



 **MPI**<sup>®</sup>  
**SOUTH  
FLORIDA**  
CHAPTER



2023 CHAPTER AWARD  
TOP PERFORMING



2023 MERIT AWARD  
NET PROFIT

*Partner with Us*

**Interested? Contact Us!**



[MPISFLsponsorship@gmail.com](mailto:MPISFLsponsorship@gmail.com)

# ABOUT US

Established in 1989, MPI South Florida has 220+ members and serves meetings and events professionals of Miami-Dade, Broward, Palm Beach, and Monroe Counties. We offer a variety of opportunities to learn, network, celebrate and give back to our community & industry.

When you join MPI South Florida, you become part of an chapter dedicated to your personal and career success.



*"We are MPI's Chapter in the land of Endless Summer, South Florida! Our ultimate goal is to provide quality networking opportunities for our existing and new members. Our board members will be happy to make a personal introduction to any one of our members that you are looking to meet. We believe your success is our success!"*

JEFF GOLD, PRESIDENT 2023--2024



# Membership

223+ Total Members

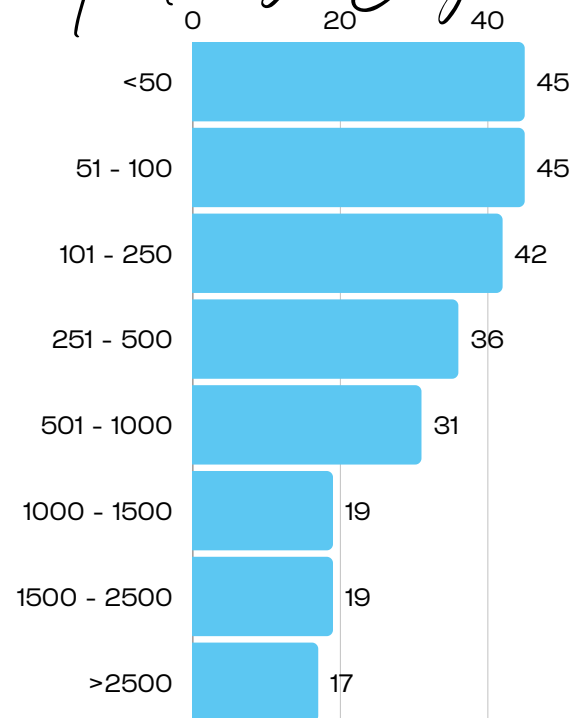
Suppliers 58%

Planners 37%

Students/Faculty 5%

# STATS

## Meeting Sizes



## Media Impact

o 3,000+

in 1,820

1,369

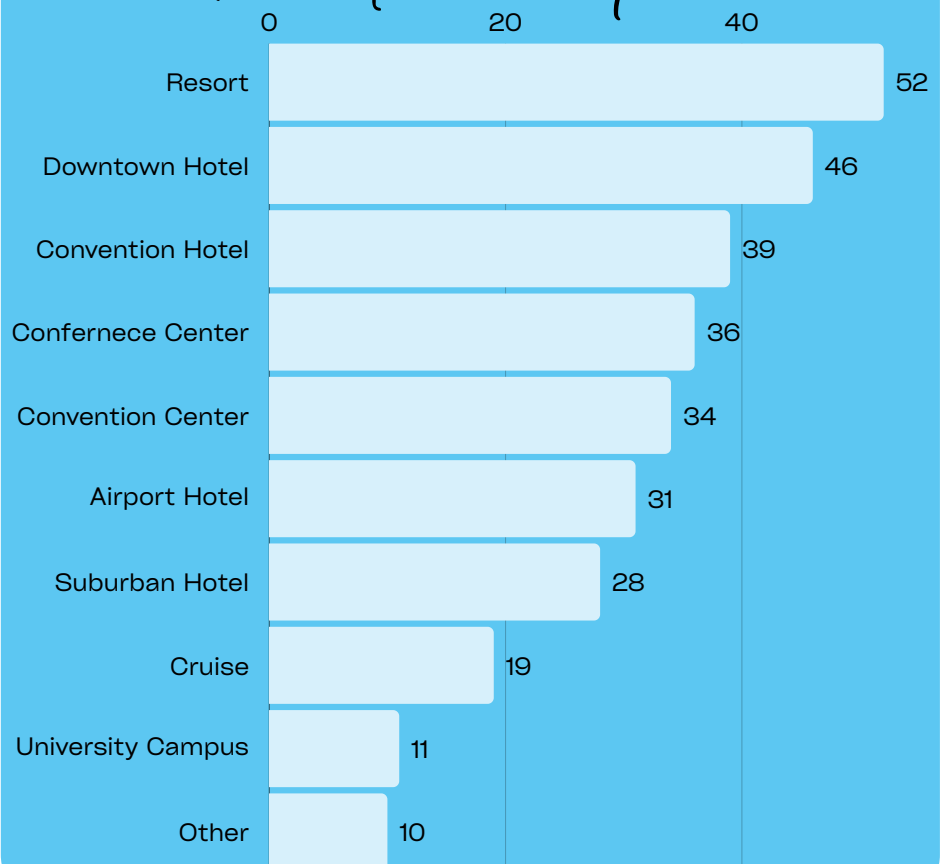
f 8,200

## Buying Power

MPI South Florida

\$134M

## Facilities Used





# SPONSOR BENEFITS

- MPISFL is your target audience - Increase your Brand Exposure
- Members “Buy MPI” - Gain Exclusive Access to our Members
- Year Round Recognition & Engagement opportunities at Networking, Education, and special events
- Receive special recognition online & through social media
- Know that your partnership is directly benefiting the South Florida Chapter and Events Industry!

## EVENT OPPORTUNITIES

### *Education Event*

---

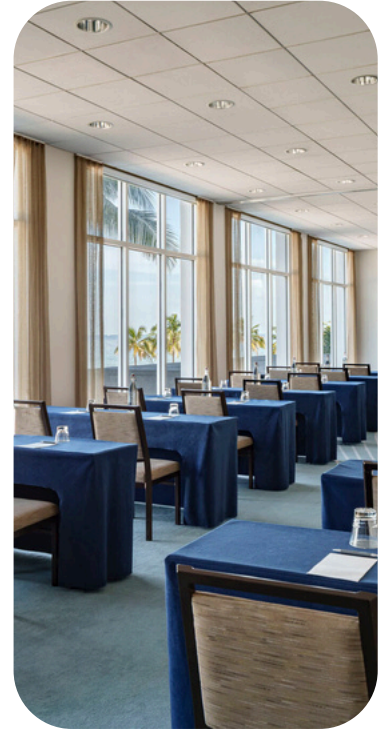
MPI South Florida hosts 4 Education Events per year - January, April (GMID), September & November. Typically 100-150 attendees.



### *Special Event*

---

MPI South Florida hosts 2 Special Events per year - June Celebration & December Holiday Party. Typically 150-200 attendees.



### *Mix & Mingle Event*

---

MPI South Florida hosts 6 Mix & Mingle or networking events per year. For 2025 they are slated for February, March, May, July, August, and October. Typically 50-80 attendees.



## THINGS TO NOTE

- All sponsors must be members of MPI (not necessarily the SFL Chapter)
- All benefits must be used within 1 year/12 months of agreement signature. No refunds for unused items.
- Specific dates and locations are subject to availability and must be pre-scheduled
- Locations of event logo placement is based on availability at venue
- Advertising and social media space is subject to availability

# VENUE SPONSORSHIP PACKAGES



## Sponsor Benefits

Special Event  
\$20,000

Education Event  
\$10,000

Mix & Mingle Event  
\$5,000

**MPI SFL Event Registrations**

12

8

4

**Sponsor Designation on Name Badges**



**Logo and Link on Chapter Website**

12 months

12 months

12 months

**(1) Giveaway at June & Dec Events**



**(1) Tabletop at June OR Dec Event**



**Logo on Chapter Website & Event Registration Site**

Duration of event marketing

Duration of event marketing

Duration of event marketing

**2 min. Podium Time**



**Raffle Item Giveaway**



**Dedicated Sponsor Emails**

3

2

1

**Social Media Event Posts**



**Dedicated Social Media Posts**

3

2

1

**Ad on Chapter Website**

9 months

6 months

3 months

# NEW! OPPORTUNITY

## *Planner Education Sponsor*

Unique sponsorship opportunity for exclusive access to our MPI South Florida Members by being the 1st Host Sponsor of our four Education Events in 2025. Host the registration cost for up to 25 member planners per event.



- Increase your Brand Exposure, directly to Planners
- Gain Exclusive Access to our Planner Members
- Year Round Recognition & Engagement opportunities at Networking, Education, and Special Events
- Receive special recognition online & through social media

## SPONSOR ALL 4 EVENTS IN 2025 : \$5,500

All Silver Level Sponsor Benefits, PLUS

See previous page for list of Silver Benefits

- Special “Hosted Planner” acknowledgment on planner name badges at education events
- Special “Planner Host Sponsor” acknowledgment on Sponsor badges at Education events.
- Dedicated space for VIP planner meet & greet at events.



## SPONSOR 1 EDU EVENT IN 2025 : \$1,500



- 2 comp registrations to any event
- Acknowledgement in all event marketing
- Special acknowledgment on both Planer and Sponsor name badges.
- Dedicated space for VIP meet & greet at event.
- 1 dedicated sponsor email

# ADDITIONAL OPPORTUNITIES

## *a la Carte*



- VIP Host tabletop at event - \$1,000
- EIC Continuing education credits sponsor (annual) - \$1,000
- Education Speaker honoraria - \$2,500
- Education Speaker travel - \$1,000
- Swag giveaway - \$250
- Name tags - \$500

## *Advertising*



### Social Media - All platforms

- Dedicated post - \$250
- 24hr takeover - \$500

### E-mails:

- Dedicated e-blast - \$750
- E-mail banner ads
  - Top: 3mo - \$500, 6mo - \$900
  - Bottom: 3mo - \$300, 6mo - \$550

### Chapter Website Ads

3mo - \$500	6mo - \$900
9mo - \$1,350	12mo - \$1,800

***All above options are posted in Cash Value. In-kind donation values are double.***





*Thank You!*

**FOR SUPPORTING  
OUR CHAPTER!**

### **SPONSORSHIP TEAM CONTACT**

Carrie Zimmerman - VP, Finance  
Larry Blocker - Director, Sponsorships  
Monika Lescano Feher- Chair, Sponsorships

**Website** [www.mpi.org/chapters/south-florida](http://www.mpi.org/chapters/south-florida)

**Email** [MPISFLsponsorship@gmail.com](mailto:MPISFLsponsorship@gmail.com)