

STRATEGIC PARTNERSHIPS

2022/2023
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

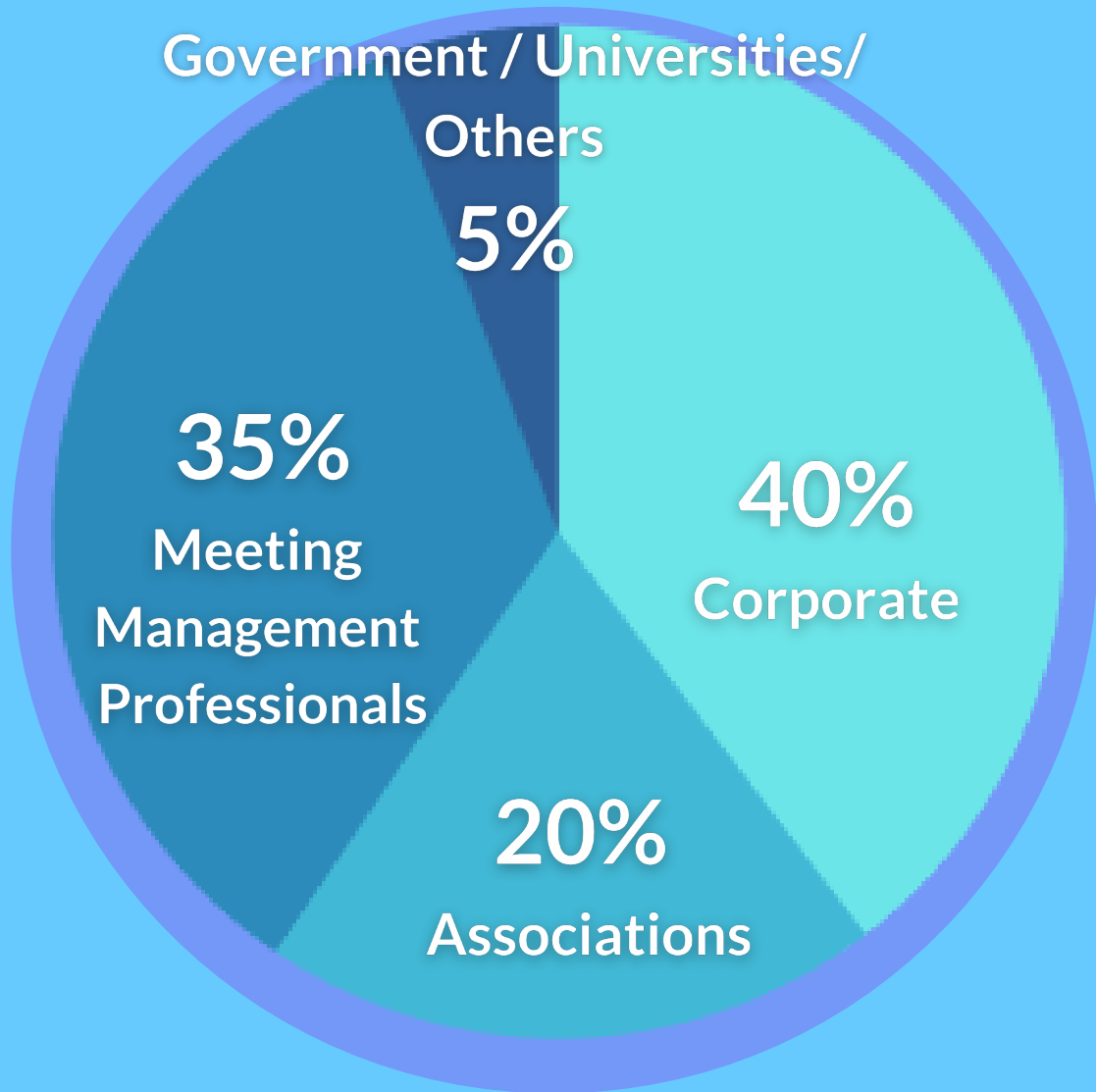


Largest
Organization
of Meeting
Professionals
in the GTA

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



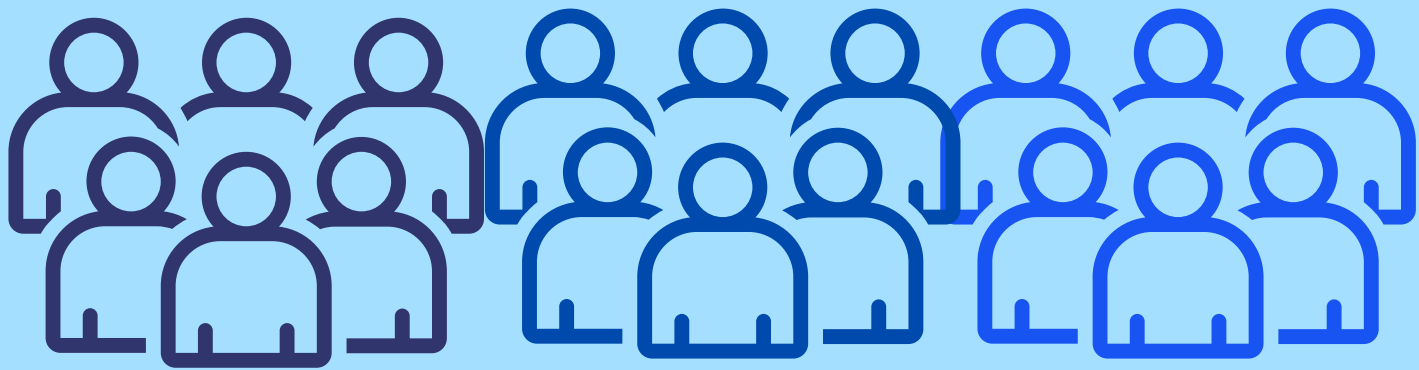
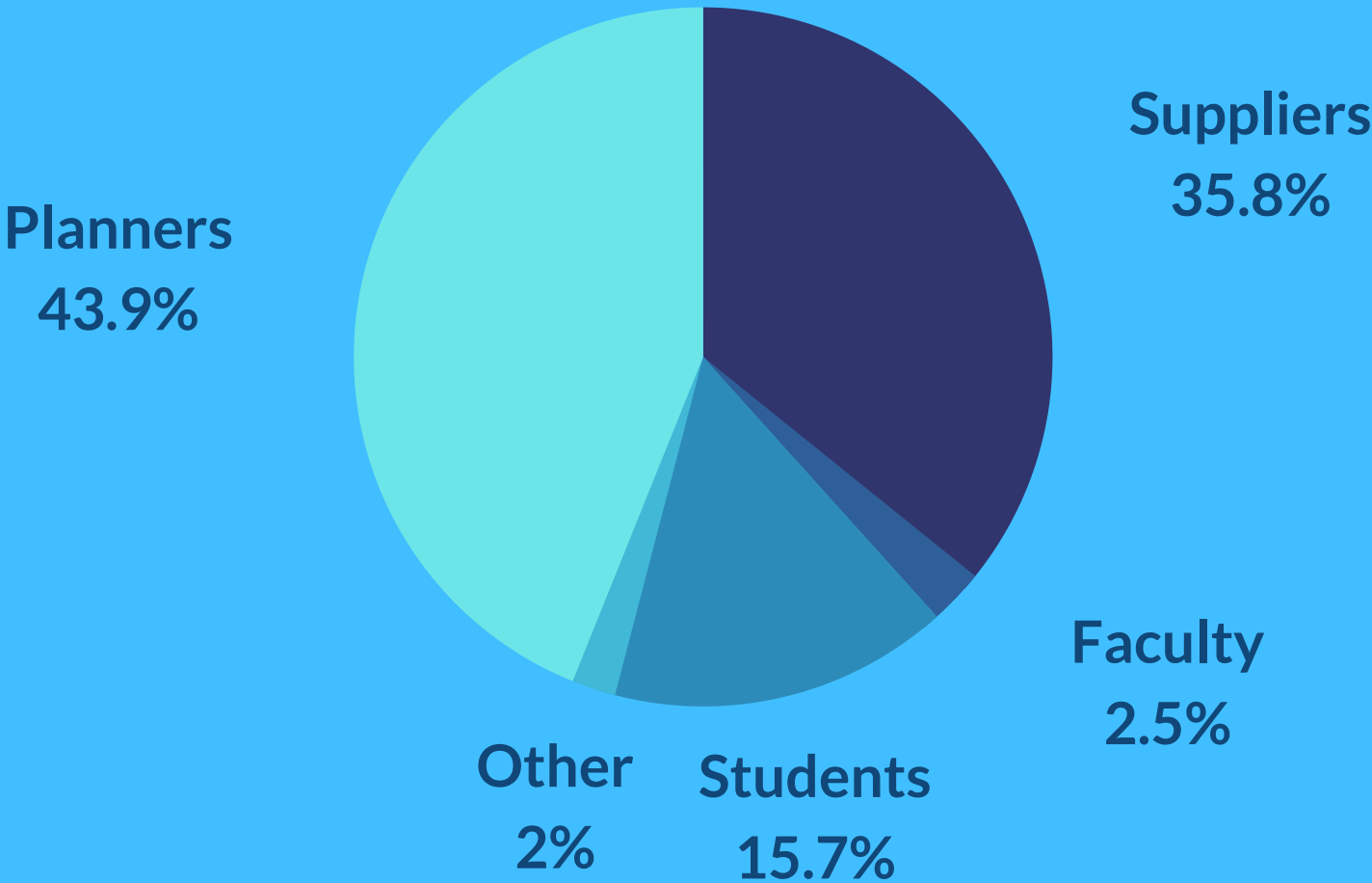
Membership Blend



MEASURED RESULTS!



Membership Types



Largest
MPI Chapter in CANADA

MPI Toronto Chapter Website Results:

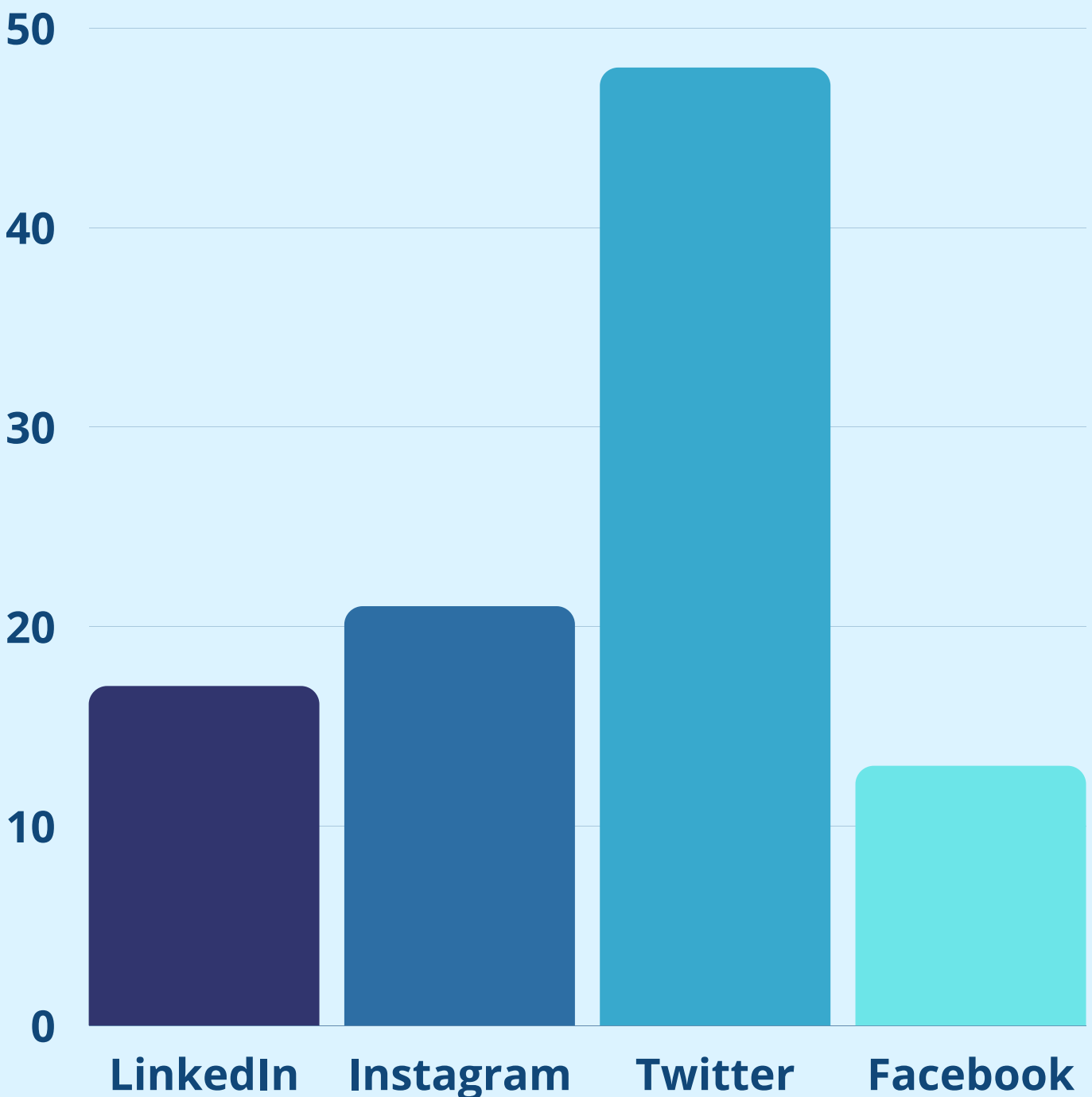


2,814 Page Visits
per month

**2,353 Unique
Pageviews**
per month

2 minutes
Average Session Duration

8,400+ Social Followers



*Data from July 1, 2021 - July 31, 2022

*Traffic numbers from July 1, 2021 – June 30, 2022



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 (pending on planned event options)
- 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 (pending on planned event options)
- 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 (pending on planned event options)
- 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.

2022/2023 Fiscal Chapter Events



DATES

EVENT TYPE

OCTOBER

AGM

DEC 6, 2022

HOLIDAY FUNDRAISER

MARCH 10

AWARDS GALA

APRIL 6

GMID

JUNE 16

JUST NETWORKING

JULY 7

GOLF

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 EXPERIENCES

5 STAR VOLUNTEER AWARD
30 SECOND VIDEO AD

SPONSOR TYPE

VALUE \$

CASH
CASH

\$1,000
\$ 750

ANNUAL HOLIDAY & FUNDRAISING GALA EXPERIENCES

ENTRANCE WAITING ROOM
ENGAGEMENT ACTIVATION
30-SECOND VIDEO AD
AV PARTNER*
ENTERTAINMENT X 3
EMCEE
AUCTION ITEMS / GIFTS

SPONSOR TYPE

VALUE \$

CASH
CASH
CASH
IN-KIND
IN-KIND
IN-KIND
DONATIONS

\$8,500
\$1,500
\$1,500

GOLF TOURNAMENT EXPERIENCES

EVENT STRATEGIC PARTNER
RECEPTION
EAGLE
HOLES
SPONSOR PLANNER
FOOD & BEVERAGE
PRIZES

SPONSOR TYPE

VALUE \$

CASH
CASH
CASH
CASH
CASH
IN-KIND
DONATIONS

\$3,000
\$2,500
\$2,500
\$1,000
\$ 500



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 EXPERIENCES

EVENT STRATEGIC PARTNER - QUEBEC CITY
AV PARTNER* - AV- CANADA
ENTERTAINMENT X 3
EMCEE

SPONSOR TYPE

VALUE \$

CASH
IN-KIND
IN-KIND
IN-KIND

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

AWARDS

- 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 - TOURISM CALGARY

CASH
CASH
CASH

CASH
CASH
CASH

\$2,000 - SOLD
\$2,000 - SOLD
\$2,000

\$2,500
\$2,500 - SOLD
\$2,500

\$3,000 - SOLD
\$3,000 - SOLD

SCHOLARSHIPS

- 2022 WORLD EDUCATION CONGRESS (WEC)
- CERTIFIED MEETING PROFESSIONAL (CMP)

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) EXPERIENCES

EVENT STRATEGIC PARTNER
NETWORKING LOUNGE / RECEPTION
CONNECT UP
EMCEE/ SPEAKER
PRIZES

SPONSOR TYPE

VALUE \$

CASH \$5,000
CASH \$2,000
CASH \$1,500
CASH/ IN-KIND
DONATION \$1,000

CMP STUDY GROUPS EXPERIENCES

EVENT STRATEGIC PARTNER
CMP SCHOLARSHIP

SPONSOR TYPE

VALUE \$

CASH \$5,000
CASH \$1,500

PROFESSIONAL DEVELOPMENT WORKSHOPS EXPERIENCES

EVENT STRATEGIC PARTNER (3 EVENTS)
EVENT STRATEGIC PARTNER (1 EVENT)
30-SECOND VIDEO ADVERTISEMENT
ENGAGEMENT ACTIVATION
VENUE
FOOD & BEVERAGES
SPEAKER
PRIZES

SPONSOR TYPE

VALUE \$

CASH \$5,000
CASH \$2,000
CASH \$ 750
CASH/ IN-KIND \$ 750
IN-KIND
IN-KIND
IN-KIND
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

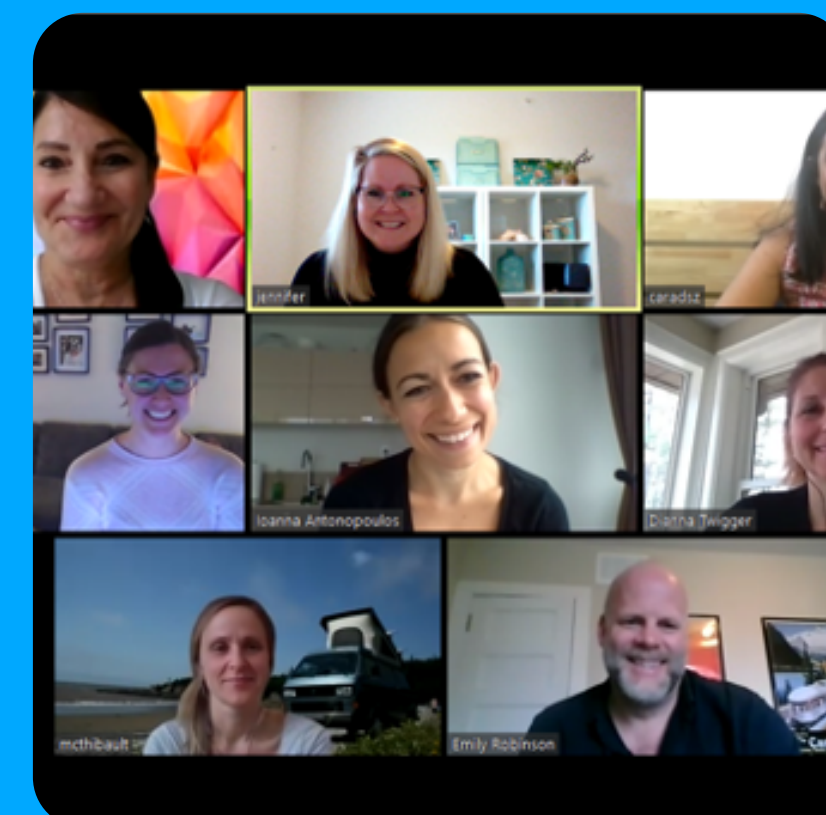
VIRTUAL JUST NETWORKING (2 EVENTS)
VIRTUAL JUST NETWORKING (1 EVENTS)
VENUE
FOOD & BEVERAGE
GIFT/ TAKE AWAY / PRIZES

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 2021/2022 STRATEGIC PARTNERS!



MPI®

TORONTO
CHAPTER



MPI Toronto Strategic Partnerships Team

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