

 MPI
TORONTO
CHAPTER



Partnership Prospectus



2018-2019

The logo for MPI Toronto Chapter is centered at the top of the page. It features a circular globe icon with colorful lines representing latitude and longitude. To the right of the globe, the letters 'MPI' are written in a large, serif font. Below this, the word 'TORONTO' is written in a very large, bold, black sans-serif font. At the bottom of the logo, the word 'CHAPTER' is written in a smaller, black sans-serif font. The entire logo is enclosed within a thin black rectangular border.

Meeting Professionals International (MPI) Toronto Chapter is seeking strategic partners for its various events in the 2018-2019 program year. We offer a wide range of unique, on-site opportunities to capture the attention of MPI members and to promote your organization through event partnerships.

MPI's mission is to connect the global meeting and event community to learn, innovate, collaborate and advocate.

MPI Toronto Chapter's commitment is to inspire our members to be successful by building Human Connections through Knowledge/Ideas and Strong Relationships.

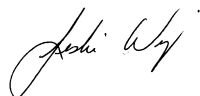
MPI Toronto Chapter is the largest organization of meeting professionals in the GTA with over 600 members. Partnering with the MPI Toronto Chapter means marketing your company and brand to the fourth largest chapter of MPI. Our membership is comprised of both suppliers and planners, students and faculty members. The planner members service the association, corporate and independent markets.

Our members believe in working with companies they know and can trust, and fellow members and supporters of MPI are valued based on the knowledge that they share the same goals and principles. Let us connect you with your fellow industry professionals by partnering with our chapter.

Please take a close look and consider where your best fit may be. If you would like to secure a spot, simply complete the *Partnership Interest Form* at the end of the document and return to us.

We encourage having a discussion on customizing a package to fit your needs. Please contact us to discuss options or for more information.

We look forward to working with you.

A handwritten signature in black ink, appearing to read 'Leslie Wright', is positioned above the contact information.

Leslie Wright
Executive Director
905-567-9591
lwright@mpitoronto.org



The MPI Toronto Chapter is currently seeking venues/cash sponsorship for 2018-2019 for the following events:

Annual General Meeting and Volunteer Recognition:

September 20, 2018

Gold Sponsor: \$4500

Just Networking

October 17, 2018

January 15, 2019

July 16, 2019

Gold Sponsor: \$5000 (sponsoring all Just Networking events)

Silver Sponsor: \$2000

Professional Development Workshops (4)

November 13, 2018

February 6, 2019

May 15, 2019

July 16, 2019

Gold Sponsor: \$6000 (sponsorship of all four workshops)

Silver Sponsor: \$2000

Leadership Summits (includes all directors and chairs)

January 2019

May 2019

Gold Sponsor: \$4000

Silver Sponsor: \$2000

Holiday Fundraising Gala

December 4, 2018

Platinum Sponsor: \$8500 - **SOLD to Ottawa Tourism**

Gold Sponsor: \$4000

Silver Sponsor: \$2000

Awards Gala

March 7, 2019

Platinum Sponsor: \$8500 - **SOLD to Quebec City Business Destination**

Gold Sponsor: \$4000

Silver Sponsor: \$2000

Award Sponsor: \$1500 - \$2500 depending on award

Global Meetings Industry Day:

April 4, 2019

Gold Sponsor: \$5000

Silver Sponsor: \$2000



CMP Study Groups – dates TBA

Please advise if you would be interested in hosting the CMP study group sessions

Silver Sponsor: \$3000

Bronze Sponsor: \$1000

Golf Tournament

June 26, 2019

Eagle Sponsor: \$2000

Dinner Sponsor: \$3000

Registration Sponsor: \$2500

Reception Sponsor: \$2500

Awards Sponsorship

Each year, MPI Toronto Chapter presents awards in different categories to recognize excellence within the chapter members. Sponsorship of an award will include the following:

- Organization to be recognized as the sponsor of the specific award
- Sponsor will be on stage, along with the previous year's award recipient, to hand the award to the recipient
- One complimentary registration to the Awards Gala
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Social media posts
- Attendee list from the sponsored event (will include only those attendees who give permission to provide their name)

The awards include:

\$1500 New Member of the Year

The New Member of the Year Award is presented to someone who has been a member of MPI for a minimum of six months but not more than two years as of December 31, 2018. The Award recognizes a new member who has demonstrated a keen dedication to MPI.

\$1500 Norm Neill Student of the Year

The Norm Neill Student of the Year Award is presented to a student member who has best demonstrated a keen interest in becoming a member of the meetings industry.

\$1500 Literary Award

The literary award is judged on readability, content and relevance to the meeting industry audience for an article published in our magazine, *meeting*.

\$2000 Outstanding Volunteer of the Year

The Outstanding Volunteer of the Year Award is presented to a member who has made an outstanding volunteer effort to the MPI Toronto Chapter by active participation on an MPI Toronto Chapter committee.



\$2000 Mentor of the Year

The Mentor of the Year Award is presented to a member who has demonstrated excellence in mentoring, supporting, encouraging and promoting the education, professional and personal development and the career of others.

\$2500 Supplier of the Year

The Supplier of the Year Award is presented to a Supplier Member who has made an outstanding contribution to MPI and in particular to the Toronto Chapter over a period of time.

\$2500 Planner of the Year

The Planner of the Year Award is presented to a Planner Member who has made an outstanding contribution to MPI and in particular to the Toronto Chapter over a period of time.

Scholarships

MPI Toronto Chapter offers scholarships to its members. Your organization has the opportunity to sponsor a scholarship for the following:

\$1500 Scholarships to MPI World Education Conference being held in **Toronto**, June 15-18, 2019

\$1000 Scholarship for CMP Program

\$600 Scholarship for the EVENT (hosted by Toronto, Ottawa and Montreal & Quebec chapters)

Sponsor Members to Attend Events or Support a Student

Many members would like to attend more chapter events, but they do not have their organization's financial support and they are unable to afford the cost on their own.

Sponsor a member to attend chapter events.

\$500 to sponsor members/students to attend chapter events

\$250 to sponsor members/students to attend chapter events

\$150 to sponsor members/students to attend chapter events

If you would like to sponsor an opportunity that you do not see listed, we are happy to discuss a **customized** opportunity to meet your needs. To discuss further, please contact Leslie Wright at lwright@mpitoronto.org or 905-567-9591.



Benefits Chart

Benefits	Marquee \$25,000+ cash	Double Diamond \$25,000+ in kind	Diamond \$15,000- \$24,999	Platinum \$8,000- \$14,999	Gold \$4,000- \$7,999	Silver \$1,500- \$3,999	Bronze \$750- \$1,499
Use of text "Strategic Partner of MPI Toronto Chapter" in company advertising and promotion	✓	✓					
Marquee Ribbon on nametag of all organization employees at every event	✓						
Double Diamond ribbon on nametag of all organization employees at every event		✓					
Event Sponsor ribbon on nametag of all organization employees at sponsored event		✓	✓	✓	✓	✓	✓
Logo in sponsorship ad on website and in magazine, <i>meeting</i>	✓	✓	✓				
Company profile and logo in E-Lite	✓	✓	✓	✓	✓		
Social Media posts	✓	✓	✓	✓	✓	✓	✓
Logo on registration page on website	✓	✓	✓	✓	✓	✓	✓
Logo on screen at sponsored event	✓	✓	✓	✓	✓	✓	✓
Logo on various pages on chapter website	5	1					
Complimentary registrations to sponsored event	4-8	4	4	3	2	1	1
Complimentary registrations to chapter events (excluding golf)	4-8	4	2				
Seat at reserved table for sponsor representative	✓	✓	✓	✓	✓		
Pop up banner in reception area (provided by sponsor)	✓	✓	✓	✓			
Advertising in print directory	2 pages	1 page	½ page	¼ page			
Verbal sponsorship recognition at sponsored event	✓	✓	✓	✓	✓	✓	✓
Invitation to sponsorship dinner	✓	✓					
Email advertisements to membership	2	2	1	1			

Partnership Levels

MARQUEE BENEFITS: \$25,000+ (Cash sponsorship cumulative from July 1 – June 30)

- One complimentary registration to AGM, PD sessions, GMID, and Golf Tournament
- One table of eight at the December Fundraising Gala or Awards Gala
- Logo on MPI Toronto Chapter promotional materials, at the sponsored event including public acknowledgement of support from the podium
- Attendee list from each event (will include only those attendees who give permission)
- Company profile and logo in two issues of E-Lite
- Social media posts
- Two complimentary email advertisements to all MPI Toronto Chapter members (timing & ad size to be determined by MPI Toronto Chapter)
- Two complimentary full-page ads in MPI Toronto Chapter Directory (following year of sponsorship)
- Invitation to President's Sponsorship Dinner
- Logo displayed in the Sponsor ad in MPI Toronto Chapter's *meeting* (in the year following sponsorship commitment) and on MPI Toronto Chapter's website
- Marquee Sponsor ribbon on nametag for each member of the sponsoring company attending chapter events
- Banner display in the reception area

DOUBLE DIAMOND BENEFITS: \$25,000+ (In-kind sponsorship cumulative from July 1– June 30)

- Four complimentary registrations to any single event where the sponsorship value is \$15,000 or more
- One complimentary registration to four of the following: AGM, Professional Development Workshops, Global Meetings Industry Day (April), Holiday Gala (December) or Awards Gala (March) to be given in the year following the Double Diamond sponsorship
- Company profile and logo in one issue of E-Lite
- Two complimentary email advertisements to all Toronto Chapter MPI Members (timing & ad size to be determined by MPI Toronto Chapter – members only)
- Social media posts
- Complimentary full-page ad in MPI Toronto Chapter Directory (following year of sponsorship)
- Invitation to President's Sponsorship Dinner (members only)
- Logo on MPI Toronto Chapter promotional materials and at the sponsored event including public acknowledgement of support from the podium
- Attendee list from each event (will include only those attendees who give permission)
- Logo displayed in the Sponsor ad in MPI Toronto Chapter's *meeting* (in the year following sponsorship commitment – members only) and on MPI Toronto Chapter's website
- Double Diamond ribbon on nametag for each member of the sponsored company attending chapter events in the current year
- First right of renewal for the following year (members only) – NOTE: Venues are restricted to two consecutive years in hosting the same event. Sponsor has 90 days after the event sponsored to commit to the following year.

DIAMOND BENEFITS: \$15,000 - \$24,999 (cumulative from July 1– June 30)

- Four complimentary registrations to any single event where the sponsorship value is \$15,000 or more
- One complimentary registration to two of the following: AGM, Professional Development Workshops, Global Meetings Industry Day (April), Holiday Gala (December) or Awards Gala (March)



- One complimentary email advertisement to all Toronto Chapter MPI Members (timing & size to be determined by MPI Toronto Chapter – members only)
- Company profile and logo in one issue of E-Lite
- Social media posts
- Complimentary half page ad in MPI Toronto Chapter Directory (following year of sponsorship)
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Attendee list from the sponsored event (will include only those attendees who give permission)
- Logo displayed in the Sponsor ad in MPI Toronto Chapter's *meeting* (in the year following sponsorship commitment – members only) and on MPI Toronto Chapter's website

PLATINUM BENEFITS: \$8,000 - \$14,999 (cumulative from July 1–June 30)

- Three complimentary registrations to any single event where the sponsorship value is over \$8,000
- One complimentary email advertisement to all Toronto Chapter MPI Members (timing & size to be determined by MPI Toronto Chapter – members only)
- Complimentary quarter page ad in MPI Toronto Chapter Directory (following year of sponsorship – members only)
- Company profile and logo in one issue of E-Lite
- Social media posts
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Name displayed in the Sponsor ad in the MPI Toronto Chapter newsletter, *meeting* (in the year following sponsorship commitment) (members only)
- Attendee list from the sponsored event (will include only those attendees who give permission)

GOLD BENEFITS: \$4,000 - \$7,999 (cumulative from July 1- June 30)

- Two complimentary registrations to the sponsored event
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Company profile and logo in one issue of E-Lite
- Social media posts
- Attendee list from the sponsored event (will include only those attendees who give permission)

SILVER BENEFITS: \$1,500 - \$3,999 (cumulative from July 1 – June 30)

- One complimentary registration to any single event where the sponsorship value is over \$1,500
- Logo on MPI Toronto Chapter promotional materials including recognition on email promotion for and at the sponsored event including public acknowledgement of support from the podium
- Social media posts
- Attendee list from the sponsored event (will include only those attendees who give permission)

BRONZE BENEFITS: \$750 - \$1,499 (cumulative from July 1 – June 30)

- One complimentary registration to any single event where the sponsorship value is over \$750
- Logo on MPI Toronto Chapter promotional materials including public acknowledgement of support from the podium
- Social media posts



Partnership Interest Form

Yes, our organization is interested in the following:

Event: _____ Event Date: _____

Item for Sponsorship: _____

Your Information:

First Name: _____ Last Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Comments: _____

Completed form should be sent to Leslie Wright at lwright@mpitoronto.org.

Sponsorship is subject to availability. A signed agreement will be required to confirm your sponsorship.

