****

**Strategic Partnership & Advertising Kit**

****

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

**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.

## The MPI Sacramento/Sierra Nevada Chapter Advantage:

* **$32 Million** - The collective buying power of our chapter’s planner members
* **51%** - The percentage of planner members responsible for executing events of 500+ attendees
* **71% -** 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!**



**We Want to Hear From You, Contact Us:**Christina Bauders | MPISSN | Executive Director | exec@mpissn.org | 916-441-3039

# 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) featured article in Connects Digital Newsletter
* One (1) ad in Connects Digital Newsletter
* Membership labels for Two (2) Mailings
* Six (6) Meeting Registrations
* Banner Ad on MPISSN Website for Two (2) Quarters
* Complimentary Affiliate Membership for the 2021-2022 year

**$1,250 Emerald**

* **Two (2) Marketing emails sent by MPISSN to our 1,300+ contacts**
* One (1) ad in Connects Digital Newsletter
* Membership labels for One (1) Mailing
* Four (4) Meeting Registrations
* Banner Ad on MPISSN Website for One (1) Quarter
* Complimentary Affiliate Membership for the 2021-2022 year

**$750 Ruby**

* **One (1) Marketing email sent by MPISSN to our 1,300+ contacts**
* One (1) ad in Connects Digital Newsletter
* Membership labels for One (1) Mailing
* Banner ad on MPISSN Website for One (1) Quarter
* Two (2) virtual/In-Person Meeting Registrations
* Complimentary Affiliate Membership for the 2021-2022 year

**$500 Sapphire**

* One (1) ad in Connects Digital Newsletter
* One (1) virtual/in-person Meeting Registrations
* Complimentary Affiliate Membership for the 2021-2022 year

**All Key Partners Receive the Following:**

* Recognition as a Key Partner at virtual workshops and meetings
* Company Logo posted on PowerPoints at all 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:**Christina Bauders | MPISSN | Executive Director | exec@mpissn.org | 916-441-303

# MPISSN Virtual /In-Person Education & Event Sponsorship Opportunities

 **MPISSN ~ Education Sponsorship - $1,000 (virtual) / $1500 (in-person)**

This sponsorship gives you a chance to sponsor and spend time connecting with our MPISSN program attendees, gaining the most exposure.

|  |  |
| --- | --- |
| **VIRTUAL**  | **IN-PERSON** |
| * Virtual exhibit tabletop on the MPISSN website with your logo and a menu of up to six (6) landing pages
* Recognized in email blasts to the members for program registration
* Letter and recognition in confirmation registration email
* One (1 or more based on request) complimentary registration for virtual program
* Five (5) minutes of speaker time during the virtual meeting
* Featured in the Sponsor Spotlight in Connects Newsletter
* Recognized on the PowerPoint at the virtual meeting
 | * Logo and contact information listed on handout
* Exhibit tabletop at the program
* MPISSN website recognition with your logo and a menu of up to six (6) landing pages
* Recognized in email blasts to the members for program registration
* Letter, and recognition in confirmation registration email
* One (1) complimentary registration for the program
* Five (5) minutes of speaker time during the meeting
* Featured in the Sponsor Spotlight in Connects Newsletter
* Recognized on the PowerPoint at the meeting
 |

**MPISSN ~ GMID Sponsorship - $1,500 (virtual) / $2000 (in-person)**

This sponsorship gives you a chance to sponsor and spend time connecting with our MPISSN Global Meetings Industry Day (GMID).

|  |  |
| --- | --- |
| **VIRTUAL**  | **IN-PERSON** |
| * Virtual exhibit tabletop on the MPISSN website with your logo and a menu of up to six (6) landing pages
* Recognized in email blasts to the members for program registration
* Letter and recognition in confirmation registration email
* One (1 or more based on request) complimentary registration for virtual program
* Five (5) minutes of speaker time during the virtual meeting
* Featured in the Sponsor Spotlight in Connects Newsletter
* Recognized on the PowerPoint at the virtual meeting
 | * Logo and contact information listed on handout
* Exhibit tabletop at the program
* MPISSN website recognition with your logo and a menu of up to six (6) landing pages
* Recognized in email blasts to the members for program registration
* Letter, and recognition in confirmation registration email
* One (1) complimentary registration for the program
* Five (5) minutes of speaker time during the meeting
* Featured in the Sponsor Spotlight in Connects Newsletter
* Recognized on the PowerPoint at the meeting
 |



**Prize Sponsor - $150
Sponsor Benefits:**

* In kind branded prizes to distribute, inquire for amount
* Conduct drawing and connect with prize winners
* Recognized on the PowerPoint at meeting.

**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** **exec@mpissn.org.**

|  |  |
| --- | --- |
| **AD OPTIONS** | **PRICING** |
| 1 Approved post to be sent via the MPISSN Facebook page | $50 per post(Boost levels available for $5-$30) |
| Website Banner (728w x 90h) | $50 per month |
| Weekly Email Banner (675w x 112h) | $75 per month (4 emails) |

**MPISSN *Connects* Newsletter Advertising**

Advertising in MPISSN’s Connects newsletter that is sent out to the entire chapter membership. All advertisements will be placed in the newsletter for optimal exposure to membership. 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** **exec@mpissn.org.**

|  |  |
| --- | --- |
| **AD SIZE** | **MEMBER RATE** |
| Clickable Image (300w x 250h) | $200 |

**Everything Begins with a Bright Idea!**

**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.

**Contact Us:**Christina Bauders | MPISSN | Executive Director | exec@mpissn.org | (916) 441-3039

**Ready to Sponsor/Advertise?**

Fill out your commitment form online at <https://www.mpi.org/chapters/sacramento-sierra-nevada/partnerships/sponsorship>

*Please allow 5 business days for ads and logos to be uploaded to the website. These rates are effective* ***June 1, 2022*** *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.*