



STRATEGIC PARTNERSHIPS

PROSPECTUS





Meeting Professionals International (MPI) Toronto Chapter is seeking strategic partners for its various events in the 2020/21 program year. We offer a wide range of unique, on-site and virtual opportunities to capture the attention of MPI members and to promote your organization through event partnerships.

MPI Mission:



Advocate



Collaborate



Educate



Innovate

**Our chapter's total buying power is estimated
at more than \$275 million.**

Our members believe in working with companies they know and trust along with 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.

**85% of MPI planner members buy from suppliers
that advertise with MPI**

Please take a close look and consider where your best fit may be. If you would like to secure a spot, simply complete: <https://bit.ly/3nb6v23>

We are also open to discussions 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.

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

Zaman Ishaad
Director, Strategic Partnerships
647-710-1476
zishaad@ryerson.ca

Emilia Kim
Chair, Strategic Partnerships
647-881-9827
emilykim727@gmail.com

2019/20 Strategic Partners

Double Diamond:



Diamond:



Platinum:



Media Partners:



Note: Strategic Partnerships Packages and Opportunities have changed for 2020/21.

Note: 2019/20 Event/Item Strategic Partners are not displayed on this page.

Why Partner?

We are the largest Canadian chapter of Meeting Professionals International, the leading global community committed to shaping the future of the meeting and event industry. Our members are leading industry professionals who **spend millions** per year on:

- Hotels
- Convention Centres
- Audio/Visual
- Unique Venues
- Tourist Attractions
- Decor
- Entertainment
- And much more!

Top 5 Property Types Used:

- Downtown Hotel
- Conference Center
- Convention Center
- Convention Hotel
- Resort

MPI Toronto Chapter Facts:

**4th Largest Chapter
of MPI**

550+ members

**Largest Organization of
Meeting Professionals in
the GTA**

**Membership:
Planners, Suppliers,
Students, Faculty,
Retired & Life Members**

Planner Members:

Corporate (42%)

Associations (22%)

Independent (18%)

**Universities,
Government /Firms (18%)**

On average, MPI Toronto Chapter Website receives:

**Traffic numbers from June 2019 – December 2019*

- 1,176 visits per month
- 4,235 page views per month
- Sessions lasting nearly 2 minutes

2019/20 Social Media Analytics:

**Data from July 1, 2019 - April 30, 2020*

- Total of 7,817 Followers (Facebook, Twitter, Instagram and LinkedIn)
- Total of 872 new audience since July 1, 2019
- Total of 612 posts since July 1, 2019
- Total 18,593 engagement with our followers
- LinkedIn - the most audience growth, with 402 new connections added and also is our fastest-growing channel with 51.8% connection growth
- Instagram - the most engagement growth with 9,186 new actions

Event/Item Sponsorship

The MPI Toronto Chapter is currently seeking sponsorship for 2020-2021 for the following events below.

Note: In-person events will be evaluated based on instructions, regulations and approval from local government officials and Public Health Ontario.

Opportunities:

Cash Sponsorship

In-Kind Sponsorship

Advertising

Prizes & Donations (not considered Sponsorship)

Event & Item Strategic Partnerships

ITEM	TYPE	PRICE (\$)
------	------	------------

Year-Long Strategic Partners:

Media Partners:	IN-KIND
Registration:	IN-KIND
Photography:	IN-KIND

#MPITOMarketPlace - Social Media Posts

One Post, Four Platforms	<u>CASH</u>	<u>\$150</u>
Four Posts, Four Platforms	<u>CASH</u>	<u>\$450</u>

Annual General Meeting & Volunteer Recognition:

Format: Virtual

Date: September 24, 2020

Event Strategic Partner - Sponsored by Destination Toronto

5 Star Volunteer Awards:	<u>CASH</u>	<u>\$1,000</u>
30 Second Video Ad:	<u>CASH</u>	<u>\$750</u>
Platform:	IN-KIND	



2019 AGM & Volunteer Recognition



MPI Toronto Rewards Program Winners

ITEM**TYPE****PRICE (\$)****Just Networking**

Format: Virtual (6 Events)

September 24, 2020 - Just Networking (AGM) - Sponsored by Destination Toronto**October 15, 2020 - Just Networking (AGM) - Sponsored by Destination Toronto**

November 25, 2020

January 12, 2021

July 2020

August 2020

Virtual Just Networking: (2 Events)

CASH\$1,250

Virtual Just Networking: (1 Event)

CASH\$750

Break-Out Room:

CASH\$750

Destination Spotlight Partner:

CASH\$500

Zoom Background

CASH\$500

Gift/Take Away:

DONATION

Prize

DONATION

Just Networking

Format: In-Person (4 Events)*

February 10, 2021

March 18, 2021

May 18, 2021

June 9, 2021

Just Networking Partner: (2 Events)

CASH\$3,500

Just Networking Partner: (1 Event)

CASH\$2,000

Venue:

IN-KIND

Food & Beverage:

IN-KIND

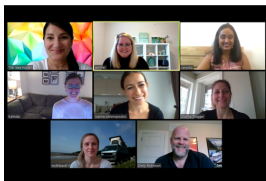
Professional Development Workshops

Format: Virtual (3)

July 14, September 15, November 19 - Sponsored by Niagara Falls Business Events**November 19, February 10, May 4, June 9 - Platform Sponsored by AV Canada**

Take-Away:

IN-KIND



Virtual Just Networking

Just Networking
Lob Toronto

ITEM	TYPE	PRICE (\$)
------	------	------------

Professional Development Workshops

Format: In-Person (3 Events)*

February 10, 2021

May 4, 2021

June 9, 2021

Event Strategic Partner:	<u>CASH</u>	<u>\$2,000</u>
PD Strategic Partner: (3 Events)	<u>CASH</u>	<u>\$5,000</u>
30 Second Video Advertisement:	<u>CASH</u>	<u>\$750</u>
Game/Engagement Partner/Activity:	<u>CASH / IN-KIND</u>	<u>\$750</u>
Venue:	IN-KIND	
Food & Beverage:	IN-KIND	
Speaker:	IN-KIND	
Prize:	DONATION	

Holiday Fundraising Gala

Format: Virtual

December 1, 2020

Event Strategic Partner:	<u>CASH</u>	<u>\$8,500</u>
<i>Entrance Waiting Room - Sponsored by Ottawa Tourism</i>		
<i>Emcee - Sponsored by Tourism Vancouver</i>		
Game/Engagement Partner/Activity:	<u>CASH</u>	<u>\$1,500</u>
30 Second Video Advertisements:	<u>CASH</u>	<u>\$1,500</u>
Networking Lounge:	<u>CASH</u>	<u>\$1,500</u>
Platform:	IN-KIND	
Audio/Visual:	IN-KIND	
Food:	IN-KIND	
Venue:	IN-KIND	
Beverage:	IN-KIND	
Decor:	IN-KIND	
Entertainment:	IN-KIND	
Digital Auction Tool:	IN-KIND	
Digital Auction Gifts:	DONATION	



PD November Event
Vantage Venues



2019 Holiday Gala Decor
Designs by Dina

ITEM	TYPE	PRICE (\$)
Awards Gala		
Format: In-Person*		
March 4, 2021		
Event Strategic Partner:	<u>CASH</u>	<u>\$8,500</u>
Lanyards:	<u>CASH / IN-KIND</u>	<u>\$2,000</u>
Award - Walk of Fame:	<u>CASH / IN-KIND</u>	<u>\$2,500</u>
Networking Lounge:	<u>CASH</u>	<u>\$2,000</u>
Game/Engagement Partner/Activity:	<u>CASH</u>	<u>\$2,000</u>
Dessert Station:	<u>CASH</u>	<u>\$1,500</u>
Coat Check:	<u>CASH / IN-KIND</u>	<u>\$1,000</u>
Signature Drink:	<u>CASH</u>	<u>\$1,000</u>
Audio/Visual:	IN-KIND	
Venue:	IN-KIND	
Food:	IN-KIND	
Beverage:	IN-KIND	
Decor:	IN-KIND	
Entertainment:	IN-KIND	
Emcee/Speaker:	IN-KIND	
Prize:	DONATION	
Gift/Take Away:	DONATION	

Awards:

New Member of the Year:	<u>CASH</u>	<u>\$1,500</u>
Norm Neill Student of the Year:	<u>CASH</u>	<u>\$1,500</u>
Literary Award:	<u>CASH</u>	<u>\$1,500</u>
Outstanding Volunteer of the Year:	<u>CASH</u>	<u>\$2,000</u>
Mentor of the Year:	<u>CASH</u>	<u>\$2,000</u>
Future Leader of the Year:	<u>CASH</u>	<u>\$2,500</u>
Supplier of the Year:	<u>CASH</u>	<u>\$2,500</u>
Planner of the Year:	<u>CASH</u>	<u>\$2,500</u>

Further information about chapter awards are shared later in this document.



Nominees for 2020 Awards Gala



2020 Awards Gala - Reception Activation
Québec City Business Destination

ITEM	TYPE	PRICE (\$)
------	------	------------

Scholarships at Awards Gala

Format: In-Person*

March 4, 2021

2021 World Education Congress (WEC)	<u>CASH</u>	<u>\$1,500</u>
Certified Meeting Professional (CMP)	<u>CASH</u>	<u>\$1,000</u>
the EVENT	<u>CASH</u>	<u>\$600</u>

Global Meetings Industry Day (GMID)

Format: In-Person*

April 8, 2021

Event Strategic Partner:	<u>CASH</u>	<u>\$5,000</u>
Networking Lounge:	<u>CASH</u>	<u>\$2,000</u>
ConnectUp:	<u>CASH</u>	<u>\$1,500</u>
Lanyards:	<u>CASH / IN-KIND</u>	<u>\$1,000</u>
Coat Check:	<u>CASH / IN-KIND</u>	<u>\$1,000</u>
Food & Beverage:	IN-KIND	
Game/Engagement Partner/Activity:	IN-KIND	
Emcee/Speaker:	IN-KIND	
Prize:	DONATION	

CMP Study Groups:

Format: Virtual

November, February and June

Event Strategic Partner:	<u>CASH</u>	<u>\$3,000</u>
CMP Scholarship:	<u>CASH</u>	<u>\$750</u>

Golf Tournament:

Format: In-Person*

June 15, 2021

Event Strategic Partner:	<u>CASH</u>	<u>\$3,000</u>
Reception:	<u>CASH</u>	<u>\$2,500</u>
Eagle:	<u>CASH</u>	<u>\$2,000</u>
Food & Beverage:	IN-KIND	



Breakfast at GMID 2019
Old Mill



2019 Golf Tournament
BizBash

Annual Sponsorship & Benefit Chart

Based on the contribution amount of **combined event and item sponsorship**, partners be recognized within a certain level. The In-Kind Sponsorship will be valued based on their retail value.

Sponsorship Title	Marquee	Diamond	Gold	Silver	Bronze
Cash Contribution	\$15,000+	\$10,000 - \$14,999	\$5,000 - \$9,999	\$2,000 - \$4,999	\$750 - \$1,999
In-Kind Contribution	\$40,000+	\$30,000 - \$39,999	\$20,000 - \$29,999	\$10,000 - \$19,999	\$5,000 - \$9,999
Use of text "Strategic Partner of MPI Toronto Chapter" in company advertising and promotion	X	X			
Logo in sponsorship ad on website and in magazine, meeting	X	X			
Invitation to Sponsorship Dinner	X	X			
Complimentary registrations at sponsored event	4-8	4	3	2	1
Complimentary registrations to chapter events (excluding golf)	2	1			
Seat at reserved table for sponsor representative	X	X	X	X	
Pop Up Banner in Reception Area (provided by sponsor) OR Podium Time	X				
Advertising in print directory	1 Page	1/2 Page	1/4 Page		
Company profile and logo in E-Lite	3	2	1		
Logo Size on Chapter Website	Extra Large	Large	Medium	Medium	Small
Email advertisements to membership	2	2	1		
Social Media posts	X	X	X	X	X
Logo on registration page on website	X	X	X	X	X
Logo on screen at sponsored event	X	X	X	X	X
Verbal sponsorship recognition at sponsored event	X	X	X	X	X

Benefits List

MARQUEE BENEFITS:

\$15,000+ (Cash sponsorship cumulative from July 1 – June 30)

\$40,000+ (In-Kind sponsorship cumulative from July 1 – June 30)

- **One Reserved Table for Eight** at the Holiday Gala (December) or Awards Gala (March)
- **Two** complimentary registrations to any event (excluding Golf)
- Company profile and logo in **three issues** of E-Lite
- **Extra-Large** Logo Size on Website
- Logo on MPI Toronto Chapter promotional materials, at the sponsored event with choice of **Banner in Reception OR Podium Time of 3 Minutes (In-Person) or 1 Minute (Virtual)**
- **Attendee list** from each event (will include only those attendees who give permission)
- **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 Magazine* (in the year following sponsorship commitment) and on MPI Toronto Chapter's website as **Strategic Partner**
- **Marquee Sponsor ribbon** on nametag for each member of the sponsoring company attending chapter events
- Banner display in the reception area
- **First right of renewal** for the following year (members only) – NOTE: Venues are restricted to two consecutive years in hosting the same venue for the **Holiday Gala (December) or Awards Gala (March)**. Sponsor has **90 days** after the event sponsored to commit to the following year.

DIAMOND BENEFITS:

\$10,000-\$14,999 (Cash sponsorship cumulative from July 1 – June 30)

\$30,000-\$39,999 (In-Kind sponsorship cumulative from July 1 – June 30)

- **Four** complimentary registrations to the organization's sponsored event
- **One** complimentary registration to any single event (excluding Golf)
- Company profile and logo in **two issues** of E-Lite
- **Large** Logo Size on Website
- 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 each event (will include only those attendees who give permission)
- **Social media posts**
- **Two** complimentary email advertisements to all MPI Toronto Chapter members (timing & ad size to be determined by MPI Toronto Chapter)
- **One** complimentary full-page ad 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 Magazine* (in the year following sponsorship commitment) and on MPI Toronto Chapter's website as **Strategic Partner**
- **Diamond ribbon** on nametag for each member of the sponsored company attending chapter events in the current year
- Banner display in the reception area
- **First right of renewal** for the following events (members only) – NOTE: Venues are restricted to two consecutive **events**. Sponsor has **30 days** after the event sponsored to commit to the following event.

Benefits List (continued)

GOLD BENEFITS:

\$5,000-\$9,999 (Cash sponsorship cumulative from July 1 – June 30)

\$20,000-\$29,999 (In-Kind sponsorship cumulative from July 1 – June 30)

- **Three** complimentary registrations to the sponsored event (excluding Golf)
- **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
- **Medium** Logo Size on Website
- 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)
- **Social media posts**
- **One** complimentary email advertisements to all MPI Toronto Chapter members (timing & ad size to be determined by MPI Toronto Chapter)
- Complimentary **1/2 page ad** in MPI Toronto Chapter Directory (following year of sponsorship – members only)
- Name displayed in the Sponsor ad in the MPI Toronto Chapter newsletter, *meeting* (in the year following sponsorship commitment) (members only)

SILVER BENEFITS:

\$2,000-\$4,999 (Cash sponsorship cumulative from July 1 – June 30)

\$10,000-\$19,999 (In-Kind sponsorship cumulative from July 1 – June 30)

- **Two** complimentary registrations to the sponsored event (excluding Golf)
- 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
- **Medium** Logo Size on Website
- **Social media posts**
- **Attendee list** from the sponsored event (will include only those attendees who give permission)

BRONZE BENEFITS:

\$750-\$1,999 (Cash sponsorship cumulative from July 1 – June 30)

\$5,000-\$9,999 (In-Kind sponsorship cumulative from July 1 – June 30)

- **One** complimentary registration to the sponsored event (excluding Golf)
- 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
- **Small** Logo Size on Website
- **Social media posts**
- **Attendee list** from the sponsored event (will include only those attendees who give permission)

Awards Strategic Partner

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)

New Member of the Year (1) - \$1,500

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.

Norm Neill Student of the Year (1) - \$1,500

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.

Literary Award (1) - \$1,500

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

Outstanding Volunteer of the Year (1) - \$2,000

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.

Mentor of the Year (1) - \$2,000

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.

Future Leader of the Year (1) - \$2,500

The Future Leader of the Year Award is presented to a member of at least two years, but no more than five years. The recipient is an active volunteer on a Chapter committee, is instrumental in recruiting new members, cultivates new initiatives, and collaborates with chapter leaders.

Supplier of the Year (1) - \$2,500

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.

Planner of the Year (1) - \$2,500

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.