner:** Features the MPI logo and the text "WASHINGTON STATE CHAPTER". Below this is a section titled "MEET IN SEATTLE'S BACKYARD" with a button "GET YOUR EVENTS GUIDE" and the "SEATTLE SOUTHSIDE Regional Tourism Authority" logo.

**UPCOMING EVENTS:** A section listing four events with logos and dates:

- SAFECO FIELD:** Annual Chapter Awards, Tuesday, June 28, 2018
- Showbox:** July Educational Program, Tuesday, July 24, 2018
- SPiN:** 500th Social, Thursday, August 9, 2018
- EMBASSY SUITE:** Annual Chapter Auction, Wednesday, September 26, 2018

**Welcome Our May New Members:** A list of new members including Kelsey Burdulis, The Heathman Hotel, Roselle Cuentas, Seattle Southside Regional Tourism Authority, Matthew Donegan-Ryan, Eventcore, Kim Fleming, Health-Business Services, Intalene, Michael Hall, The Snapper, Steven Todd Jones, Balloon Designers, Maria Lewis, Jet Agency Lake Washington, Aleah Roe, and Columbia Hospitality.

**Want to save some money when you renew your membership?** Refer a friend to MPI and you'll be credited \$25! Just make sure they have your name and membership number -- as an added bonus, your friend will save \$50!

**Congratulations to Hall of Leaders Inductee, Corbin Ball!**  
Long-time MPIWSC member, Corbin Ball, CMR, CSP, CCE, MS, was recently chosen for induction into the Hall of Leaders by the [Event Industry Council](#). A ceremony will be held on October 16, 2018 in Las Vegas during IMEX America. Corbin is widely-known for his writing and consulting on event technology. Our chapter has an award in his honor, the Corbin Ball Industry Leader of the Year and he will be presenting it to a deserving member on June 28th at the chapter awards program. If you haven't registered yet, please do so [here](#).

**Member SPOTLIGHT - JENÉ ICEBERG**  
Jené grew up in Pasco and went to college in Ellensburg where she got her start in the Hospitality industry by taking an Introduction to Recreation and Tourism class. From there, Jené joined MPI as a student and attended the Cascadia conference in 2014. From connections she made there, Jené was offered an internship and then full-time position with Seattle Southside. She credits MPIWSC member, Jordan Hathaway, with introducing her to our network of professionals. Jené has spent the last four years doing an awesome job promoting Seattle Southside and serving MPIWSC as a volunteer in multiple roles - Auction Chair in 2016, Hive volunteer in 2017, and currently as Social Media Chair. She will continue supporting the chapter as she

**Sidebar Ad:** A vertical column of advertisements on the right side of the email blast, including:

- HEIDENBAUER CENTER: Bellevue, Washington Convention Center
- MOONBERRY: Aerial views of a beach and people
- YOUR FAVORITE SPOT: THE PARK OF THE FUTURE
- Meeting & Events in Silver Country
- ALDERBROOK: Aerial views of a lake and people
- VOLUNTEER OPPORTUNITIES: A group of people holding hands



# Website Advertising

[www.mpiwsc.org](http://www.mpiwsc.org)

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

## Sidekick Website Ads

- 300 x 250 pixels
- Includes link to your website

Sidekick Ad	3 Months	6 Months	9 Months	12 Months
Member	\$225*	\$300*	\$400*	\$500*
Non-Member	\$300*	\$450*	\$600*	\$750*

**\* Reflects 50% off thru July 2021!**

## Inline Banner Website Ad

- 728 x 90 pixels
- Includes link to your website

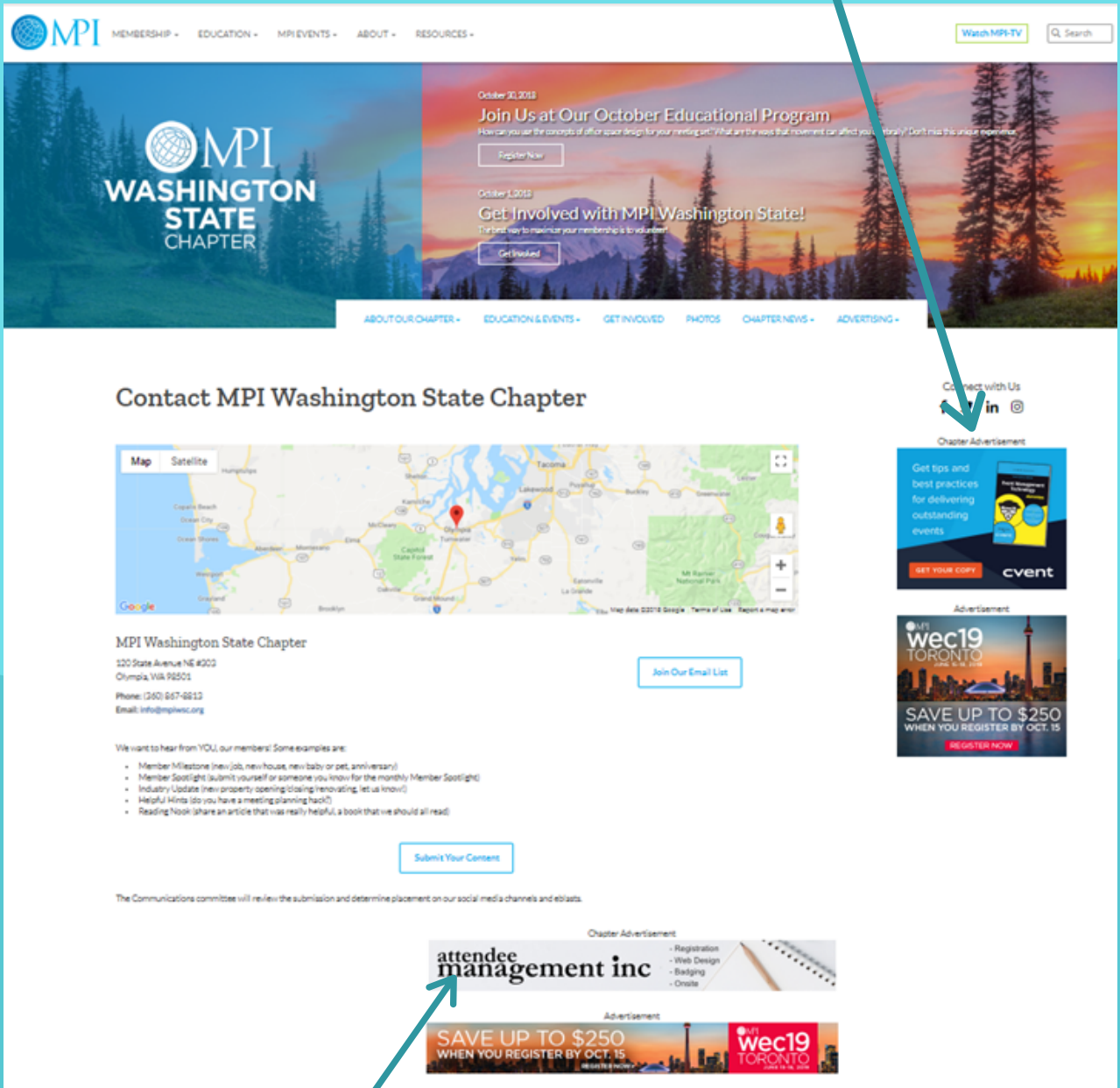
Inline Banner	3 Months	6 Months	9 Months	12 Months
Member	\$175*	\$250*	\$350*	\$450*
Non-Member	\$250*	\$375*	\$500*	\$625*

**\* Reflects 50% off thru July 2021!**



# Website Advertising, cont.

Sidekick Ad



Inline Banner Ad

# Additional Advertising Options

## Social Media Advertising

Our social media accounts have more than 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	\$50*	\$125*
Non-Member	\$250*	\$375*

**\* Reflects 50% off thru July 2021!**

## 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 your sponsored Supplier Showcase Educational Program
- 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	\$500*
Non-Member	\$750*

### Add 5-Minutes Podium Time

Member	+\$250*
Non-Member	+\$250*

**\* Prices reflect 50% off thru July 2021!**