

2024

# SPONSORSHIP PROSPECTUS

## WHY SPONSOR

Access to a Niche Audience  
Visibility + Brand Exposure  
Relationship Building  
Staying Ahead  
Professional Development  
Community Engagement  
Customized Opportunities  
Thought Leadership  
Measurable ROI  
Long-Term Partnerships

## OUR AUDIENCE BY THE NUMBERS

**\$275**  
MILLION

**\$430**  
MILLION

**225**  
MEMBERS

MPI Planners have the biggest spending budgets in the industry.  
and 86% of MPISCC members buy from suppliers who partner with us.

**44%**

ARE CORPORATE PLANNERS

**24%**

ARE ASSOCIATION PLANNERS

**33%**

ARE 3RD PARTY PLANNERS

**3%**

ARE GOVERNMENT PLANNERS

# SPONSOR LEVEL SUMMARY

## PLATINUM

**\$15,000 Cash only | 2 maximum**

### MPI GLOBAL PREFERRED MEMBERSHIP\*

#### ACKNOWLEDGEMENT

- Company logo and link on MPISCC website
- Company logo and link on MPISCC Upcoming Events email
- Company logo on signage at all monthly programs

#### MARKETING

- [5] social media posts shared on all active channels (IG, Facebook, LinkedIn)
- [12] months of a banner ad on MPISCC website
- [1] piece of collateral distributed to each attendee at a special event (SOTI/Installation or [WE]Con)
- [1] social media takeover: login and control the MPISCC Instagram for 24 hours
- [6] advertisements in bi-monthly MPISCC newsletter
- [1] article in bi-monthly MPISCC newsletter
- [2] emails sent by MPISCC to its membership on behalf of company

#### EVENTS

- Designation as title sponsor for SOTI/Installation and [WE]Con
- Welcome address at SOTI/Installation or [WE]Con
- 90-second marketing video at SOTI/Installation or [WE]Con
- [2] tickets to [We]Con\*\*
- [2] tickets to five monthly programs
- [3] tickets to SOTI/Installation
- [1] tabletop display at [WE]Con & all three roadshow events

#### ETCETERA

- Participation in [WE]Con hosted buyer program\*\*\*



**\$12,000 or \$20,000 in-kind**

### MPI GLOBAL PREFERRED MEMBERSHIP\*

#### ACKNOWLEDGEMENT

- Company logo and link on MPISCC website
- Company logo and link on MPISCC Upcoming Events email
- Company logo on signage at all monthly programs

#### MARKETING

- [5] social media posts shared on all active channels (IG, Facebook, LinkedIn)
- [6] months of a banner ad on MPISCC website
- [1] piece of collateral distributed to each attendee at a special event (SOTI/Installation or [WE]Con)
- [1] social media takeover: login and control the MPISCC Instagram for 24 hours
- [6] advertisements in bi-monthly MPISCC newsletter
- [1] article in bi-monthly MPISCC newsletter
- [2] emails sent by MPISCC to its membership on behalf of company

#### EVENTS

- [WE]Con General Session sponsor designation; 2-minute company introduction before speaker introduction
- [2] tickets to [We]Con\*\*
- [2] tickets to five monthly programs
- [3] tickets to SOTI/Installation
- [1] tabletop display at [WE]Con & all three roadshow events

#### ETCETERA

- Participation in [WE]Con hosted buyer program\*\*\*



**\$10,000 or \$15,000 in-kind**

### MPI GLOBAL PREFERRED MEMBERSHIP\*

#### ACKNOWLEDGEMENT

- Company logo and link on MPISCC website
- Company logo and link on MPISCC Upcoming Events email
- Company logo on signage at all monthly programs

#### MARKETING

- [4] social media posts shared on all active channels (IG, Facebook, LinkedIn)
- [3] months of a banner ad on MPISCC website
- [1] piece of collateral distributed to each attendee at a special event (SOTI/Installation or [WE]Con)
- [1] social media takeover: login and control the MPISCC Instagram for 24 hours
- [3] advertisements in bi-monthly MPISCC newsletter
- [1] article in bi-monthly MPISCC newsletter
- [2] emails sent by MPISCC to its membership on behalf of company

#### EVENTS

- [WE]Con meal function sponsor designation; 2-minute company introduction
- [1] ticket to [We]Con\*\*
- [1] ticket to five monthly programs
- [3] tickets to SOTI/Installation
- [1] tabletop display at [WE]Con & all three roadshow events

#### ETCETERA

- Participation in [WE]Con hosted buyer program\*\*\*

# SPONSOR LEVEL SUMMARY

## GOLD

\$5,000 or \$10,000 in-kind

### MPI GLOBAL PREFERRED MEMBERSHIP\*

#### ACKNOWLEDGEMENT

- Company logo and link on MPISCC website
- Company logo and link on MPISCC Upcoming Events email
- Company logo on signage at all monthly programs

#### MARKETING

- [3] social media posts shared on all active channels (IG, FB, LinkedIn)
- [1] piece of collateral distributed to each attendee at a special event (SOTI/Installation or [WE]Con)
- [1] social media takeover: video content posted to IG & FB stories for 24 hours; company tagged in post with ability to repost
- [1] article in bi-monthly MPISCC newsletter
- [1] email sent by MPISCC to its membership on behalf of company

#### EVENTS

- [WE]Con breakout sponsor designation; 2-minute company introduction
- [1] ticket to [We]Con\*\*
- [1] ticket to five programs
- [1] tabletop display at [WE]Con & all three roadshow events

#### ETCETERA

- Participation in [WE]Con hosted buyer program\*\*\*

## SILVER

\$2,500 or \$5,000 in-kind

#### ACKNOWLEDGEMENT

- Company logo and link on MPISCC website
- Company logo and link on MPISCC Upcoming Events email
- Company logo on signage at all monthly programs

#### MARKETING

- [1] piece of collateral distributed to each attendee at a roadshow event
- [1] social media post shared on all active channels (IG/FB/LinkedIn)
- [1] article in bi-monthly MPISCC newsletter

#### EVENTS

- [WE]Con networking activity sponsor designation (activity TBD)
- [1] ticket to [We]Con\*\*
- [1] ticket to two programs
- [1] tabletop display at [WE]Con & [1] roadshow event

## OPAL

\$1,500 cash only

#### ACKNOWLEDGEMENT

- Company logo and link on MPISCC website
- Company logo and link on MPISCC Upcoming Events email
- Company logo on signage at all monthly programs

#### MARKETING

- [2] social media posts shared on all active channels (IG/FB/LinkedIn)

#### EVENTS

- [1] tabletop display at [WE]Con & [1] roadshow event

## RUBY

\$500 cash only

#### ACKNOWLEDGEMENT

- Company logo and link on MPISCC website
- Company logo and link on MPISCC Upcoming Events email
- Company logo on signage at all monthly programs

#### MARKETING

- [1] social media post shared on all active channels (IG/FB/LinkedIn)

#### EVENTS

- [1] tabletop display at [WE]Con & [1] roadshow event

## NEW SPONSORSHIP ENHANCEMENTS FOR 2024!

- Thursday Evening GMID reception at (WE)Con: \$5,000 (limited to 3 sponsors)
- GMID production sponsor: \$2,500 (limit to 3 sponsors)
- GMID Education Session sponsor: \$5,000 (limit to 2 sponsors)
- GMID Beverage Sponsor: \$1,000 (5 available)
- GMID Presenting Sponsor \$20,000 (1 available)

*Note: only available to cash sponsors at Gold and above only*

# A NOTE FROM OUR PRESIDENT

As we continue to navigate the ever-evolving landscape of the events industry, the support of forward-thinking partners like you becomes increasingly crucial. At MPISCC, we are committed to embracing innovation, elevating industry standards, and engaging our vibrant community of event professionals.

Your sponsorship is not just an investment in our chapter; it's a testament to your dedication to driving positive change within the industry. By partnering with us, you'll be supporting our ongoing efforts to provide top-notch education, networking opportunities, and professional development initiatives for our members.

Together, we can embrace new ideas, elevate the industry as a whole, and engage in meaningful conversations that propel us forward. Your support enables us to continue our mission of empowering event professionals to thrive in today's dynamic environment.

We look forward to the opportunity to partner with you.

Warm regards,

*Mai Lim*

# DON'T JUST TAKE OUR WORD FOR IT

“...WE LOVE SPONSORING MPI EVENTS AND ARE JUST SO GRATEFUL FOR THIS ORGANIZATION. WE LOVE THE EVENTS, EDUCATION, NETWORKING, WORKSHOPS AND RELATIONSHIPS. EVERY EVENT WE MEET SOMEONE NEW WHO HAS HAD A DIRECT IMPACT ON OUR BUSINESS. IT IS A GREAT WAY TO STAY CONNECTED TO THE LEADERS IN OUR INDUSTRY AND BUILD NEW RELATIONSHIPS!”

Shell Lewis, Oh! Snaptastic

“WE HAVE EXPERIENCED BUSINESS GROWTH THROUGH OUR CONNECTIONS WITH KEY MEMBERS AT MPISCC EVENTS AND AND WE LOOK FORWARD TO CONTINUING TO SHOWCASE THE ASSOCIATION'S STELLAR CONTRIBUTION TO THE ONGOING EXCELLENCE IN THE MEETING AND EVENTS INDUSTRY.”

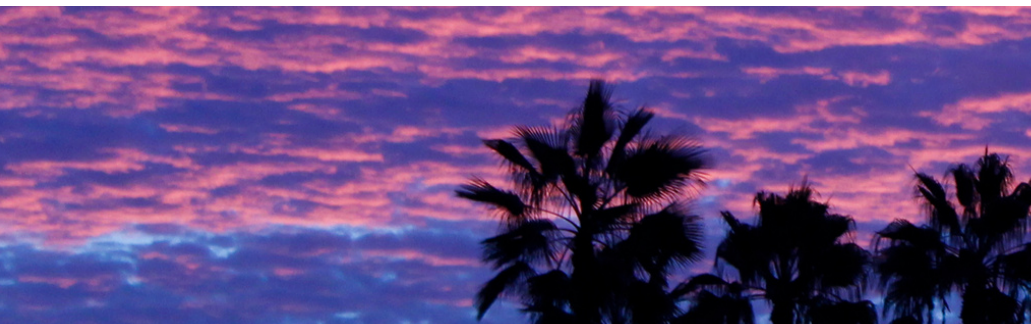
Nina Kahn, Co-founder, ESB Entertainment

# [Y]OUR COMMUNITY





# ABOUT MPISCC



## Where Innovation Meets Connection.

At the Meeting Professionals International Southern California Chapter, we pioneer in transforming the event industry through our unwavering commitment to excellence, innovation, and community. The fourth largest chapter in the world, MPISCC serves more than 525 members across 11 regions in Southern California and Las Vegas -- and actively engages them in a number of educational, networking, and inspirational events including its annual [WE]Con summit.

Join us in shaping the future.





**BE A PART  
OF IT!**

**CONTACT AMANDA WHITE | DIRECTOR, STRATEGIC SPONSORSHIP**

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