



# TORONTO CHAPTER

## Strategic Partnership Partner Deck



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<https://www.mpi.org/chapters/toronto>



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2026



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## ABOUT US

Since 1978, MPI Toronto Chapter 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.

## Key Contacts

Leslie Wright | Executive Director  
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# Our Mission

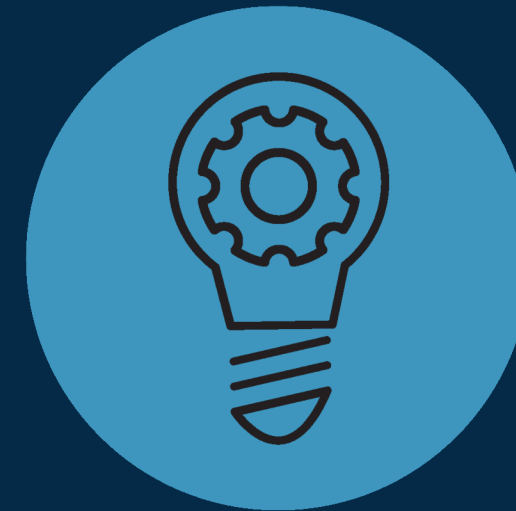
To Connect the Toronto Meeting and Event Community to:



EDUCATE



ADVOCATE



INNOVATE

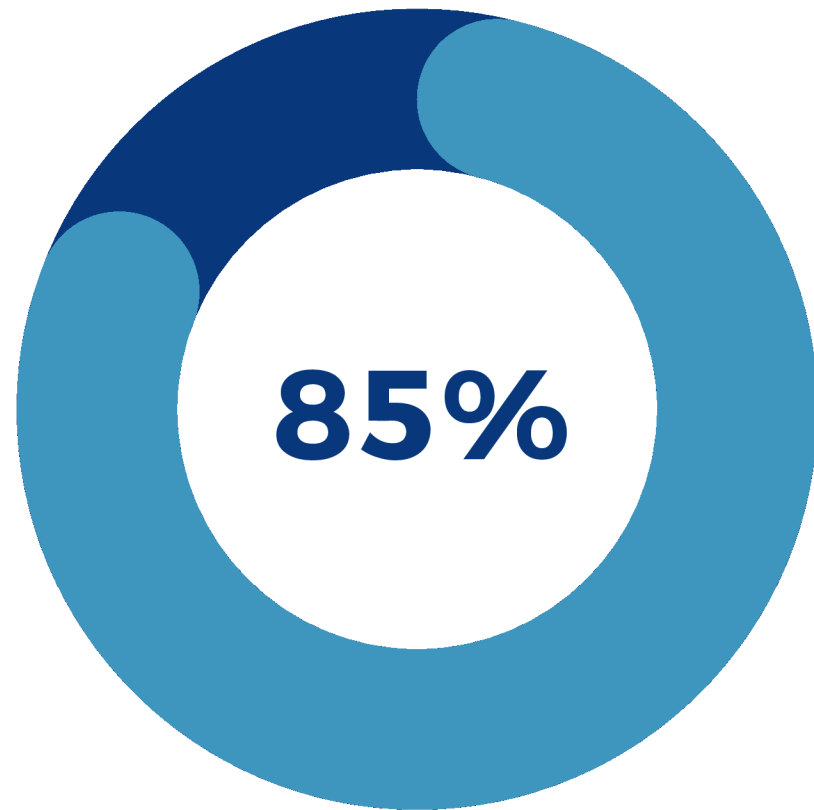


COLLABORATE

When we meet, we change the world. ®



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

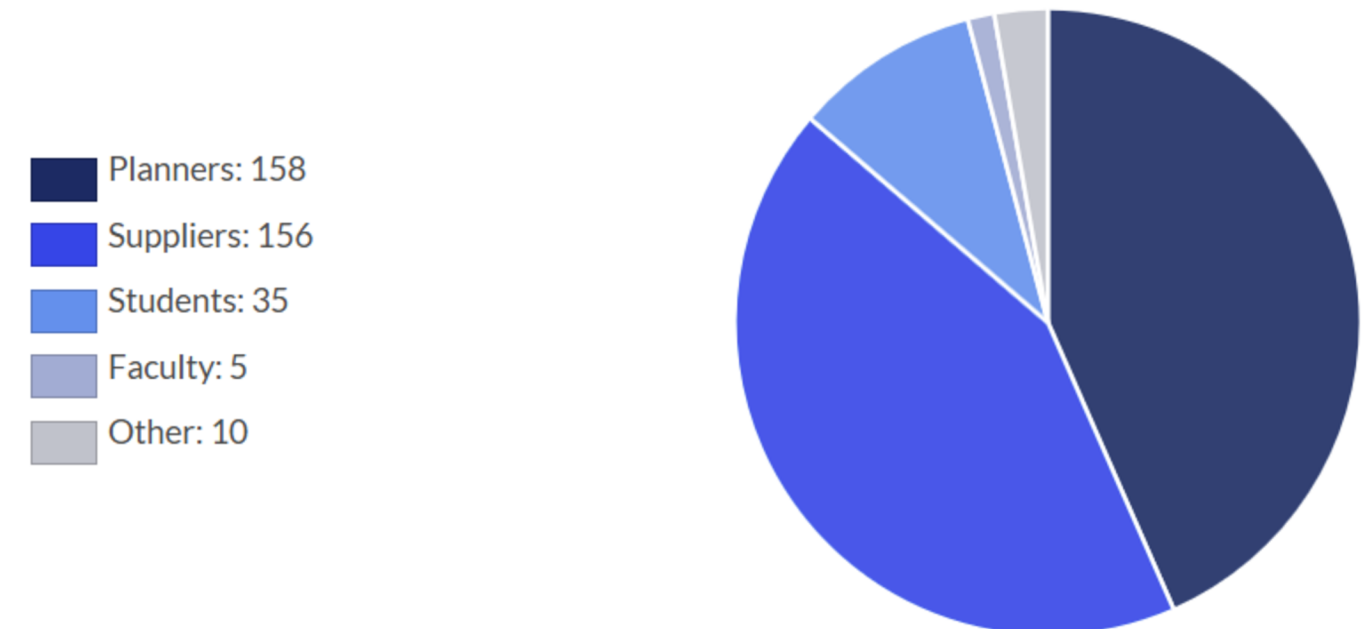


**MPI Toronto Chapter Website Results:**

- 2,814 PAGE VISITS | PER MONTH
- 2,353 UNIQUE PAGE VIEWS | PER MONTH
- AVERAGE SESSION DURATION | 2 MINUTES

\*Traffic numbers from July 1, 2023 - Nov 1, 2024

MPI Chapter Membership Population



**Largest**  
MPI Chapter in CANADA



# 2026 FISCAL CHAPTER EVENTS

- |               |                                   |
|---------------|-----------------------------------|
| <b>FEB 18</b> | PROFESSIONAL DEVELOPMENT & DEI    |
| <b>MAR 12</b> | AWARDS GALA                       |
| <b>APR 08</b> | ANNUAL GENERAL MEETING (VIRTUAL)  |
| <b>APR 28</b> | EUCHRE TOURNAMENT                 |
| <b>MAY 05</b> | GMID-GLOBAL MEETINGS INDUSTRY DAY |
| <b>JUL 23</b> | GOLF TOURNAMENT                   |
| <b>AUG 11</b> | CMEE BREAKFAST & PD KEYNOTE       |
| <b>SEP 23</b> | DEI LUNCH AND LEARN (VIRTUAL)     |
| <b>OCT 06</b> | JUST NETWORKING                   |
| <b>NOV 10</b> | PROFESSIONAL DEVELOPMENT          |
| <b>DEC 02</b> | WINTER SOCIAL + FUNDRAISER        |

# 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





Benefits	Supporter	Spotlight	Explorer	Community	All-Stars
Complimentary Event Ticket for sponsored event	1	2	3	4	5-8
Included in Social Media posts for sponsored event	✓	✓	✓	✓	✓
Logo on-screen at sponsored event	✓	✓	✓	✓	✓
Logo on registration site and in correspondence to registrants	✓	✓	✓	✓	✓
Verbal sponsorship recognition at sponsored event	✓	✓	✓	✓	✓
List of registrants contact information <i>(subject to consent)</i> for sponsored event			✓	✓	✓
Podium Time at sponsored event			1 min	2 mins	5 mins
Video played during sponsored event				1 min	3 mins
Metrics (social and event) for sponsored event, <i>share upon request</i>			✓	✓	✓
Company profile with logo/graphic e-Direct to membership			1	2	4
Company profile with logo/graphic in chapter e-newsletter, <i>in calendar year</i>			1	2	3
Use of text “Strategic Partner of MPI Toronto Chapter” in sponsor’s company advertising & promotions for calendar year					✓
Complimentary registration to a chapter event <i>(excluding golf tournament)</i>				1	1

# Annual 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
Photography Partner		\$15,000
Name Badges & Lanyards		\$10,000

## #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, X and Facebook!

EXPERIENCES	CASH	CASH VALUE
1 Branded Graphic Social Post		\$300
1 Branded Video Social Post		\$500
1 Combo Graphic & Video Social Post		\$750
1 Branded Email Advertisement (from MPI to Members)		\$1,500







# Event Specific Options

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

## ANNUAL GENERAL MEETING

EXPERIENCES	CASH	CASH VALUE
Virtual Platform		\$1000






## GMID | GLOBAL MEETINGS INDUSTRY DAY

EXPERIENCES	CASH VALUE	IN KIND	DONATION
Event Partner	\$3,000		
Venue Partner			
Food & Beverage Partner	\$2,000		
Audio Visual Partner			
EMCEE/Speaker			
Attendee Take-away			

# Event Specific Options

**AWARDS GALA**  
 Our members are proud event professionals and leaders making a significant impact in the event industry. Join us in celebrating and recognizing our top members for their outstanding contributions.

ASSETS	CASH VALUE
Award Sponsor for one of the following:	
-NORM NEILL STUDENT OF THE YEAR -NEW MEMBER OF THE YEAR -OUTSTANDIG VOLUNTEER OF THE YEAR -MENTOR OF THE YEAR -FUTURE LEADER OF THE YEAR -SUPPLIER OF THE YEAR -PLANNER OF THE YEAR -LITERARY	\$3,000 per
Add On: Dedicated Social Media Post on all MPI's platforms, separate from Nominee and Winner posts	\$150

EXPERIENCES	CASH VALUE	IN KIND
Event Partner	\$5,000	
Venue Partner		
Food & Beverage Partner	\$2,000	
Audio Visual Partner		
EMCEE		
Entertainment		
Decor Partner(s)		

# Event Specific Options

**SUMMER SOCIAL + FUNDRAISER OR WINTER SOCIAL + FUNDRAISER**



Join us in the celebration and uplift our event community with your valuable contributions!



EXPERIENCES	CASH VALUE	IN KIND	DONATION
Event Partner	\$5,000		
Venue Partner		✓	
Food & Beverage Partner	\$2,000		
Audio Visual Partner		✓	
EMCEE		✓	
Entertainment		✓	
Decor		✓	
Silent or Live Auction Items			✓


# Event Specific Options

## JUST NETWORKING

EXPERIENCES	CASH VALUE	IN KIND
Event Strategic Partner (2 In-Person for year)	\$3500	
Event Strategic Partner (1 In-Person for year)	\$2000	
Food & Beverage Partner		
Venue Partner		

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

## GOLF TOURNAMENT

PARTNERSHIP	CASH	DONATION
Eagle (8 available)	\$2,000	
Title Sponsor	\$4,000	
Golf Cart	\$3,000	
Lunch	\$3,000	
Registration	\$2500	
Beat the Pro	\$2,500	
Reception	\$3000	
Raffle items		

Join us in the celebration and uplift our event community with your valuable contributions!



# Event Specific Options

## PROFESSIONAL DEVELOPMENT

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

Events such as:  
 CMEE Breakfast & Keynote  
 2 x Professional Development Sessions  
 Global Meetings Industry Day (GMID)

PARTNERSHIP	CASH	IN KIND
Event Partner (per event)	\$2000	
Event Partner (annual)	\$5000	
Venue		✓
Food & Beverage		✓
Emcee/Speaker		✓

# WE ARE GRATEFUL TO OUR 2025 STRATEGIC PARTNERS!

