

# PARTNERSHIP PROSPECTUS

Presentation



# ROOTED IN LEGACY: PIONEERING EXCELLENCE SINCE 1973

Founded in 1973, the Rocky Mountain Chapter stands as MPI's inaugural beacon, an emblem of trailblazing within the industry. We've evolved into a dynamic force, shaping unparalleled member programs and events.

Nestled in Denver, Colorado, our ties within the hospitality industry run deep and wide representing Colorado, Idaho, Montana, Utah and Wyoming. We're not merely connected; we're an integral part of this thriving landscape, committed to its elevation.

Join us as we seamlessly merge our storied past with an exciting present, crafting connections that redefine hospitality. Your entry into the Rocky Mountain Chapter marks where tradition meets innovation, where history fuels our drive and potential knows no bounds.

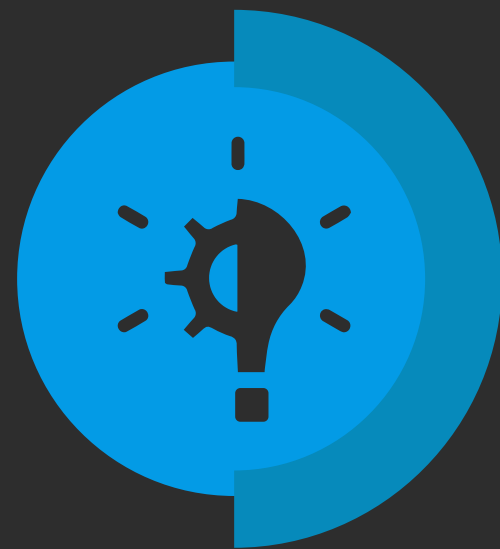
**Embrace Legacy. Elevate Possibilities.**

Welcome to the Rocky Mountain Chapter — where our history empowers our future.

**Step In. Elevate Higher.**



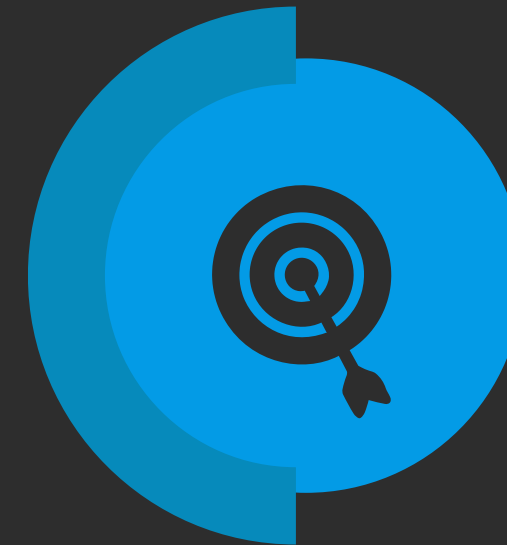
# VISION AND MISSION



## Vision

**The vision is activated by using four strategies:**

- **EVOLVE** to a global community,
- **RE-IMAGINE** business relationship with its chapters,
- **ELEVATE** the member conversation and experience, and
- **BUILD** a great organization.

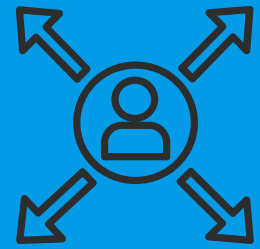


## Mission

We understand that when people meet face-to-face, it empowers them to stand shoulder-to-shoulder. That's why we lead the world in professional development that advances the meeting and event industry—and the careers of the people in it. We connect the connectors so they can produce experiences that inspire, educate and energize.

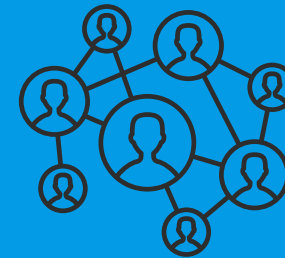
**Because when people meet, they can change the world.**

# KEY SPONSORSHIP BENEFITS



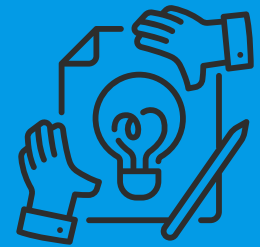
## Elevated Industry Exposure

Sponsoring MPI Rocky Mountain Chapter provides a premier stage to amplify your brand within the event and meeting industry. Maximize visibility and ensure your solutions and services stand out among a diverse audience of suppliers and planners.



## Relationship Building & Networking

Forge meaningful connections that go beyond business cards. Sponsorship opens doors to invaluable networking opportunities, enabling you to build lasting relationships with key decision-makers, suppliers, and planners in the event and meeting sector.



## Positioning as an Industry Authority

Showcase your company's expertise and thought leadership within the event and meeting arena. Through speaking engagements, workshops, and sharing insights, you'll solidify your reputation as an industry authority that planners and suppliers trust.



## Access to Your Target Audience

As an influential hub for event and meeting professionals, MPI Rocky Mountain Chapter offers direct access to a coveted audience. Your sponsorship guarantees meaningful connections with fellow industry leaders, creating fertile ground for potential partnerships.



## Engage Through Product Showcases

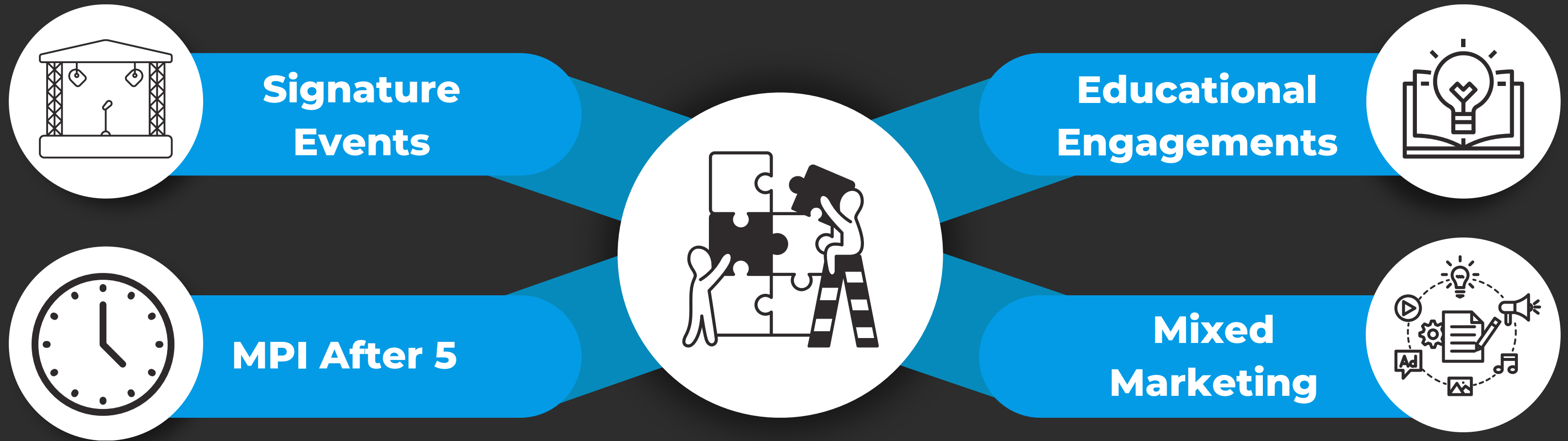
Gain exclusive avenues to present your event and meeting solutions directly to your target audience. Let your products and services take center stage, allowing planners and suppliers to experience your offerings firsthand.



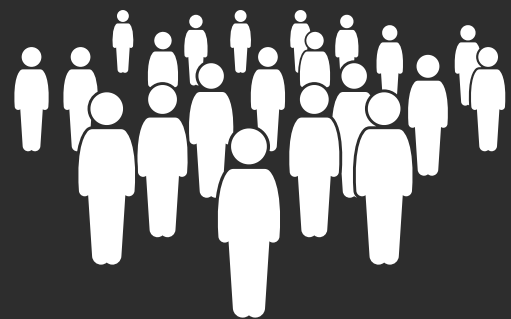
## Commitment to Community Growth

By sponsoring MPI Rocky Mountain Chapter, you align your brand with a community-driven organization that advances the event and meeting industry. Showcase your commitment to industry growth, and be recognized as a responsible corporate citizen invested in the future of the sector.

# OPPORTUNITY OVERVIEW



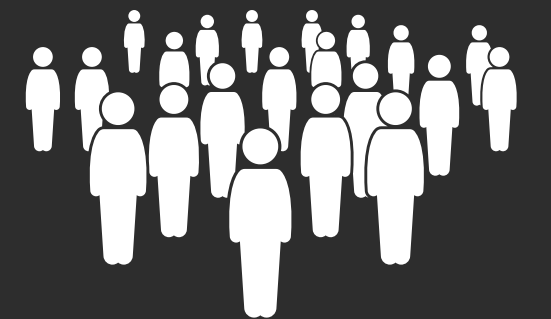
## MPIRMC MEMBER SNAPSHOT:



**PLANNERS**  
46%

**SUPPLIERS**  
36%

**STUDENTS**  
16%



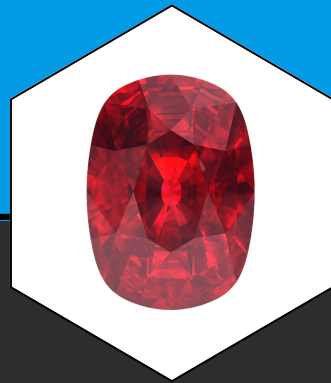
# SPONSORSHIP SPECTRUM

**DIAMOND**



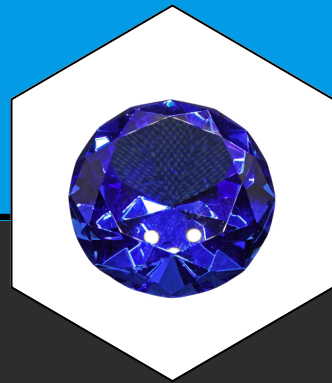
**\$20,000 +**

**RUBY**



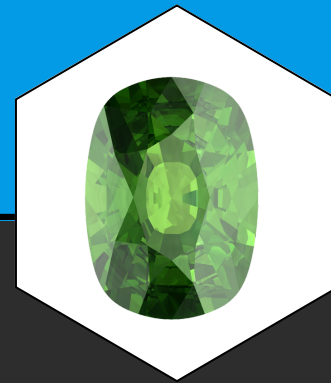
**\$15,000 +**

**SAPPHIRE**



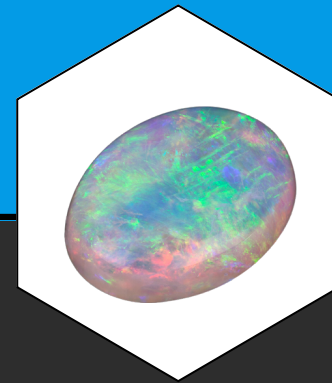
**\$10,000 +**

**EMERALD**



**\$5,000 +**

**OPAL**



**\$2,500 +**

**AMETHYST**



**\$1,000 +**

***PLEASE NOTE:***

*Cash Sponsorship = Cash Value*

*In-Kind Donations = 50% Street (Retail) Value*



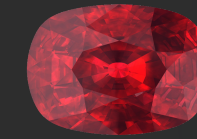
# DIAMOND



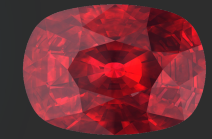
**\$20,000 +**

## **BENEFITS INCLUDE:**

- MPIRMC One Year Membership (Renewal or New)
- Complimentary Registrations to the following Signature Events:
  - Annual Awards Gala and Auction (*Qty 8 individuals*)
  - Casino Night (*Qty 8 individuals*)
    - 50% discount on up to 4 additional individualized tickets to each signature event.
- Hyperlinked logo on signature event registration site
- Hyperlinked logo on all signature event marketing
- Hyperlinked logo on MPIRMC website for one year
- Logo display at all signature events
- Sponsor Ribbon on attendee badge
- Verbal recognition during event
- (4) Minutes Podium Time at Sponsored Event
- A choice between (Pick 3):
  - (2) E-Blasts to the MPIRMC Membership List
  - Social Media Take Over (2 posts on 3 outlets)
  - (2) Complimentary Registrations to an Educational Engagement Session
  - (2) Complimentary registration to MPI After 5



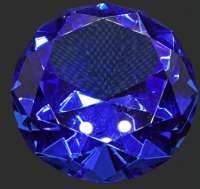
# RUBY



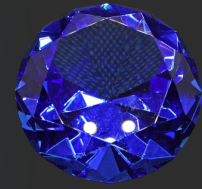
**\$15,000 +**

## **BENEFITS INCLUDE:**

- MPIRMC One Year Membership (Renewal or New)
- Complimentary Registrations to the following Signature Events:
  - Annual Awards Gala and Auction (*Qty 6 individuals*)
  - Casino Night (*Qty 6 individuals*)
    - 50% discount on up to 3 additional individualized tickets to each signature event.
- Hyperlinked logo on signature event registration site
- Hyperlinked logo on all signature event marketing
- Hyperlinked logo on MPIRMC website for one year
- Logo display at all signature events
- Sponsor Ribbon on attendee badge
- Verbal recognition during event
- (3) Minutes Podium Time
- A choice between (Pick 2):
  - (2) E-Blasts to the MPIRMC Membership List
  - Social Media Take Over (2 posts on 3 outlets)
  - (2) Complimentary Registrations to an Educational Engagement Session



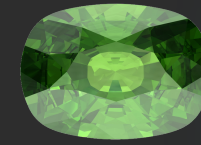
# SAPPHIRE



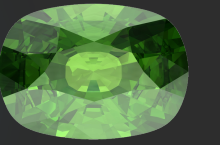
**\$10,000 +**

## **BENEFITS INCLUDE:**

- MPIRMC One Year Membership (Renewal or New)
- Complimentary Registrations to the following Signature Events:
  - Annual Awards Gala and Auction (Qty 4 individuals)
  - Casino Night (Qty 4 individuals)
    - 50% discount on up to 3 additional individualized tickets to each signature event.
- Hyperlinked logo on signature event registration site
- Hyperlinked logo on all signature event marketing
- Hyperlinked logo on MPIRMC website for one year
- Logo display at two listed signature events
- Sponsor Ribbon on attendee badge
- Verbal recognition during event
- (2) Minutes Podium Time
- A choice between (Pick 2):
  - (1) E-Blast to the MPIRMC Membership List
  - Social Media Take Over (1 post on 3 outlets)
  - (1) Complimentary Registration to an Educational Engagement Session



# EMERALD

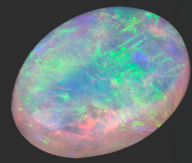


**\$5,000 +**

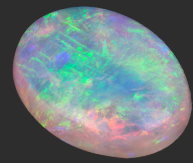
## **BENEFITS INCLUDE:**

- (2) Sponsored Specific Event Complimentary Registrations:
  - 50% discount on up to 2 additional tickets for sponsored event (Signature events are excluded.)
- Hyperlinked logo on sponsored event registration site
- Hyperlinked logo on sponsored event marketing
- Hyperlinked logo on MPIRMC website for 9 months
- Sponsor Ribbon on attendee badge
- Verbal recognition during event
- (2) Minutes Podium Time
- A choice between (Pick 1):
  - (1) E-Blast to the MPIRMC Membership List
  - Social Media Take Over (1 post on 3 outlets)
  - (1) Complimentary Registration to an Educational Engagement Session





# OPAL



**\$2,500 +**

## **BENEFITS INCLUDE:**

- (2) Sponsored Specific Event Complimentary Registrations
  - 25% discount on up to 4 additional tickets for sponsored event (Signature events are excluded.)
- Hyperlinked logo on sponsored event registration site
- Hyperlinked logo on sponsored event marketing
- Hyperlinked logo on MPIRMC website for 6 months
- Sponsor Ribbon on attendee badge
- Verbal recognition during event
- A choice between (Pick 1):
  - (1) E-Blast to the MPIRMC Membership List
  - Social Media Take Over (1 post on 3 outlets)



# AMETHYST



**\$1,000 +**

## **BENEFITS INCLUDE:**

- (1) Sponsored Specific Event Complimentary Registration:
  - 25% discount on up to 2 additional tickets for sponsored event (Signature events are excluded.)
- Hyperlinked logo on sponsored event registration site
- Hyperlinked logo on sponsored event marketing
- Hyperlinked logo on MPIRMC website for 3 months
- Sponsor Ribbon on attendee badge
- Verbal recognition during event

### **Please note:**

*To commence enjoying the benefits of our sponsorship packages, we kindly request a minimum contribution of \$1,000 in cash value or a \$2,000 in-kind street value. Additionally, we welcome cumulative contributions within a single calendar year, which will count towards achieving the Amethyst tier—the first level of sponsorship benefits.*

# SPONSORSHIP SPECTRUM SNAPSHOT

	DIAMOND	RUBY	SAPPHIRE	EMERALD	OPAL	AMETHYST
Cash Value	\$20,000 +	\$15,000 +	\$10,000 +			\$1,000 +
In-Kind Street (Retail) Value	\$40,000 +	\$30,000 - \$39,999	\$20,000 - \$29,999			\$2,000 - \$4,999
MPIRMC One Year Membership (Renewal or New)	1	1	1			
Complimentary Registrations to Annual Awards Gala	8	6	4			
Complimentary Registrations to Annual Casino Night	8	6	4			
Complimentary registration to sponsor specific (Non-Signature Events)	N/A	N/A	N/A			1
50% Discount on additional tickets to signature events	4 at 50%	3 at 50%	3 at 50%			
50% Discount on additional tickets to sponsored specific events (Signature Events included)	N/A	N/A	N/A			
25% Discount on complimentary sponsored signature events	N/A	N/A	N/A			2 at 25%
Hyperlinked Logo on Signature Event Marketing	X	X	X			X
Hyperlinked Logo on MPIRMC website	X - 12 months	X - 12 months	X - 12 months			X - 3 months
Logo Display at all Signature Events	X	All signature Events	2 Signature Events			
Sponsor Ribbon on your attendee badge(s)	X	X	X			X
Verbal Recognition during the event	X	X	X			X
Podium Time (Minutes)	3 minutes	3 Minutes	2 Minutes			
Choice of:	(Pick 3)	(Pick 2)	(Pick 2)			
E-Blast to the MPIRMC Membership List		1 E-Blast to RMC Members	1 E-Blast to RMC Members			Membership
Social Media Take Over (On All 3 outlets)	2 Social Media Posts	2 Social Media Posts	1 Social Media Post			
Complimentary Registration to an Educational Engagement Session	2 Complimentary Registrations	1 Complimentary Registration	1 Complimentary Registration			
Complimentary Registration to an MPI After 5 Networking Opportunity	2 Complimentary Registrations	<i>Not an option</i>	<i>Not an option</i>			

**CLICK OR SCAN  
TO VIEW**



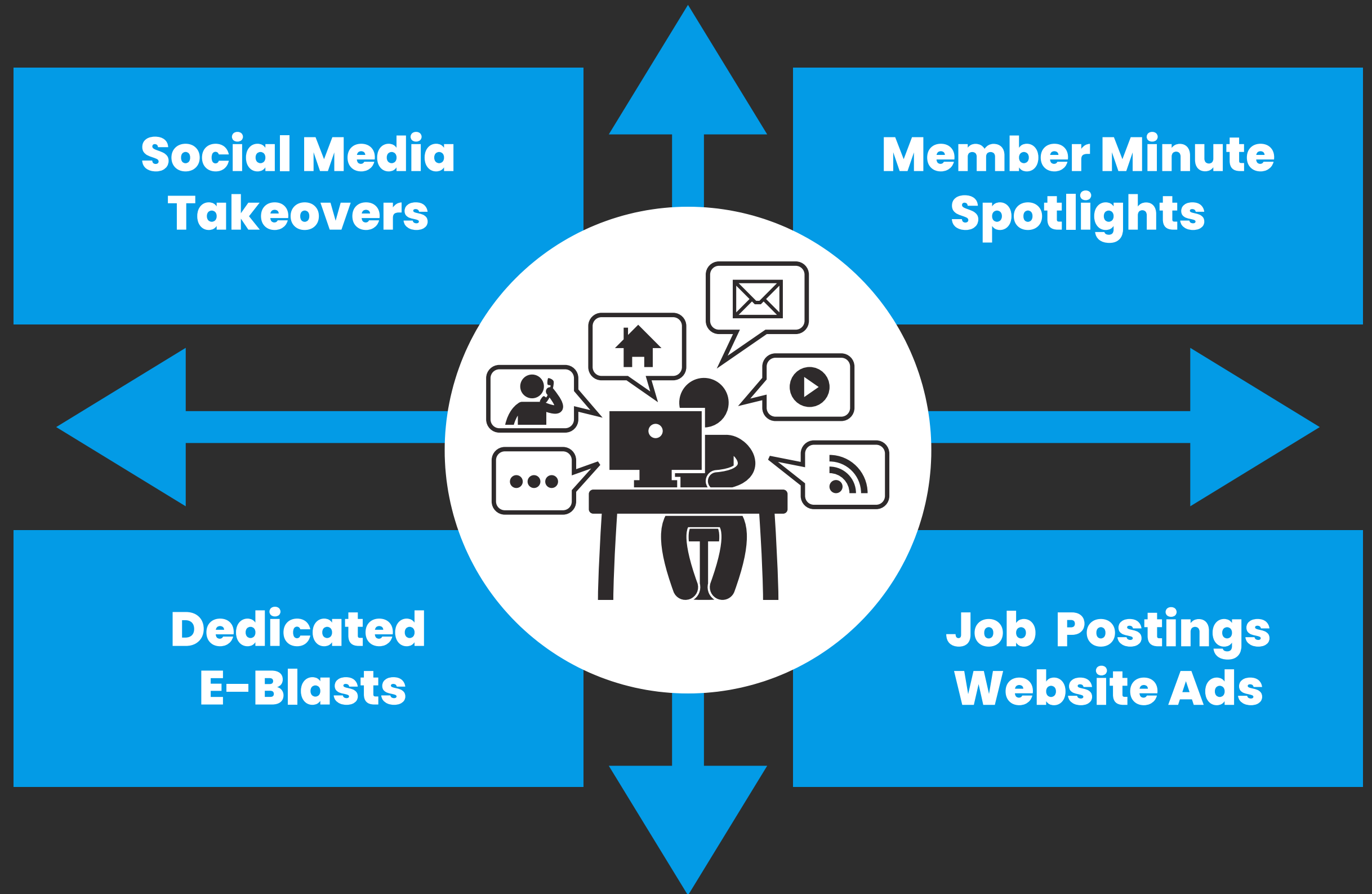
# A LA CARTE ADVERTISING

Is hosting an event or offering services not feasible at the moment, yet you're eager to enhance your visibility among MPIRMC planners and suppliers?

**OR**

Are you in a position to allocate additional marketing funds to support the chapter's initiatives?

**In that case, our customizable advertising opportunities offer an ideal solution!**



## DEDICATED E-BLAST

**\$500**

Have a recently renovated property? Want to boost sales during your value season? Have exciting news for the MPIRMC community? Let us help spread the word. Get a dedicated eblast sent to our 800+ subscribers. Limited availability—first-come, first-served basis. Content subject to approval.

## MEMBER MINUTE SPOTLIGHT

**\$250**

If a dedicated eblast feels extensive, and you're seeking a more concise option, consider letting us showcase your business through our "Member Minute" feature. This spotlight reaches our members every Thursday, offering a streamlined and impactful promotion for your brand.

## JOB POSTING

**\$75**

Need to hire? We're here to assist. Attract top industry talent in the Rocky Mountain Region. Your posting includes:

- Prominent Placement on MPIRMC LinkedIn Page.
- Spotlight in our Monthly E-newsletter.

## WEBSITE ADVERTISING

Options	Per Month	6 Months	12 Months
Homepage: Inline Banner (728x90)	\$75: Member \$125: Non-member	\$375: Member \$425: Non-member	\$650: Member \$700: Non-member
Internal Pages Sidekick Banner (300x250)	\$100: Member \$150: Non-member	\$500: Member \$550: Non-member	\$850: Member \$900: Non-member

## SOCIAL MEDIA TAKEOVER



- 1 Post on 3 Platforms - \$600**
- 2 Posts on 3 Platforms - \$1,100**
- 3 Posts on 3 Platforms - \$1,500**



# INTERESTED IN BECOMING A SPONSOR? WE WOULD LOVE TO CONNECT!



**STACY DAEFFLER**

MPIRMC Board Member  
Director of  
Fundraising

[DIRFUNDRAISING@MPIRMC.ORG](mailto:DIRFUNDRAISING@MPIRMC.ORG)



**DANIELLE DELA PAZ**

MPIRMC Board Member  
Director of Special Events  
& Strategic Alliances

[DIRSEANDSA@MPIRMC.ORG](mailto:DIRSEANDSA@MPIRMC.ORG)



**FREDDIE TEMPLETON**

MPIRMC  
Executive  
Director

[EXECUTIVEDIRECTOR@MPIRMC.ORG](mailto:EXECUTIVEDIRECTOR@MPIRMC.ORG)