



# TORONTO

## CHAPTER



**2023/2024**

# **STRATEGIC PARTNERSHIPS PROSPECTUS**

# Our Mission

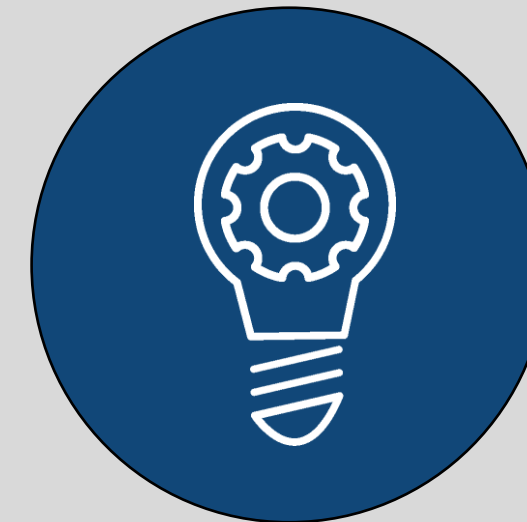
To Connect the Toronto Meeting and Event Community to



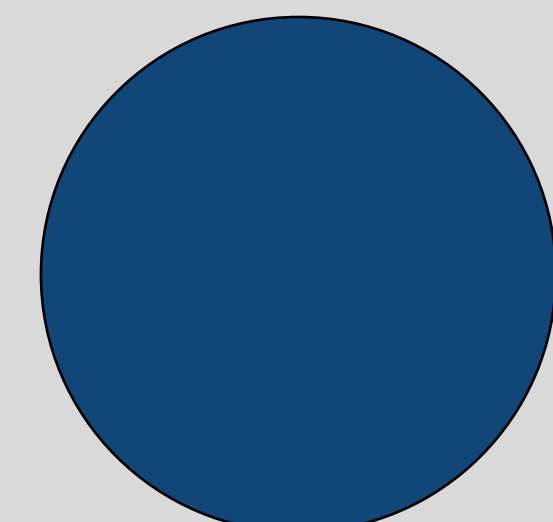
**Educate**



**Advocate**



**Innovate**



**Collaborate**

Since 1978, MPI Toronto has been committed to the success of its members by connecting the Toronto meeting and event community to learn, innovate, collaborate, and advocate in the following ways that Foster a community grounded in the principles of diversity, equity, and inclusion; Provide thought leadership, while delivering professional and personal opportunities to connect and engage our community; and Raise the profile of meeting professionals and highlight the value of the industry through innovative and educational experiences.

We offer a wide range of unique, in-person 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.

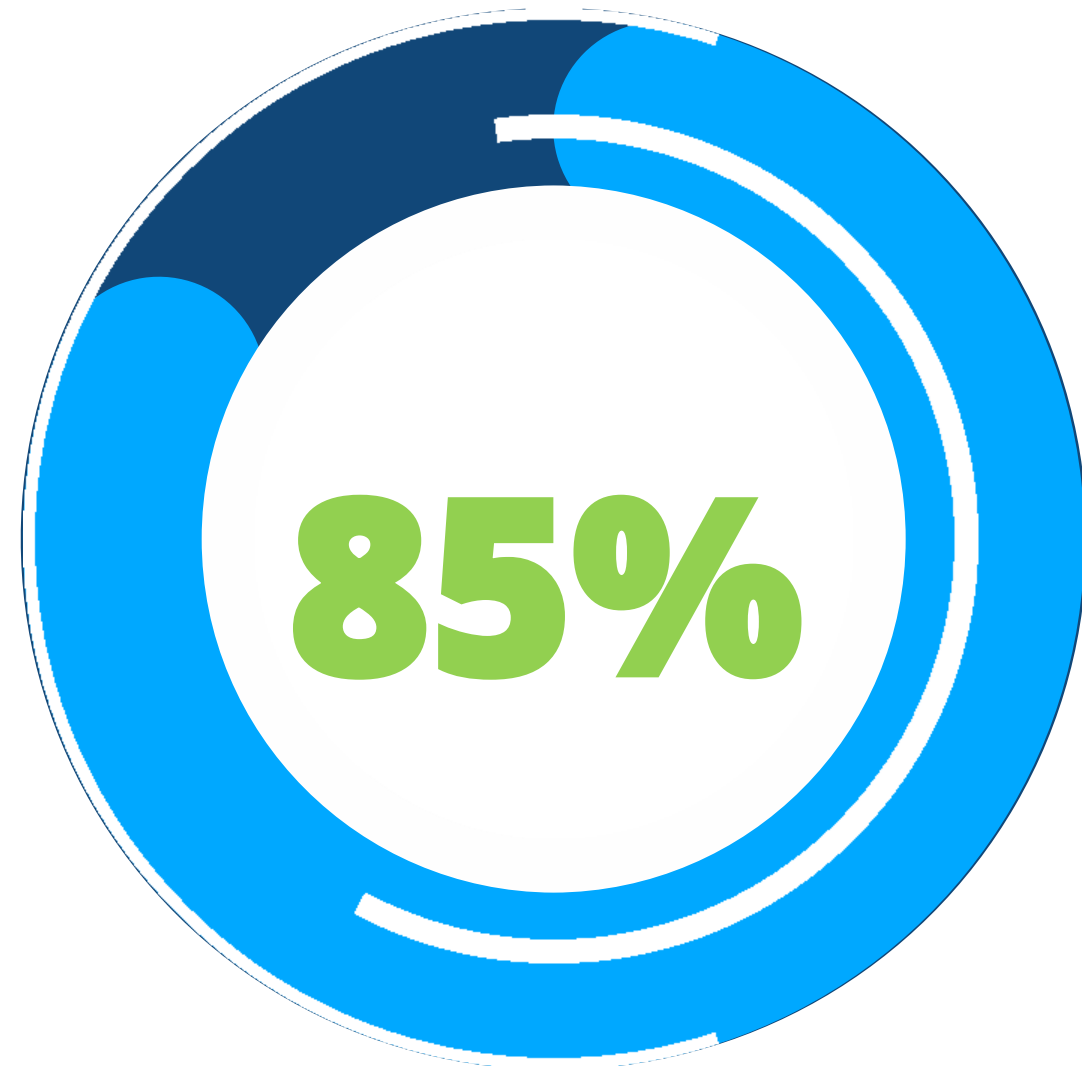
When we **meet**, we change the world.®

**KEY CONTACTS:**

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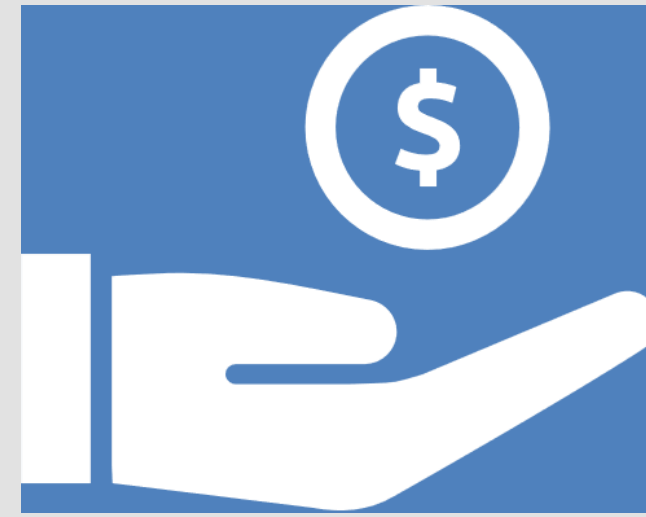
# GREAT REASONS TO PARTNER WITH US!



MPI Planners Buy From Suppliers  
Showcased at MPI



## \$246+ 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 Centers
- Audio/Visual
- Unique Venues
- Tourist Attractions
- Décor & Entertainment
- And much more!

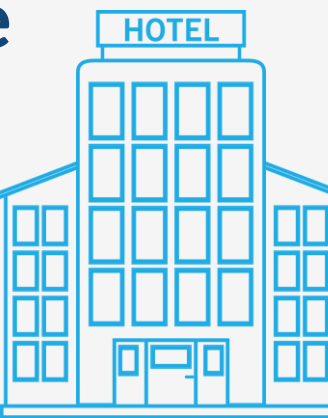
## 340+ Members



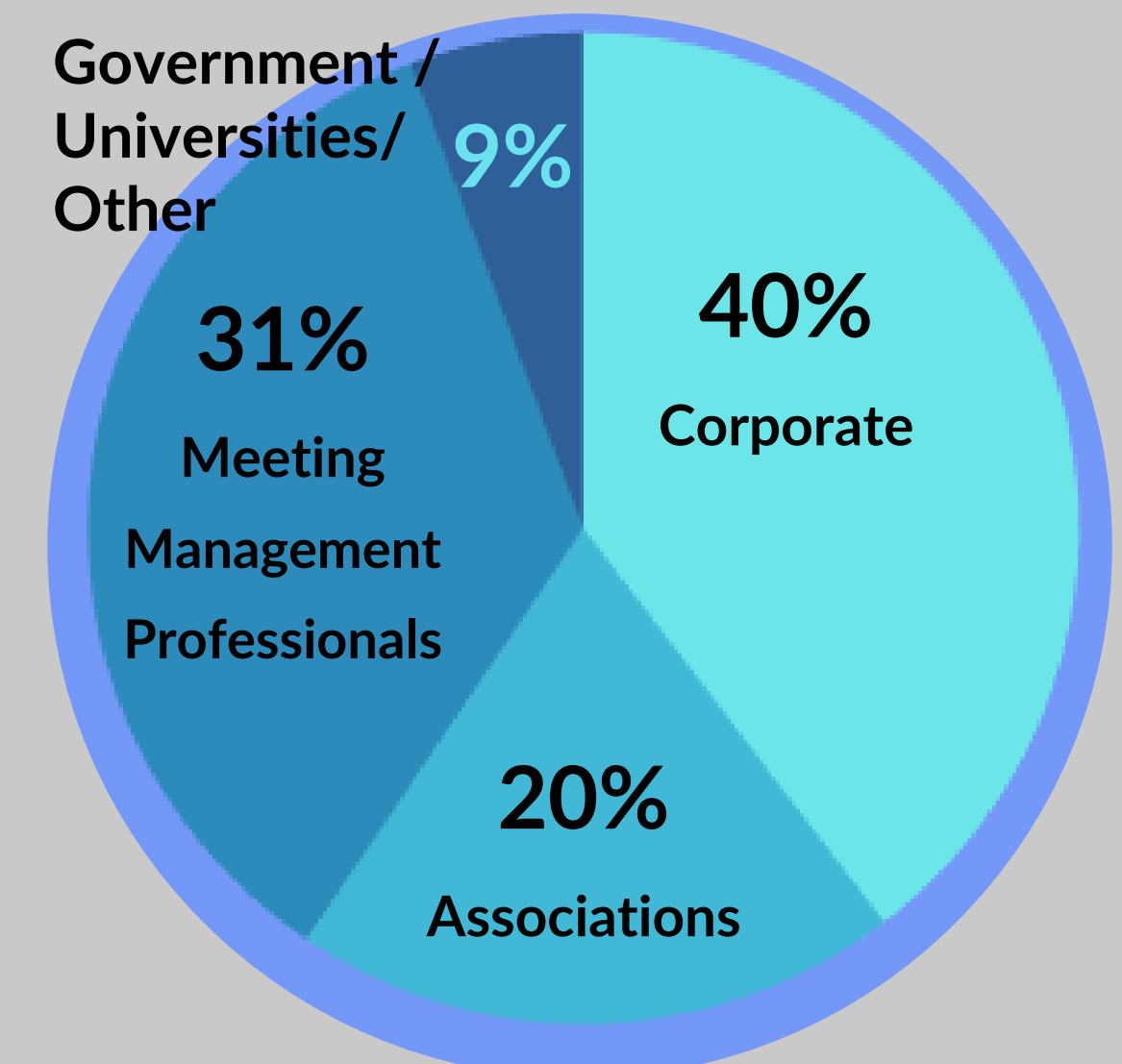
Largest  
Organization  
of Meeting  
Professionals  
in the GTA

Top 5 Property Types Used:

- Downtown Hotel
- Conference Centre
- Convention Centre
- Convention Hotel
- Resort



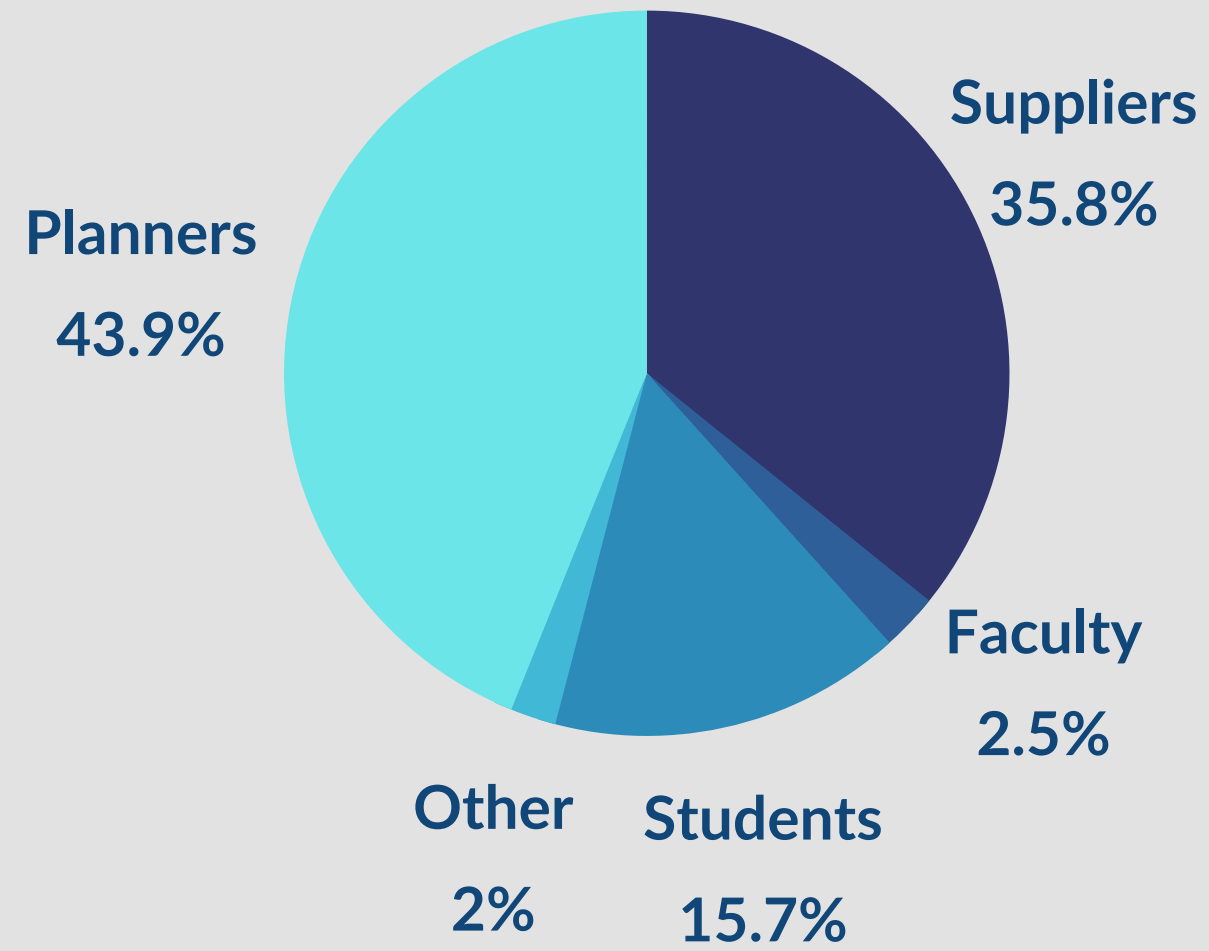
## Membership Blend



# MEASURED RESULTS!



## Membership Types



## Largest

MPI Chapter in CANADA

## MPI Toronto Chapter

### Website Results:



## 2,814 Page Visits

per month

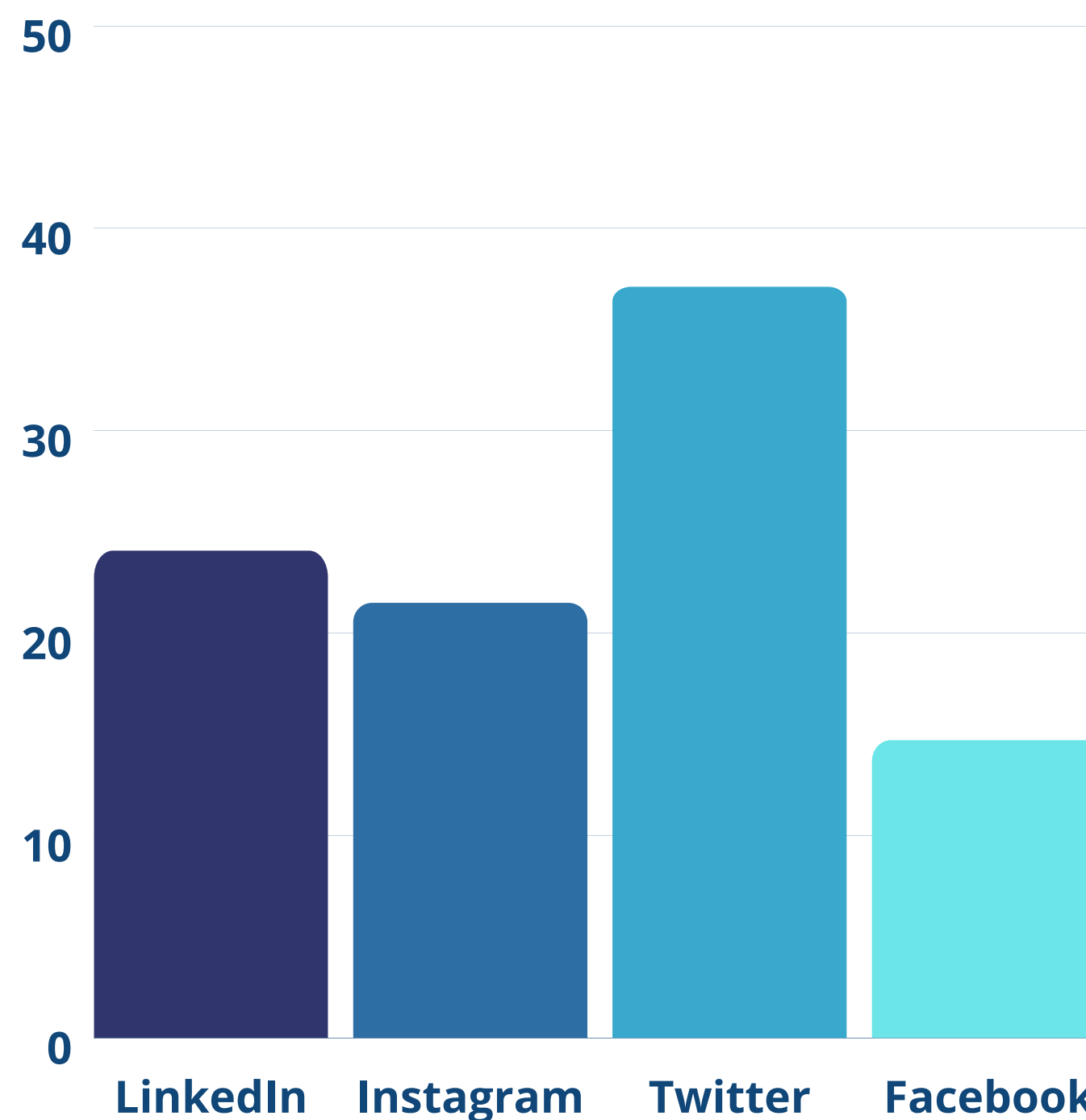
## 2,353 Unique Pageviews

per month

## 2 minutes

Average Session Duration

  
**9,608+ Social Followers**



\*Data from July 1, 2022 - July 31, 2023

\*Traffic numbers from July 1, 2021 - June 30, 2022

# 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 sponsor company’s advertising and promotions for calendar year
- Logo in sponsorship ad on the website and in E-Lite magazine
- Invitation to Strategic Partnership Year End 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
- 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
- Pop Up Banner in Reception Area (provided by sponsor)
- Podium Time
- Logo on the event registration page
- Logo on-screen at event
- Verbal sponsorship recognition at event
- Metrics report shared after the sponsored event(s)

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

# Sponsorship Packages

## 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
- 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 to 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 Company profile and logo in E-Lite
- Medium Logo Size on Chapter Website
- 1 Email advertisement 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)

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



# Sponsorship Packages

## 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 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 to be recognized within a certain level.  
The In-Kind Sponsorship will be valuated based on their retail value.

# Sponsorship Packages

## SUPPORTER



Cash Contribution \$750.00 - \$1,999

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

### BENEFITS:

- 1 Complimentary registrations at sponsored event
- A seat at a reserved table for sponsor representative
- Small Logo Size on Chapter Website
- 1 Social Media post 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 to be recognized within a certain level.  
The In-Kind Sponsorship will be valuated based on their retail value.

# 2023/2024 Fiscal Chapter Events

JULY 4	GOLF
AUGUST 15	JUST NETWORKING, CMEE
SEPTEMBER 21	ANNUAL GENERAL MEETING
NOVEMBER 2	PROFESSIONAL DEVELOPMENT
DECEMBER 5	WINTER SOCIAL GALA
JANUARY 31	JUST NETWORKING
FEBRUARY 22	PROFESSIONAL DEVELOPMENT
MARCH 7	AWARDS GALA
APRIL 11	GLOBAL MEETINGS INDUSTRY DAY (GMID)
MAY TBC	PROFESSIONAL DEVELOPMENT
MAY 21-23	WEC
JUNE 6	SUMMER FUNDRAISER / VOLUNTEER APPRECIATION SOCIAL



# 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	IN KIND	VALUE
Digital Platform	✓	\$25,000
Media Partner	✓	\$20,000
Registration Partner	✓	\$20,000
Photography	✓	\$15,000
Photo Booth	✓	\$15,000

EXPERIENCES	CASH	CASH VALUE
1 Branded Graphic Social Post	✓	\$300
1 Branded Video Social Post	✓	\$500
1 Branded Video + 1 Graphic Social Post	✓	\$750
1 Branded Email Blast (from MPI to Members)	✓	\$1,500

## #MPITO DIGITAL MARKETING

Spark a social splash and reach more Event Professionals through MPI's Social Channels and Email Distributions!  
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!

# Sponsorship Options

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

## ANNUAL GENERAL MEETING & VOLUNTEER RECOGNITION

ASSETS	CASH	CASH VALUE
Platform	✓	\$1000
5 Star Award	✓	\$1000
30 Sec Video Ad	✓	\$750

## GOLF TOURNAMENT

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner	✓	\$2000		
Reception	✓	\$2500		
Eagle	✓	\$2500		
Holes	✓	\$2000		
Sponsor Planner	✓	\$500		
Food & Beverage			✓	
Prizes				✓



# Sponsorship Options

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

## WINTER SOCIAL GALA

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Reception/Entrance	✓	\$5000		
Engagement Activation	✓	\$2000		
30 Sec Video Ad	✓	\$1500		
AV Partner			✓	
Entertainment x 3			✓	
EMCEE			✓	
Auction Items / Gifts				✓



# Sponsorship Options

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

## SUMMER FUNDRAISER

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Reception/Entrance	✓	\$5000		
Engagement Activation	✓	\$2000		
30 Sec Video Ad	✓	\$1500		
AV Partner			✓	
Entertainment x 3			✓	
EMCEE			✓	
Auction Items / Gifts				✓



# 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.

## AWARDS GALA

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner	✓	\$5000		
AV Partner			✓	
Entertainment			✓	
EMCEE			✓	
Award Recipient Gift				✓

ASSETS	CASH	CASH VALUE
Award Sponsor for:		
•NORM NEILL STUDENT OF THE YEAR OR •NEW MEMBER OF THE YEAR	✓	\$2000
•OUTSTANDING VOLUNTEER OF THE YEAR OR •MENTOR OF THE YEAR OR •FUTURE LEADER OF THE YEAR OR •SUPPLIER OF THE YEAR OR •PLANNER OF THE YEAR	✓	\$3000





# Sponsorship Options

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

## GMID – Global Meetings Industry Day

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner	✓	\$2500		
Networking Reception	✓	\$2000		
Connect UP	✓	\$1500		
EMCEE/Speaker	✓	\$1000	✓	
Prizes				✓
GMID & 4xPD Event Partner Package	✓	\$10,000		

# Sponsorship Options

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

## PROFRESIONAL DEVELOPMENT

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner (3 events)	✓	\$5000		
Event Strategic Partner (1 event)	✓	\$2000		
4xPD & GMID Event Partner Package	✓	\$10,000		
Engagement Activation	✓	\$750	✓	
Venue			✓	
Food & Beverage			✓	
EMCEE/Speaker			✓	
Auction Items / Gifts				✓



# 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!

## JUST NETWORKING

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner 2 x In-Person events	✓	\$3500		
Event Strategic Partner 1 x In-Person event	✓	\$2000		
Venue			✓	
Food & Beverage			✓	
Gift / Prizes / Take-Aways				✓



# WE ARE GRATEFUL TO OUR 2022/2023 STRATEGIC PARTNERS!

**AV-CANADA™**  
extraordinary presentation technologies

**pinpoint.**  
NATIONAL PHOTOGRAPHY

**D.E. SYSTEMS**  
SIMPLIFYING THE COMPLEX

**ignite**  
INCENTIVES CORPORATE TRAVEL MEETINGS

**metro toronto**  
convention centre

**fw**  
associates

**DESTINATION TORONTO**

**VANCOUVER**

**tourism calgary**

**EDMONTON**  
*All in.*

**TREMBLANT**  
Mont-Tremblant, Québec

**Discover saskatoon**

**QUÉBEC CITY**  
BUSINESS DESTINATION

**SENOVVA**

**McMichael**  
CANADIAN ART COLLECTION D'ART CANADIEN

**cp**  
Carol Priest  
entertainment  
#BeTheHighlight

**EPIQ**  
VISION

**SHANGRI-LA**

**GetQuorum** **BAMKO**

**EVERYDAY PEOPLE**  
· TYPEWRITER POEMS ·

**LITTLE CANADA**  
#beapartofsomethingsmall

**NOTHERS**  
THE AWARD STORE

**CHAIR DECOR**  
— LINENS & MORE —

**SHOWTECH**  
POWER & LIGHTING

**STRONCO**