



**SACRAMENTO/
SIERRA NEVADA**
CHAPTER

STRATEGIC PARTNERSHIP & SPONSORSHIP PROSPECTUS

2026

Connect with the premier meeting professionals in the Sacramento/Sierra Nevada Region



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mpi.org/chapters/sacramento-sierra-nevada

THE MPISSN CHAPTER ADVANTAGE

\$53 M

Combined
Member Buying
Power

52%

Plan Events
for 500+
Attendees

76%

Manage
Program Budgets
of \$250,000+

3,723+

Monthly Social
Media Views
and Growing

WHY ADVERTISE WITH MPISSN?

Becoming an MPISSN sponsor provides a variety of powerful tools to connect with regional decision-makers in the meeting and event industry. Our members represent more than 100 companies and organizations, including advocacy firms, associations, corporations, and event planning agencies.

Our events, advertising platforms, and networking opportunities help your business:

- **Increase visibility to a targeted, high-volume audience**
- **Secure regional market share**
- **Demonstrate commitment to the meetings industry**

Advertising with MPISSN allows you to reach professionals who influence, plan, and execute thousands of meetings and events annually.



SPONSORSHIP OPPORTUNITIES

We offer multiple ways to get involved, from annual sponsorship packages to event-specific options and à la carte advertising. All packages are fully customizable to fit your marketing goals and budget.

Key Partner Annual Sponsorship

DIAMOND | \$5,000

- 3 marketing emails to 1,000+ contacts
 - Recognition as raffle sponsor—2 items
 - \$250 discount on one reserved table at select event
 - Banner ad on website—2 quarters
 - Logo and link on high-traffic web pages
 - Blog spotlight in Connects digital newsletter
 - “Key Partner” ribbon at all chapter events
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EMERALD | \$3,500

- 2 marketing emails to 1,000+ contacts
 - Recognition as raffle sponsor—2 items
 - \$250 discount on one reserved table at select event
 - Banner ad on website—1 quarters
 - Logo and link on high-traffic web pages
 - “Key Partner” ribbon at all chapter events
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RUBY | \$2,500

- 1 marketing email to 1,000+ contacts
 - Recognition as raffle sponsor—1 item
 - \$250 discount on one reserved table at select event
 - Logo and link on high-traffic web pages
 - “Key Partner” ribbon at all chapter events
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SAPPHIRE | \$1,000

- 1 marketing email to 1,000+ contacts
 - Logo and link on high-traffic web pages
 - “Key Partner” ribbon at all chapter events
 - 4 education program registrations
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PEARL | \$500

- 1 marketing email to 1,000+ contacts
- Logo and link on high-traffic web pages
- “Key Partner” ribbon at all chapter events

Benefits are valid for one year from the contract signing date. All Key Partners must have an MPISSN member to receive the special pricing. Membership dues, trade show registration fees, and advertising costs do not apply toward sponsorship levels. MPISSN reserves the right to modify benefit packages at any time with notice to sponsors.



EVENT SPONSORSHIP OPPORTUNITIES

MPISSN hosts monthly education and networking events, plus signature programs like the Annual Crab Feed & Auction, Golf Tournament, and Gala. Most events offer **EXCLUSIVE TITLE SPONSORSHIPS** with additional pathways for support.

Sample Curated Brand Exposure

EXCLUSIVE TITLE SPONSORSHIP

- Event email blast
- Logo on signage
- Podium time—access to the podium for 5 minutes
- Connects newsletter spotlight article
- Post-event attendee list

MPISSN welcomes creative in-kind contributions that enhance our member experiences. In-kind sponsorships are a flexible and cost-effective way to gain exposure, align your brand with industry professionals.

Examples of In-Kind Contributions—add value with your product or service

BRAND VISIBILITY

- Lanyards, totes, branded décor, favors, signage

FOOD & BEVERAGE

- Wine, Spirits, Beverages, desserts, coffee, canapés, charcuterie station, cocktail napkins

LOGISTICS & GUEST EXPERIENCE

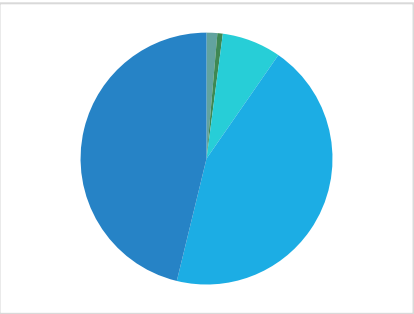
- Photo booth, A/V, Wi-Fi, transportation, event photography, raffle prizes, hotel room stays

Let us build a tailored package that aligns with your goals. Combining in-kind support with a financial component can maximize your impact. To customize a partnership package, please contact Melanie Kern at melaniekern@icloud.com

M P I C H A P T E R

MEMBERSHIP POPULATION

The MPI Sacramento Sierra Nevada chapter connects sponsors with an engaged network of regional meeting and event decision-makers through impactful programs, education, and networking.



Planners 52%

Suppliers 44%

Students 4%

UPCOMING EVENTS—SUBJECT TO CHANGE

1ST QUARTER

JANUARY

- Sip & Swirl

FEBRUARY

- Annual Crab Feed & Auction

MARCH

- Coffee, Cocktails & Content

2ND QUARTER

APRIL

- Special Event

MAY

- GMID Education

JUNE

- WEC
- Coffee, Cocktails & Content

3RD QUARTER

JULY

AUGUST

- Education Event

SEPTEMBER

- Golf Tournament

4TH QUARTER

OCTOBER

- Education Event

NOVEMBER

- Installation Gala

DECEMBER

- Education Event