

STRATEGIC PARTNERSHIPS

2021 - 2022
PROSPECTUS



Our Mission

To Connect the Toronto Meeting and Event Community to



Educate



Advocate



Innovate



Collaborate

Since 1978, MPI Toronto has been committed to the success of its members by fostering human connections to ideas and marketplaces. In partnership with MPI Ottawa and MPI Montréal & Québec, the chapter co-hosts The EVENT, an annual multi-day networking and educational forum launched in 2018. Toronto is also the site of WEC19, MPI's 2019 World Education Congress. MPI Toronto joined the six other Canadian MPI chapters in winning the 2013 RISE Award for Community Achievement in Knowledge and Ideas for the annual planning and hosting of National Meetings Industry Day (NMID).

We offer a wide range of unique, on-site and virtual opportunities to promote organizations through partnerships and capture the attention of MPI members. Our members believe in working with companies and fellow members they know and trust, and supporters of MPI are valued based on the knowledge that they share the same goals and principles.

Don't miss the excellent opportunity to reach MPI Toronto Chapter Meeting Professionals to showcase your products & services and solutions to create successful & meaningful experiences! With sponsor packages beginning at \$1,000 and with additional optional add-ons, we have a customized sponsor package to fit your needs for any budget. To learn more about this unique opportunity, please reach out to us.

KEY CONTACTS:

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GREAT REASONS
TO PARTNER
WITH US!



MPI Planners Buy From Suppliers
Showcased at MPI



\$275+ Million



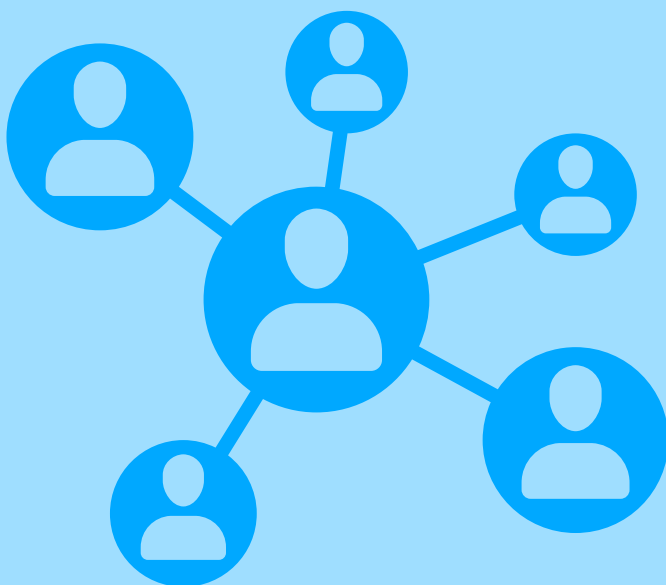
Chapter's Total
Buying Power

Leading global community
committed to shaping the future
of the meeting and event industry

Our members spend Millions
each year on:

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

390+ Members

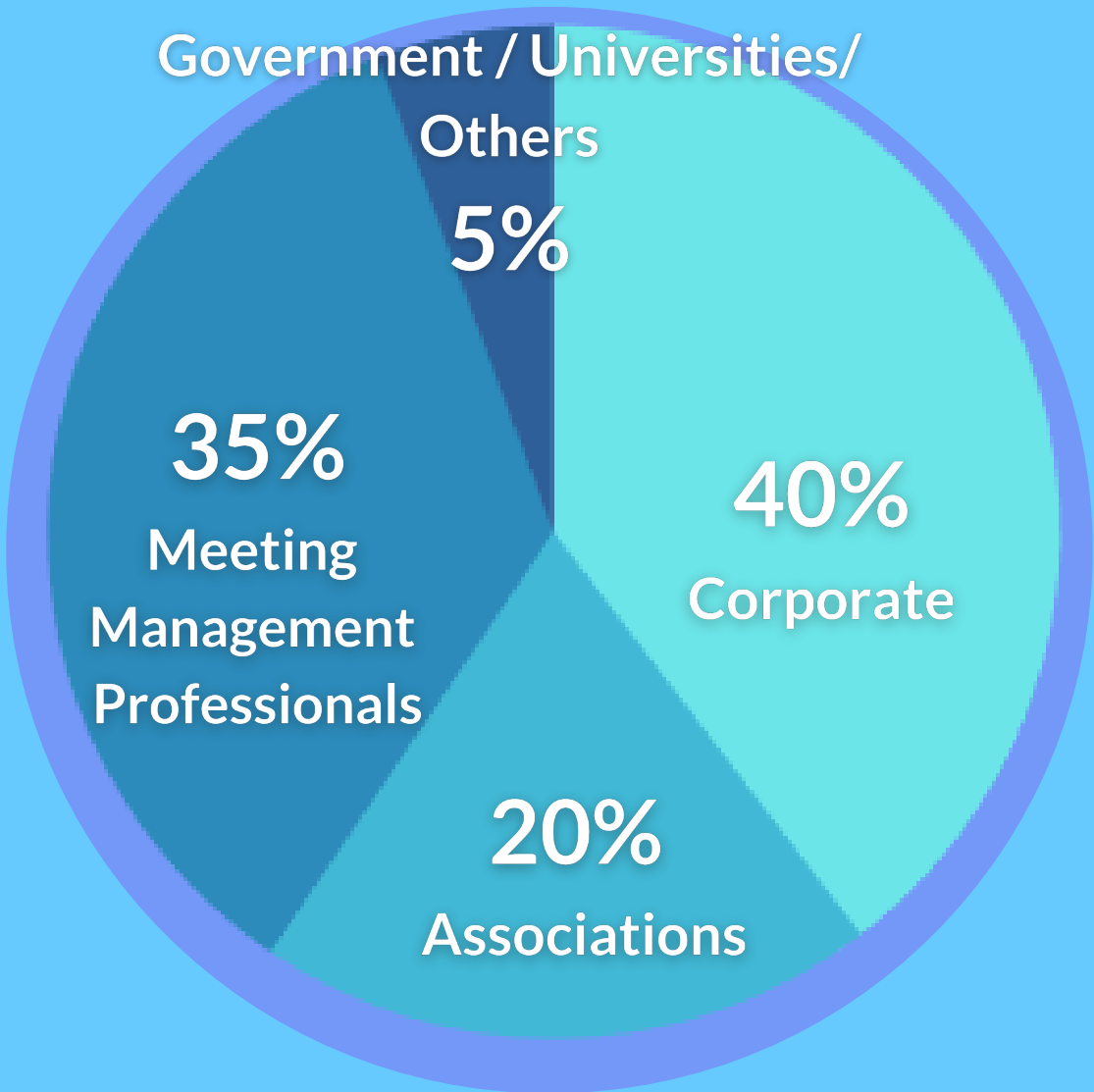


Largest
Organization
of Meeting
Professionals
in the GTA

Top 5 Property Types Used:
Downtown Hotel
Conference Centre
Convention Centre
Convention Hotel



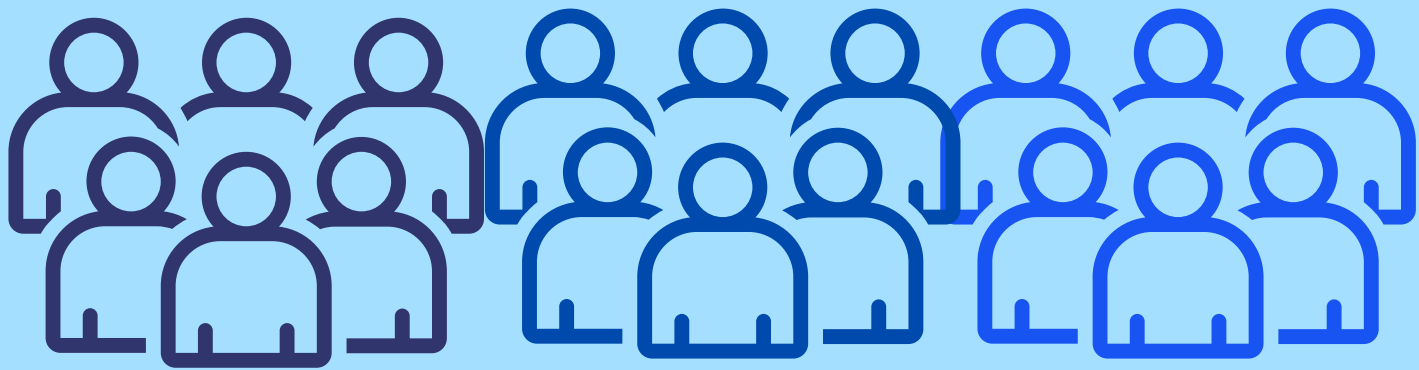
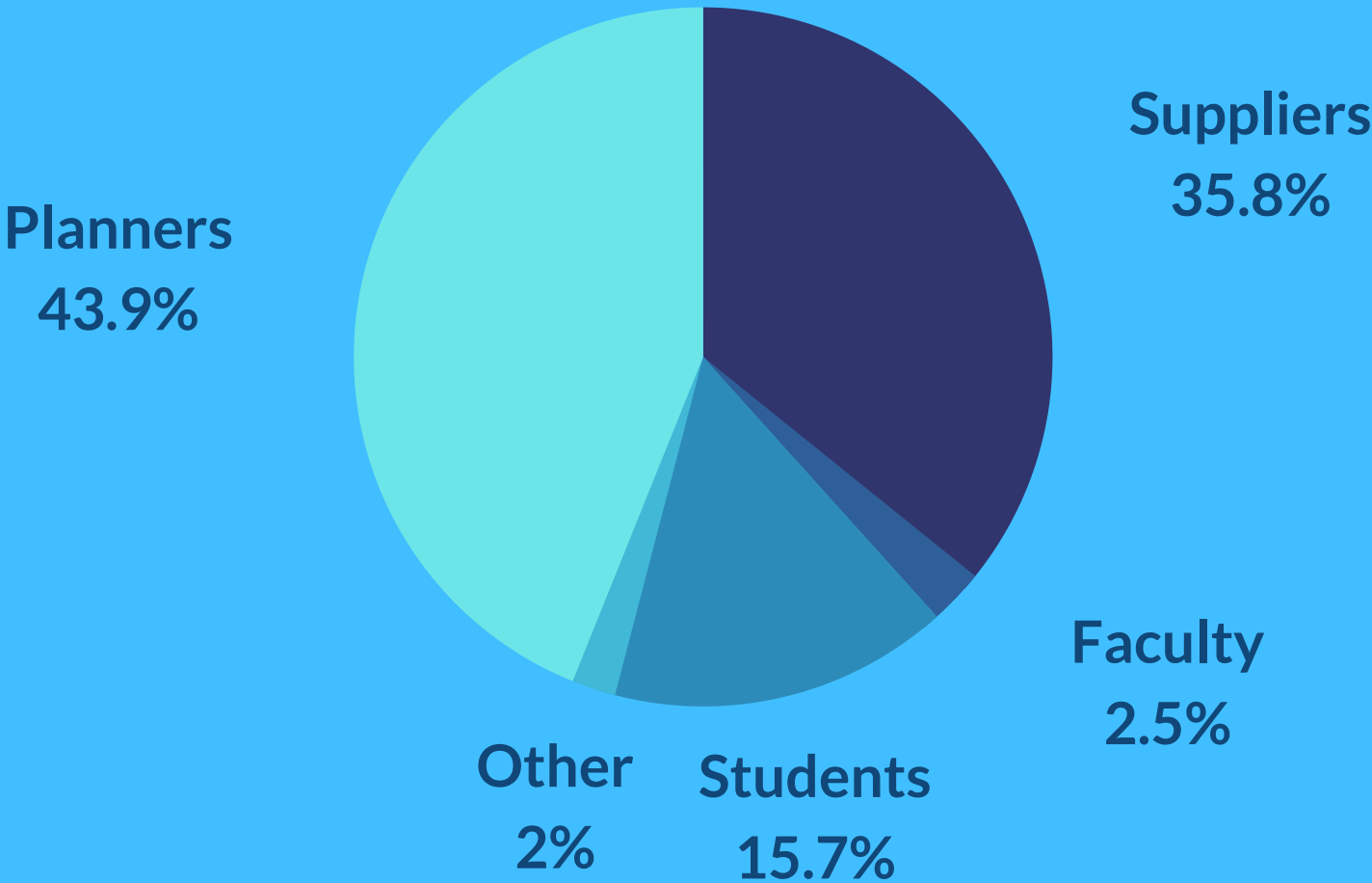
Membership Blend



MEASURED RESULTS!



Membership Types



Largest
MPI Chapter in CANADA

MPI Toronto Chapter Website Results:

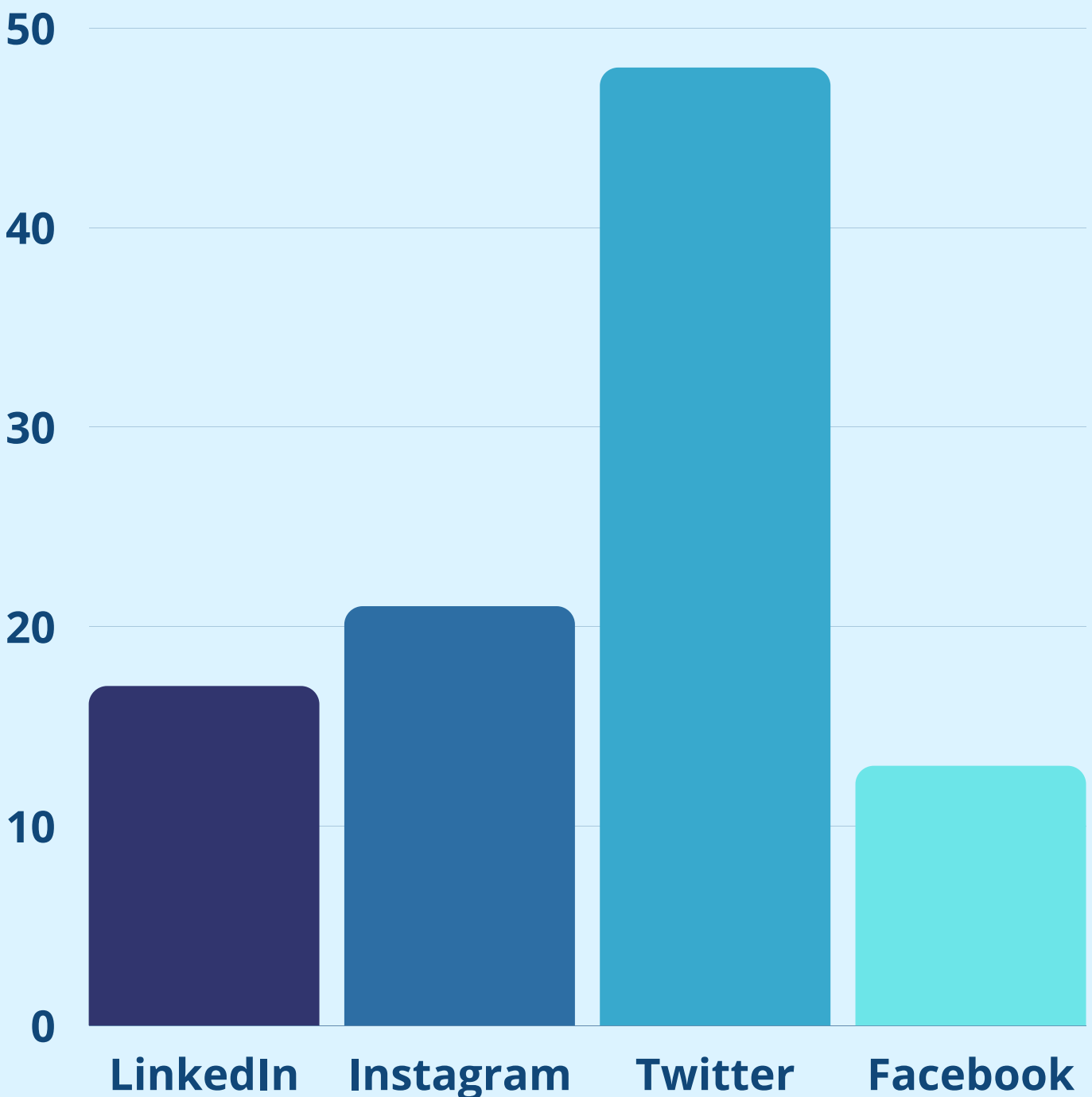


2,814 Page Visits
per month

**2,353 Unique
Pageviews**
per month

2 minutes
Average Session Duration

   
8,400+ Social Followers



*Data from July 1, 2020 - July 31, 2021

*Traffic numbers from July 1, 2020 - June 30, 2021

8,458
Followers

- LinkedIn - fastest growing channel with 34.8% connection growth

740
New Audience

- + 8.75 % Audience growth
- LinkedIn accounted for the most audience growth with 427 new connections

2,323
Posts

- + 22% Activity
- 8900+ Likes
- 1500+ Clicks

27,235
Engagement

- 21% Engagement growth
- LinkedIn and Twitter - highest engagement growth at 66.4% and 67.7%

Sponsorship Titles

**Lead and Empower the Meeting and Event Community to
Change the World.**

Sponsorship Title	ALL STARS 	COMMUNITY 	EXPLORER 	SPOTLIGHT 	SUPPORTER 
Cash Contributions	\$15,000 +	\$10,000 - \$14,999	\$5,000 - \$9,999	\$2,000 - \$4,999	\$750 - \$1,999
In-Kind Contributions	\$40,000 +	\$30,000 - \$39,999	\$20,000 - \$29,999	\$10,000 - \$19,999	\$5,000 - \$9,999

Please review the opportunities that would best fit your ideal goals and values detailed in this prospectus.
Please note, all benefits packages and prices are subject to change based on availability.

Sponsorship Packages

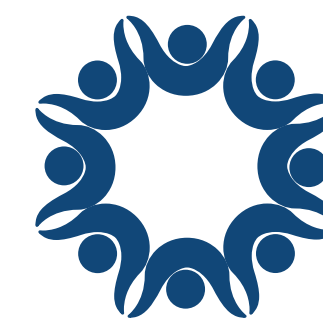


ALL STARS

Cash Contribution \$15,000 +
In-Kind Contributions \$40,000 +

BENEFITS:

- Use of text "Strategic Partner of MPI Toronto Chapter" in company advertising and promotion
- Logo in sponsorship ad on the website and in meeting magazine
- Invitation to Sponsorship Dinner
- 4-8 Complimentary registrations at sponsored event
- 2 Complimentary registrations to chapter events (excluding golf)
- A seat at a reserved table for sponsor representative
- Pop Up Banner in Reception Area (provided by sponsor) OR Podium Time
- 1 Page Advertising in the print directory
- 3 Company profile and logo in E-Lite
- Extra Large Logo Size on Chapter Website
- 2 Email advertisements to membership
- 4 Social Media posts within the year
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)



COMMUNITY

Cash Contribution \$10,000 - \$14,999
In-Kind Contributions \$30,000 - \$39,999

BENEFITS:

- Use of text "Strategic Partner of MPI Toronto Chapter" in company advertising and promotion
- Logo in sponsorship ad on the website and in meeting magazine
- Invitation to Sponsorship Dinner
- 4 Complimentary registrations at sponsored event
- 1 Complimentary registration to chapter events (excluding golf)
- A seat at a reserved table for sponsor representative
- 1/2 Page Advertising in the print directory
- 2 Company profile and logo in E-Lite
- Large Logo Size on Chapter Website
- 2 Email advertisements to membership
- 3 Social Media posts within the year
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)

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

Sponsorship Packages



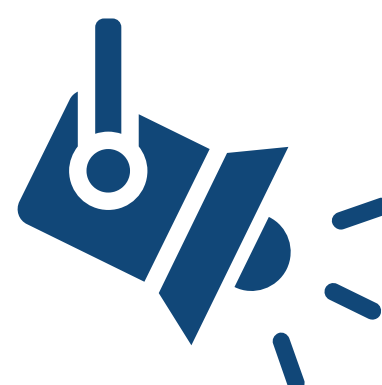
EXPLORER

Cash Contribution \$5,000 - \$9,999

In-Kind Contributions \$20,000 - \$29,999

BENEFITS:

- 3 Complimentary registrations at sponsored event
- A seat at a reserved table for sponsor representative
- 1/4 Page Advertising in the print directory
- 1 Company profile and logo in E-Lite
- Medium Logo Size on Chapter Website
- 1 Email advertisements to membership
- 2 Social Media posts within the year
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)



SPOTLIGHT

Cash Contribution \$2,000 - \$4,999

In-Kind Contributions \$10,000 - \$19,999

BENEFITS:

- 2 Complimentary registrations at sponsored event
- A seat at a reserved table for sponsor representative
- Medium Logo Size on Chapter Website
- 1 Social Media post
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)



SUPPORTER

Cash Contribution \$750 - \$1,999

In-Kind Contributions \$5,000 - \$9,999

BENEFITS:

- 1 Complimentary registration at sponsored event
- A seat at a reserved table for sponsor representative
- Small Logo Size on Chapter Website
- 1 Social Media post
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)

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

Calendar of Events - 2021 / 2022



HOLIDAY GALA

December 7, 2021



OTHER CHAPTER EVENTS

AGM - September 23, 2021

GMID - April 7, 2022

the EVENT - April 28-29, 2022

CMP Study Groups - Nov 21 & Jun 22



AWARDS GALA

March 3, 2022



PROFESSIONAL DEVELOPMENT

September 14, 2021

November 18, 2021

February 10, 2022

May 10, 2022

June 2, 2022



GOLF

June 2022 (date TBC)



JUST NETWORKING

September 23, 2021

October 2021

December 2021

May 2022

Sponsorship Options

YEAR-LONG STRATEGIC PARTNERS

We believe in building relationships that have lasting impressions!

Please review the options that spark connections that match your business values and goals.

EXPERIENCES

DIGITAL PLATFORM
MEDIA PARTNER
REGISTRATION PARTNER
PHOTOGRAPHY
VIRUTAL PHOTO BOOTH

SPONSOR TYPE

IN-KIND
IN-KIND
IN-KIND
IN-KIND
IN-KIND

VALUE \$

\$25,000 +
\$20,000 +
\$20,000 +
\$15,000 +
\$15,000 +

#MPITO MARKETPLACE PROGRAM

Spark a social splash and reach more Event Professionals!

Our #MPITO MarketPlace Program enables Strategic Partners to boost their social impression to our 8,400+ MPI Social Followers on LinkedIn, Instagram, Twitter, and Facebook!

EXPERIENCES

1 BRANDED GRAPHIC POST
1 BRANDED VIDEO POST
1 BRANDED VIDEO & 1 GRAPHIC POST

SPONSOR TYPE

CASH
CASH
CASH

VALUE \$

\$300
\$500
\$750



Sponsorship Options

Join Us in the Celebration and Uplift Our Event Community with Your Valuable Contributions!

ANNUAL GENERAL MEETING & VOLUNTEER RECONIGITON - SEPTEMBER 23, 2021 EXPERIENCES

5 STAR VOLUNTEER AWARD
30 SECOND VIDEO AD

SPONSOR TYPE

VALUE \$

CASH

\$1,000

CASH

\$ 750

ANNUAL HOLIDAY & FUNDRAISING GALA - DECEMBER 7, 2021 EXPERIENCES

SPONSOR TYPE

VALUE \$

ENTRANCE WAITING ROOM

CASH

\$8,500

ENGAGEMENT ACTIVATION

CASH

\$1,500

30-SECOND VIDEO AD

CASH

\$1,500

AV PARTNER*

IN-KIND

ENTERTAINMENT X 3

IN-KIND

EMCEE

IN-KIND

AUCTION ITEMS / GIFTS

DONATIONS

GOLF TOURNAMENT - JUNE 2022 EXPERIENCES

SPONSOR TYPE

VALUE \$

EVENT STRATEGIC PARTNER

CASH

\$3,000

RECEPTION

CASH

\$2,500

EAGLE

CASH

\$2,500

HOLES

CASH

\$1,000

SPONSOR PLANNER

CASH

\$ 500

FOOD & BEVERAGE

IN-KIND

PRIZES

DONATIONS



Sponsorship Options

Our members are proud event professional leaders making big impacts in our Event Industry. Join the celebration and recognition of our top members recognized for their great contributions.

ANNUAL AWARD GALA - MARCH 3, 2022 EXPERIENCES

EVENT STRATEGIC PARTNER
AV PARTNER*
ENTERTAINMENT X 3
EMCEE
AWARDS

SPONSOR TYPE

VALUE \$

- NORM NEILL STUDENT OF THE YEAR
 - NEW MEMBER OF THE YEAR
 - LITERARY AWARD
 - OUTSTANDING VOLUNTEER OF THE YEAR
 - MENTOR OF THE YEAR
 - FUTURE LEADER OF THE YEAR
 - SUPPLIER OF THE YEAR
 - PLANNER OF THE YEAR
- SCHOLARSHIPS
- 2022 WORLD EDUCATION CONGRESS (WEC)
 - CERTIFIED MEETING PROFESSIONAL (CMP)

CASH
IN-KIND
IN-KIND
IN-KIND

\$5,000
IN-KIND
IN-KIND
IN-KIND

CASH
CASH
CASH
CASH
CASH
CASH

\$2,000
\$2,000
\$2,000
\$2,500
\$2,500
\$2,500

CASH
CASH

\$3,000
\$3,000

CASH
CASH

\$1,500
\$1,500



Sponsorship Options

Provide Thought Leadership, While Delivering Professional and Personal Opportunities to Connect and Engage Our Community. Join Us in Empowering the Events Community.

GLOBAL MEETINGS INDUSTRY DAY (GMID) - APRIL 7, 2022

EXPERIENCES	SPONSOR TYPE	VALUE \$
EVENT STRATEGIC PARTNER	CASH	\$5,000
NETWORKING LOUNGE	CASH	\$2,000
CONNECT UP	CASH	\$1,500
EMCEE/ SPEAKER	CASH/ IN-KIND	\$1,000
PRIZES	DONATION	

CMP STUDY GROUPS (NOVEMBER 2021 & JUNE 2022)

EXPERIENCES	SPONSOR TYPE	VALUE \$
EVENT STRATEGIC PARTNER	CASH	\$5,000
CMP SCHOLARSHIP	CASH	\$1,500

PROFESSIONAL DEVELOPMENT WORKSHOPS

EXPERIENCES	SPONSOR TYPE	VALUE \$
EVENT STRATEGIC PARTNER (3 EVENTS)	CASH	\$5,000
EVENT STRATEGIC PARTNER (1 EVENT)	CASH	\$2,000
30-SECOND VIDEO ADVERTISEMENT	CASH	\$ 750
ENGAGEMENT ACTIVATION	CASH/ IN-KIND	\$ 750
VENUE	IN-KIND	
FOOD & BEVERAGES	IN-KIND	
SPEAKER	IN-KIND	
PRIZES	DONATIONS	



Sponsorship Options

Foster a Community Grounded in the Principles of Diversity, Equity and Inclusion Through Our Just Networking Experiences. Partner with Us to Connect and Grow!

VIRTUAL JUST NETWORKING EXPERIENCES

VIRTUAL JUST NETWORKING (2 EVENTS)
VIRTUAL JUST NETWORKING (1 EVENTS)
BREAK-OUT ROOM
DESTINATION SPOTLIGHT PARTNER
VIRTUAL BACKGROUND
GIFT/ TAKE AWAY / PRIZES

SPONSOR TYPE

VALUE \$

CASH \$1,500
CASH \$800
CASH \$750
CASH \$500
CASH \$500
DONATIONS

JUST NETWORKING IN-PERSON* EXPERIENCES

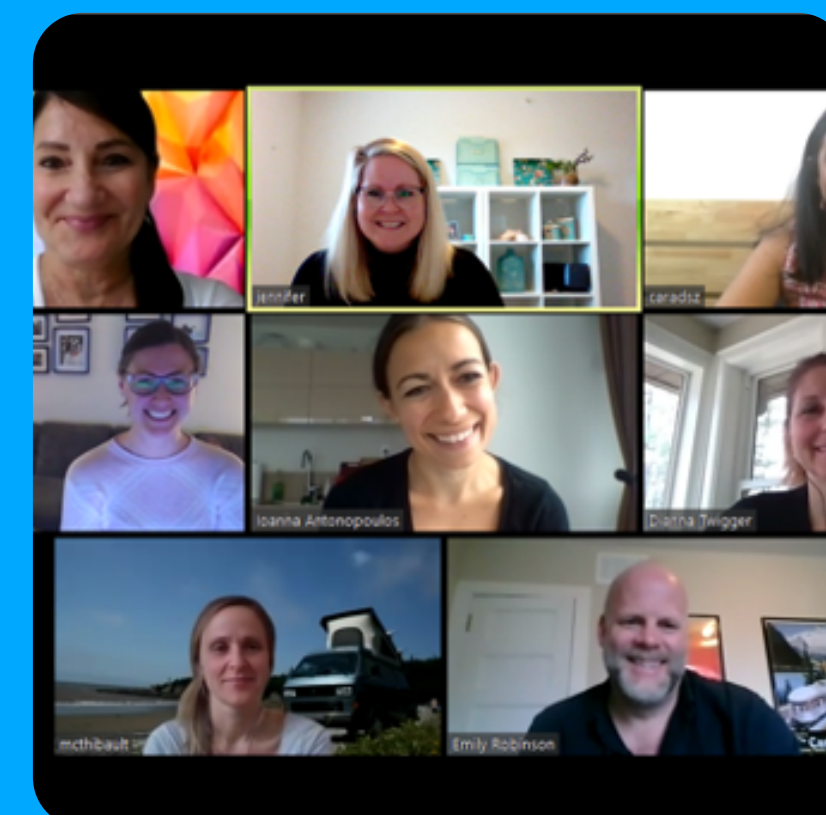
VIRTUAL JUST NETWORKING (2 EVENTS)
VIRTUAL JUST NETWORKING (1 EVENTS)
VENUE
FOOD & BEVERAGE
GIFT/ TAKE AWAY / PRIZES

SPONSOR TYPE

VALUE \$

CASH \$3,500
CASH \$2,000
IN-KIND
IN-KIND
DONATIONS

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



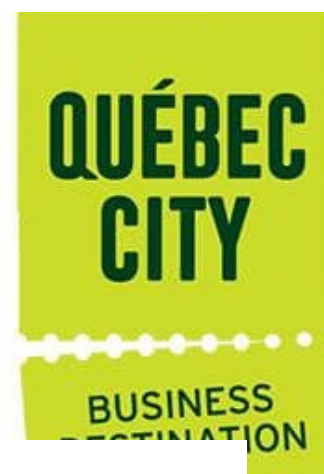
WE ARE GRATEFUL TO OUR CURRENT AND PAST STRATEGIC PARTNERS!

DESTINATION
TORONTO

AV-CANADATM
extraordinary presentation technologies

bb BLANC
CREATING EVENT MAGIC®

ignite
INCENTIVES CORPORATE TRAVEL MEETINGS



VANCOUVER

OTTAWA

EDMONTON
All in.



PELLER  **ESTATES**

fw
associates

cp
Carol Priest
entertainment

 **ImpactAV**
SOLUTIONS

THE
**idea
hunter**
®



pinpoint.
NATIONAL PHOTOGRAPHY

 **MPI**
TORONTO
CHAPTER

We Look Forward to Connecting With You, Because
When we meet, we change the world.®



Leslie Wright
Executive Director



Connie Cay-Santos
Director



Depannita Biwas
Chair



Liz Akey



Dave Crainford



Judy Huynh



Amber Kane



Shaniece Nichols



Komal Sanghvi



Anne Findlay-Gomes