MPI

TORONTO CHAPTER

Strategic Partnership Partner Deck

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2027

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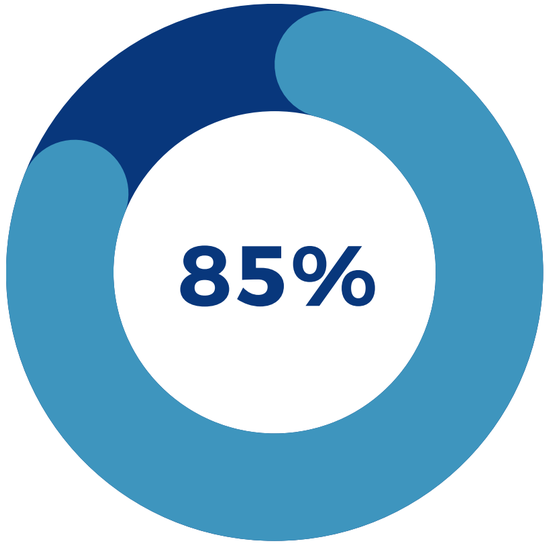
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GREAT REASONS TO PARTNER WITH US!

MPI TORONTO CHAPTER



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!

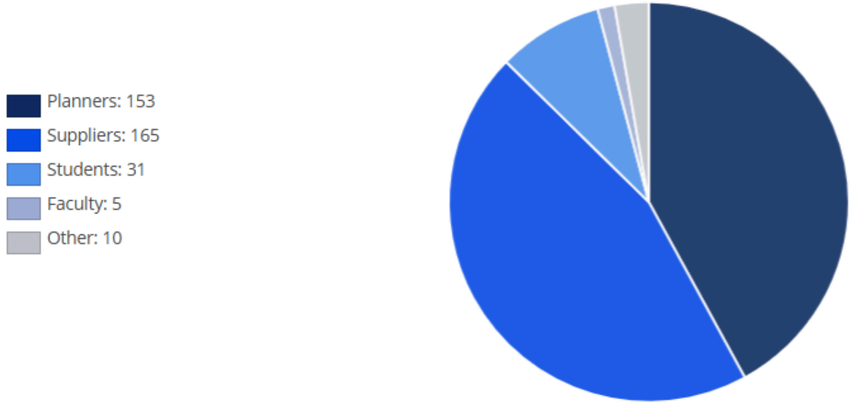


MPI Toronto Chapter Website Results:

- 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



Since 1978, MPI Toronto Chapter has been committed to the success of its members by connecting the Toronto meeting and event community to educate, 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 hybrid 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!

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

2027 FISCAL CHAPTER EVENTS

FEB	PROFESSIONAL DEVELOPMENT
MAR	AWARDS GALA
APR	ANNUAL GENERAL MEETING (VIRTUAL)
MAY	GMID-GLOBAL MEETINGS INDUSTRY DAY
JUN	EUCHRE TOURNAMENT & SUMMER SOCIAL
JUL	GOLF TOURNAMENT
AUG	CMEE BREAKFAST & PD KEYNOTE
SEP	DEI LUNCH AND LEARN (VIRTUAL)
NOV	PROFESSIONAL DEVELOPMENT
DEC	WINTER SOCIAL + FUNDRAISER

schedule is subject to change

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	INVESTMENT	BENEFITS
Digital Platform	$25,000	• Event recognition (reg page, social media, during event) • 1 complimentary ticket per chapter event (not including Golf) • 1 e-newsletter feature, 1 e-Direct to members
Media Partner	$20,000	
Photography Partner	$15,000	
Name Badges & Lanyards	$10,000	
Title Partner (2 x PD & CMEE Breakfast)	$8,500	For each PD session (3/year) • Event recognition (reg page, social media, during event) • 2 complimentary tickets • Rreserved table with logo (tickets not included) • 1 min podium time each, 30 sec video • List of registrants contact information (subject to consent)

Annual Sponsorship Options

#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, and Facebook!

EXPERIENCES	INVESTMENT
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 Toronto Chapter to Members)	$1,500

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Student Partnership Program ~ $575 per student

The MPI Toronto Chapter's Student Membership Partnership Program is designed to support and elevate the next generation of event professionals by removing the financial barriers to a MPI membership. Each sponsorship contribution will enable student memberships offered at no cost to the receipient who demonstrate a commitment to the meeting and event industry. This initiative will help MPI Toronto Chapter cultivate young talent, strengthen its future member base, and support diversity, innovation, and professional growth in our chapter. Max three students per sponsor.

Successful applicants will be provided with:

- A complimentary 1 year student membership with the MPI Toronto Chapter
- Complimentary registration to: MPI Toronto Chapter's GMID event and one of the MPI Toronto Chapter's signature events (Awards Gala or Winter Social)
- Discount ticket to attend MPI Toronto Chapter's PD Sessions

Student commitments

- Contribute 1 blog post or newsletter article at year-end
- Complete year-end program survey
- Volunteer a minimum 15 hours

Sponsor Benefits

- Opportunity to meet sponsored students through a virtual meet-and-greet
- One ticket to GMID and an MPI Toronto Chapter Signature event
- Recognition at GMID and the chosen signature event
- Inclusion in a "future of Events" blog or social feature spotlighting both sponsors and student recipients

Multiple Partnership Opportunities

Add On: Student Award partner at Awards Gala ($2,500*)

*discounted from $3,000

Professional Development Series

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:
2 x PD Sessions
CMEE Breakfast & Keynote

EXPERIENCES	INVESTMENT	BENEFITS
Title Partner (2 x PD & CMEE Breakfast)	$8,500	For each PD session (3/year) • Event recognition (reg page, social media, during event) • 2 complimentary tickets • Reserved table with logo (tickets not included) • 1 min podium time each, 30 sec video • List of registrants contact information (subject to consent)
Enagement Partner (single event)	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • Reserved table with logo (tickets not included) • 1 min podium time • List of registrants contact information (subject to consent)
Food & Beverage Partner (breakfast, brunch or lunch)	$2,000	• Event recognition (reg page, social media, during event) • 1 complimentary ticket
Decor Partner	$2,000	• Event recognition (reg page, social media, during event) • 1 complimentary ticket

MPI TORONTO CHAPTER

CMEE Networking Breakfast

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

EXPERIENCES	INVESTMENT	BENEFITS
Title Partner	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • Rreserved table with logo (tickets not included) • 1 min podium time • List of registrants contact information (subject to consent)
Breakfast Partner	$1,000	• Event recognition (reg page, social media, during event) • 1 complimentary ticket

MPI TORONTO CHAPTER

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.

EXPERIENCES	INVESTMENT	BENEFITS
SOLD OUT Title Partner	$5,000	• Event recognition (reg page, social media, during event) • 3 complimentary tickets • Reserved table with logo (tickets not included) • 1 min podium time, 30 sec video • List of registrants contact information (subject to consent)
Reception Partner (+ cost of 1 drink ticket per guest or activation)	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • 30 sec video
Wine Sponsor (2 per table, plus cost of wine)	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • 30 sec video
Decor Partner	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • 30 sec video

Have an idea not listed. Contact us to discuss a custom opportunity

MPI TORONTO CHAPTER

Awards Gala

EXPERIENCES	INVESTMENT	BENEFITS
Be an Award Partner for one of the following:		
-Norm Neill STUDENT MEMBER of the Year **-NEW MEMBER of the Year** **-OUTSTANDIG VOLUNTEER of the Year** **-MENTOR of the Year** **-FUTURE LEADER of the Year** **-SUPPLIER MEMBER of the Year** **-PLANNER MEMEBER of te Year** **-LITERARY of the Year** SOLD OUT	$3,000 per award	• Logo etched on physical award • Podium time to present the award to the announced winner • 2 complimetnary tickets • Event recognition (reg page, social media, during event) • Logo & partnership acknoweldgement on nominee & winner social posts
5-STAR Award	$2,000	• Event recognition (reg page, social media, during event) • 1 complimentary ticket
Add On: Dedicated Social Media Post on all MPI Toronto Chapter's platforms, separate from Nominee and Winner posts	$150	

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Annual General Meeting

The Annual General Meeting (AGM) serves a vital governance function for the MPI Toronto Chapter. It represents a critical opportunity for the board to engage with members, provide an update on the chapter's performance and strategic direction, and address important matters.

EXPERIENCES	INVESTMENT	BENEFITS
Virtual Platform	$1,000	• Event recognition (reg page, social media, during event)

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GMID - Global Meetings Industry Day

This event brings together leaders from across the meetings and events industry to showcase the real impact the business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business, and communities. This event is designed to raise awareness of the meetings industry and communicate the value of meetings to the broader business.

EXPERIENCES	INVESTMENT	BENEFITS
Title Partner	$4,000	• Event recognition (reg page, social media, during event) • 3 complimentary tickets, reserved table with logo • 1 min podium time • List of registrants contact information (subject to consent)
Event Partner (2 available)	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • Reserved table with logo
Food & Beverage Partner (breakfast, brunch, or lunch)	$2,500	• Event recognition (reg page, social media, during event) • 1 complimentary ticket • Branding in F&B area (provided by partner)

Have an idea not listed. contact us to discuss a custom opportunity

MPI TORONTO CHAPTER

Summer Social & Euchre Tournament

The 2026 Euchre Tournament is a networking opportunity for MPI Toronto Chapter members and non-members in the events industry to come together for an evening of socializing, networking, and friendly competition while supporting the MPI Foundation.

The MPI Foundation is a not-for-profit organization that provides grants, scholarships and pan-industry research in support of the global meeting and event industry.

EXPERIENCES	INVESTMENT	BENEFITS
Title Partner	$4,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • 1 min podium time, 30 sec video
Food & Beverage Partner (2 available)	$2,500	• Event recognition (reg page, social media, during event) • 1 complimentary ticket
Decor Partner (2 available)	$2,500	• Event recognition (reg page, social media, during event) • 1 complimentary ticket
Raffle or Auction Items	in-kind	

Golf Classic

EXPERIENCES	INVESTMENT	BENEFITS
Title Partner	$4,000	• Sponsored area at a golf hole with your corporate logo (includes 2 tickets to lunch & reception) • Opportunity to address the golfers during play and distribute your promotional gifts and/or literature • Recognition at the event, website, all marketing materials & social media posts • One E-blast to membership • 2 minutes of podium time during reception • One complimentary golf registration to play, if interested *(not transferable)*
Eagle Hole Partner (8 available)	$2,000	• Sponsored area at a golf hole with your corporate logo (includes 2 tickets to lunch & reception) • Opportunity to address the golfers during play and distribute your promotional gifts and/or literature • Recognition at the event, website, all marketing materials & social media posts
Lunch Partner	$2,000	• Recognition at a golf hole, at the event, on the website, on all marketing materials & social media posts • Two tickets for lunch and reception • Address the attendees during lunch and distribute your promotional gifts and/or literature • 2 minutes of podium time at lunch • One complimentary golf registration to play, if interested *(not transferable)*
Reception Partner	$3,000	• Recognition at the event, on the website, on all marketing materials & social media posts • Address the attendees at the reception and distribute your promotional gifts and/or literature • Two tickets for lunch and reception • 2 minutes podium time at the reception • Logo on drink tickets issued (1 drink per attendee) • One complimentary golf registration to play, if interested *(not transferable)*

Golf Classic

EXPERIENCES	INVESTMENT	BENEFITS
Registration Partner	$3,000	• Recognition at a golf hole, the event, the website, marketing materials & social media posts • Two tickets for lunch and reception • Address the attendees at the reception and distribute your promotional gifts and/or literature • Opportunity to brand the onsite registration area • One complimentary golf registration to play, if interested *(not transferable)*
Golf Cart Partner	$3,000	• Golf cart to roam the golf course and speak to the golfers during the tournament and distribute your promotional gifts and/or literature • Two tickets for lunch & reception • Recognition at the event, on the website, on all marketing materials & social media posts • Logo/branding on all tournament golf carts • 2 minutes of podium time at the reception
Beat the Pro Partner	$2,500	• Sponsored area at a golf hole with your corporate logo (includes 2 tickets to lunch & reception) • Address the attendees during play and distribute your promotional gifts and/or literature • Recognition at the event, on the website, on all marketing materials & social media posts • Announce winner during reception • One complimentary golf registration to play, if interested (not transferable) • Pro to be supplied by partner

MPI TORONTO CHAPTER

Winter Social & Fundraiser

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

MPI TORONTO CHAPTER

EXPERIENCES	INVESTMENT	BENEFITS
Title Partner SOLD OUT	$5,000	• Event recognition (reg page, social media, during event) • 3 complimentary tickets • 1 min podium time • List of registrants contact information *(subject to consent)* • 1 e-newsletter entry, 1 e-blast
Reception Partner (+ cost of 1 drink ticket per guest or activation)	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • 30 sec video
Wine Sponsor (2 per table, plus cost of wine)	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • 30 sec video
Decor Partner	$3,000	• Event recognition (reg page, social media, during event) • 2 complimentary tickets • 30 sec video
Raffle or Auction Items	in-kind	

Have an idea not listed. contact us to discuss a custom opportunity

Other support

Have a unique service or product and looking for engagement with the MPI Toronto Chapter.
Lets discuss opportunities that fit your ideal goals and values.

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

Please note, all benefits packages and prices are subject to change based on availability.

Engagement Deliverables

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 *(subject to consent)* 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, *share upon request*			✓	✓	✓
Company profile with logo/graphic e-Direct to membership			1	2	4
Company profile with logo/graphic in chapter e-newsletter, *in calendar year*			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 *(excluding golf tournament)*				1	1

WE ARE GRATEFUL TO OUR 2026 STRATEGIC PARTNERS!

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AV-CANADA™ extraordinary presentation technologies

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ignite INCENTIVES CORPORATE TRAVEL MEETINGS

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GetQuorum

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BUSINESS EVENTS NIAGARA CANADA

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QUÉBEC CITY BUSINESS DESTINATION

ROGERS Centre Ottawa

HOTEL X TORONTO

TREMBLANT Mont-Tremblant, Québec

EXPLORE EDMONTON

DESTINATION VANCOUVER

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DMA EVENTS

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DESTINATION ST. JOHN'S colourful encounters Newfoundland & Labrador