

**Strategic Partnership & Advertising Kit**

**A close up of many different colors

Description automatically generated**

**Gain a direct connection with the premier meeting professionals in the Sacramento/Sierra Nevada region**

## The MPI Sacramento/Sierra Nevada Chapter Advantage:

* **$30 Million** - The collective buying power of our chapter’s planner members
* **32%** - The percentage of planner members responsible for executing events of 500+ attendees
* **50% -** The number of planner members in MPISSN who control meeting budgets of $250,000+

**Why Advertise:** Becoming an MPISSN sponsor provides a variety of opportunities and sales tools through events, exhibiting, networking, and advertising that will help you increase your exposure and access to MPISSN members and beyond. Secure market shares for your company and show customers and competitors that business is strong when you appear in the official communication pieces of MPISSN. Located in this packet your will find information on the following:

* Key Partner Annual Sponsorship
* Workshop and Luncheon Sponsorship
* Digital Advertising - Website, Email, and Newsletter

**About MPISSN:** With over 30 years of experience in career development education, MPISSN continues to be the premier education resource for meeting professionals and suppliers in the Sacramento/Sierra Nevada region. MPISSN is comprised of meeting planners and suppliers from the greater Sacramento region and Northern Nevada. MPISSN empowers its members to increase their strategic value with education, professional development, and business growth opportunities; without partners like you this would not be possible.

**We Value Your Commitment to Striving for Successful Events!**



**Partner with MPISSN – Lets Grow Together**

We understand that your advertising dollars need to count, and it is important to get in front of your target audience. Advertising with MPISSN allows your company to reach industry decision-makers. Our strategic sponsorship opportunities are a cost efficient and effective way to increase exposure of your venue and services to decision makers and key influencers**.**

# MPISSN Key Partner Annual Sponsorship Opportunities

## $1,750 Diamond

### Three (3) Marketing emails sent by MPISSN to our 1,300+ contacts

* MPISSN Board Face Time- A representative from your company will have 15 minutes during one of our board meetings to discuss and distribute materials regarding your Venue or Service.
* One (1) Full page ad and One (1) half page ad in Connects Digital Newsletter
* Membership labels for Two (2) Mailings
* Banner Ad on MPISSN Website for Two (2) Quarters
* Ten (10) Registration to a Virtual Webinar of your choice
* Complimentary Affiliate Membership for the 2020-2021 year

**$1,250 Emerald**

* Two (2) Marketing emails sent by MPISSN to our 1,300+ contacts
* One (1) Full page ad in Connects Digital Newsletter
* Membership labels for One (1) Mailing
* Banner Ad on MPISSN Website for One (1) Quarter
* Six (6) Registration to a Virtual Webinar of your choice
* Complimentary Affiliate Membership for the 2020-2021 year

**$1000 Ruby**

* One (1) Marketing email sent by MPISSN to our 1,300+ contacts
* One (1) Full page ad in Connects Digital Newsletter
* Membership labels for One (1) Mailing
* Banner Ad on MPISSN Website for One (1) Quarter
* Four (4) Virtual Webinar Registrations
* Complimentary Affiliate Membership for the 2020-2021 year

**$750 Sapphire**

* One (1) Half page ad in Connects Digital Newsletter
* Four (4) Virtual Webinar Registrations
* Complimentary Affiliate Membership for the 2020-2021 year

**All Key Partners Receive the Following:**

* Recognition as a Key Partner at virtual workshops and meetings
* Recognition as Key Partner in quarterly issues of Connectsnewsletter
* Logo with link on every webpage of MPISSN website

**\*\*Please note that all Key Partners must have someone from their company as a member of MPI to receive the Affiliate Membership and pricing listed above. The non-member rate is an additional $250 for each sponsorship category.**

Benefits are annual based on our fiscal calendar. Cost of membership dues, trade show registration, and advertising does not count toward any sponsorship level. MPISSN reserves the right to edit benefit packages at any time with notification to sponsors.

**We Want to Hear From You, Contact Us:**Jessica Counts | MPISSN | Director Strategic Alliance | [jessica@calodging.com](mailto:jessica@calodging.com) | (916) 554-2665  
Christina Bauders | MPISSN | Executive Director | [exec@mpissn.org](mailto:exec@mpissn.org) | (916) 441-3039

# MPISSN Virtual Workshop & Meeting Sponsorship Opportunities

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**Virtual Webinar Sponsorship - $500**Available throughout the year, this sponsorship gives you a chance to sponsor and spend time connecting with our MPISSN workshop attendees.

**Sponsor Benefits:**

* Virtual exhibit on the MPISSN webinar website with your logo and links to files and webpages of your choice
* Recognition in email blasts to the members for program registration
* Recognition in confirmation registration email
* Recognition in post event / survey email
* Two (2) complimentary registrations for virtual webinar
* Five (5) minutes of speaker time during the virtual webinar
* Featured in the Sponsor Spotlight in Connects Newsletter

**Virtual Event Sponsorship - $500**Available throughout the year, this sponsorship gives you a chance to sponsor and spend time connecting with our MPISSN event attendees.

**Sponsor Benefits:**

* Virtual exhibit on the MPISSN event website with your logo and links to files and webpages of your choice
* Recognition in email blasts to the members for program registration
* Recognition in confirmation registration email
* Recognition in post event / survey email
* Two (2) complimentary registrations for virtual event
* Five (5) minutes of speaker time during the virtual event
* Featured in the Sponsor Spotlight in Connects Newsletter

**Webinar Prize Sponsor - $300  
Sponsor Benefits:**

* In kind branded prizes to distribute, inquire for amount
* Conduct drawing and connect with prize winners
* Recognition in post event / survey email

**Let’s Get Creative:***Do you have an idea in mind to meet your bottom line? MPISSN welcomes your ideas and wants to get creative with you! Please let us know what you have in mind and how we can work together. We want to see you strive. Help us understand your goals so we can meet your needs.*

**Live Event Sponsorship Opportunities:**

Interested in sponsoring a MPISSN live event? Opportunities will be available later in the year once we are able to schedule them again. Potential opportunities include GMID Trade Show, Annual Gala, and more!

**MPISSN Digital Advertising Opportunities**

**MPISSN Facebook, Website and Weekly News & Announcement Email Advertising**Advertising with MPISSN is an exclusive benefit offered only to supplier members. Take advantage of this great opportunity to reach our planner membership! Facebook Post - one post created by the supplier to be posted on the MPISSN Facebook page. MPISSN Website advertising places your company’s banner ad on the homepage and interior pages of [www.mpissn.org.](http://www.mpissn.org/) MPISSN Weekly News & Announcement advertising is open to only one supplier member per month – you will be the exclusive advertising partner, with a banner ad located at the top of the email, just under the header image. This weekly email is sent out every Tuesday to the entire membership of MPISSN.

**All Facebook ads must be submitted via email in a JPG or PNG format at the correct pixel size and 96 dpi resolution. MPISSN accepts static ads only. Submit artwork to both** [**jessica@calodging.com**](mailto:jessica@calodging.com) **and** [**exec@mpissn.org.**](mailto:exec@mpissn.org)

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| **AD OPTIONS** | **PRICING** |
| 1 Approved post to be sent via the MPISSN Facebook page | $100 per post  (Boost levels available for $5-$30) |
| Website Banner (611w x 100h) | $150 per month |
| Weekly Email Banner  (675w x 112h) | $100 per month (4 emails) |

*\* A 25% discount will be given to all advertisers who reserve 6+ months at one time.*

**MPISSN Quarterly *Connects* Newsletter Advertising**

Advertising in MPISSN’s quarterly Connects email newsletter that is sent out to the entire chapter membership. All full page advertisements will be placed in the front of the newsletter, directly after the cover page for optimal exposure to membership. Half page advertisements will be placed throughout the newsletter. In order to participate in all MPISSN digital advertising someone from your company must be a current MPISSN member.

**All newsletter ads must be submitted via email as a high-resolution (300 dpi) JPG or PDF document. Submit artwork to both** [**jessica@calodging.com**](mailto:jessica@calodging.com) **and** [**exec@mpissn.org.**](mailto:exec@mpissn.org) Deadlines will be shared as commitments are confirmed.

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| **AD OPTIONS** | **MEMBER RATE** |
| Full Page (8.5 x 11in) | $200 |
| Half Page (7.5 x 5in) | $150 |

# MPISSN Advertising & Sponsorship Commitment Form

Please complete the below information indicating your MPISSN advertising and/or sponsorship participation choices. Please make sure all fields are complete before submitting. All advertising specifications are stated in the description of the advertising option on page 7.

**KEY PARTNER SPONSORSHIPS:**

 Diamond - $1,750

 Emerald - $1,250

 Ruby - $1000

 Sapphire - $750

 Non-Member upcharge - $250

**MEETING SPONSORSHIPS:**

 Virtual Webinar Sponsorship - $500

 Virtual Event Sponsorship - $500

 Webinar Prize Sponsor - $300

#### DIGITAL ADVERTISING:

 Full Page Newsletter Ad - $200

 Half Page Newsletter Ad - $150

 Facebook Ad - $100/month

# of months

 Website Banner Ad - $150/month

# of months

 Email Banner Ad - $100/month

# of months

Company Name: Contact Person: Address: City/State/Zip: Phone Number: Fax Number: Email Address: Contact for Logo or Art: Website Address or Link for Ad: Ad Run Month(s) or Newsletter Issue:

#### Payment Information:

Amount of Purchase: $ Discount (*If Applicable\**): $ Total $

* Enclosed Check #  MasterCard  Visa  AMEX  Please Send Invoice

Card Number: Expires: Cardholder’s Name: Billing Address: Signature: Date:

**Return this completed form to:** Christina Bauders, Executive Director, MPISSN

1800 J Street, Sacramento, CA 95811 ● Email: [exec@mpissn.org](mailto:exec@mpissn.org)

**Questions?** Call Jessica Counts at (916) 554-2665 or Christina Bauders at (916) 441-3039

*Please allow 5 business days for ads and logos to be uploaded to the website. These rates are effective* ***June 1, 2021*** *and may be changed at any time by the publisher. Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher. The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement. All payments must be received 15 days prior to start of ad run. Unpaid invoices will incur a charge of 5% per month.*