

Student Partnership Program



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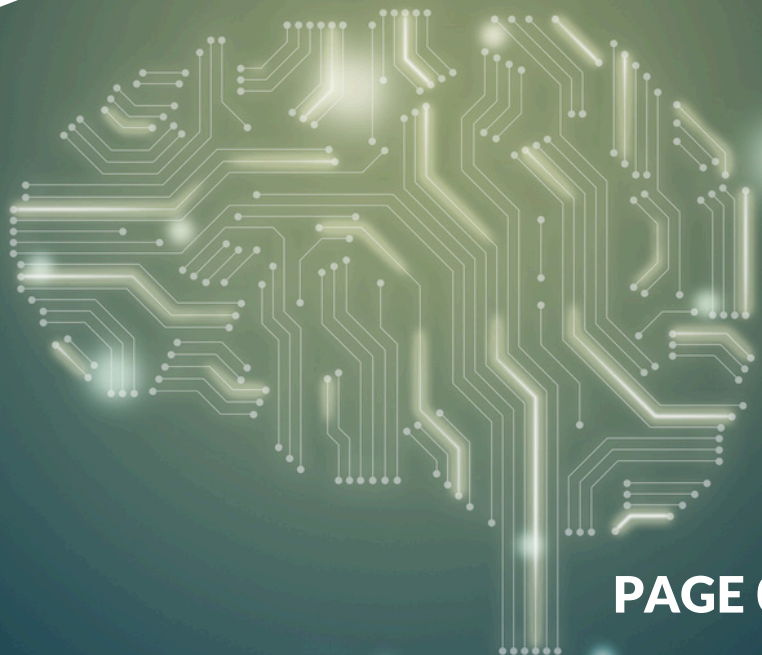
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Concept

The MPI Toronto Chapter's Student Membership Partnership Program is designed to support and elevate the next generation of event professionals by removing financial barriers to MPI membership. Each sponsorship contribution will enable up to ten annual student memberships offered at no cost to recipients who demonstrate a commitment to the meeting and event industry. This initiative will help MPI Toronto Chapter cultivate young talent, strengthen its future member base, and support diversity, innovation, and professional growth in our chapter.

Successful applicants will be provided with:

- A complimentary student membership with the MPI Toronto Chapter
- Complimentary registration to: MPI Toronto Chapter's GMID Event and one of the MPI Toronto Chapter's signature events (Awards Gala, Summer or Winter Social)



Objectives



The program has the following objectives:

- Increase student engagement in MPI Toronto Chapter by removing financial barriers to membership.
- Attract diverse, enthusiastic future professionals from a range of institutions and backgrounds.
- Provide sponsors with direct access to emerging talent and visibility as champions of education and professional development.
- Foster early connections between students and industry leaders through mentoring, networking, and volunteer opportunities.
- Build long-term loyalty and retention by introducing students to MPI's value early in their careers.

How It Works

Eligibility Criteria for Students

- Must be enrolled in a full-time recognized post-secondary program related to event planning, hospitality, tourism, communications, or a related field.
- Demonstrate an interest in the meeting and event industry through academic focus, volunteer experience, or extra-curricular involvement.
- Complete a short application form and interview.

Selection Process

- Applications will be reviewed by an MPI Toronto Chapter Partnership Committee, made up of board members and volunteers.
- After reviewing applications, students will be interviewed to confirm interest and commitment to volunteering.
- Memberships will be awarded based on merit, interest in the industry, and potential for engagement with MPI Toronto Chapter.

Engagement Expectations

Student recipients will have to sign a written agreement that states the following:

- volunteer for a minimum of 20 hours and provide accurate records of their volunteer hours with MPI Toronto Chapter.
 - Volunteering could include being part of a committee or on-site support at the socials or gala for example.
- Attend at least two MPI Toronto events during the year (in-person).
- Share a brief testimonial (video or written) or reflection at the end of their membership year.

Sponsorship Structure

- Multiple Sponsorship Opportunities - \$4,000 each
- Each sponsor will receive recognition (see "Sponsor Benefits" below) and the option to connect with their sponsored students.
- Potential Add-On: Student Award at Awards Gala (\$3,000)

Sponsor Benefits

- ➔ Logo on the MPI Toronto Chapter website, newsletter, and social media as a supporter of student success.
- ➔ Opportunity to meet sponsored students through a virtual meet-and-greet
- ➔ Event photos
- ➔ One ticket for GMID and an MPI Toronto Chapter Signature Event
- ➔ Banner at event (provided by partner)
- ➔ Emcee mention
- ➔ Partner recognition on badge
- ➔ Inclusion in a “Future of Events” blog or social feature spotlighting both sponsors and student recipients.

A graphic with the text "BECOME A SPONSOR" in bold, black, sans-serif capital letters. The text is set against a bright yellow, brush-stroke-like background. This graphic is overlaid on a photograph of a calendar page showing the number 8 in a square, with a fountain pen resting on the page.

Program Timeline

➔ Launch Goal

- Promote the program in Fall 2025
- Start in January 2026

➔ Annual Review

- The program will be reviewed at year-end with the goal to expand in future years based on sponsor interest and student impact.

Closing Summary

The MPI Toronto Chapter's Student Partnership Program represents a strategic and meaningful investment in the future of our industry. By lowering financial barriers and creating opportunities for engagement, this initiative will cultivate a more diverse, dynamic, and connected community of emerging professionals. Through the support of dedicated sponsors, we can offer up to ten deserving students the chance to experience the full value of MPI membership—connecting them to professional development and real-world industry exposure.

This program not only aligns with MPI Toronto's ongoing commitment to education, innovation, and inclusion, but also provides sponsors with a direct and visible way to contribute to talent development and long-term industry resilience. With a thoughtful engagement plan, and recognition for sponsors, this program is designed to be impactful, scalable, and mutually beneficial.

Together, we can ensure the next generation of event professionals feels welcomed, supported, and empowered to shape the future of our industry.