



Dear Partner,

We are thrilled to share the new MPI Ottawa Chapter Partnership Prospectus for 2022-2023. MPI Partnerships offer a wide range of on-site opportunities to capture full attention of MPI members through activation and branding. This year we are thrilled to be planning many in-person events that highlight unique activations from your destination.

Meeting Professionals International (MPI) is the leading global association committed to defining the future of the meeting and event industry. MPI empowers its members with personal and professional excellence by providing them with superior education, research, professional development and networking opportunities. Your partnership can help make this goal a success.

MPI Ottawa is the largest organization of meeting professionals in the National Capital Region, with over 170 members in Ottawa and Gatineau, and is the second largest MPI chapter in Canada. Our membership is composed equally of both suppliers and planners – from students to senior level professionals. Our planner professionals service the association, government, and independent markets, while our supplier professionals are involved in hotels, conference centers, audio-visual, tourism bureaus, and everything in between.

As our strategic partner, you are able to embrace the “Buy MPI” approach. MPI members want to work with organizations they know and can trust, and fellow members and supporters of MPI are valued based on the knowledge we all share. Let us connect you with your fellow industry professionals by collaborating with our Chapter.

This prospectus will give you the full overview for 2022-2023 of available opportunities to partner with MPI Ottawa. To secure your spot, please contact me directly. Unique activations with your own twist is OUR MISSION!

I look forward to working with you,

*Allyson Tonelli*

**Allyson Tonelli**  
Director, Partnerships  
MPI Ottawa Chapter  
t: 613.484.1863 | [partnerships@mpiottawa.ca](mailto:partnerships@mpiottawa.ca)



## MPI Ottawa 2022-2023 Partnership Opportunities at a Glance

Assets	<b>Champions</b> \$10,000	<b>Activators</b> \$7,500	<b>Motivators</b> \$5,000	<b>Enhancers</b> \$2,500	<b>Supporters</b> \$1,500	<b>Builders</b> \$500
	Page 3	Page 5	Page 6	Page 7	Page 8	Page 8
<b>On Site:</b>						
Podium time	5 minutes	4 minutes	3 minutes	1 minute specific task	-	-
Logo on name badge (+ in-kind badge partner)	√	√	√	-	-	-
Banner/Popup placement	√	√	√	√	-	-
Complimentary ticket	10	5	3	2	1	1host+1planner
Host nominee at your table (Gala Awards Only)	√	√	√	-	-	-
Emcee mention	√	√	√	√	√	
Logo on screen (tiered)	√	√	√	√	√	
Partner ribbon on badge	√	√	√	√	√	√
Logo on handouts (tiered)	√	√	√	√	√	√
<b>Social Media:</b>						
Social Media take-over day	1					
Twitter highlight	3	3	3	-	-	-
Facebook posts	3	3	2	2	2	
MPI Ottawa Page post (tiered)	1	1	1			
<b>Post Event:</b>						
1 <sup>st</sup> right to renew	√	-	-	-	-	-
Event picture with partner	√	√	√	√	√	-
Attendee list	√	√	√	√	√	√
<b>New Event Opportunities</b>	We are working on something new this year, we will update very soon!					Page 9

## Partnership Opportunities

### ~~CHAMPION PARTNER – EDUCATOR SOLD OUT!~~

### ~~Cash Investment of \$10,000 (+HST)~~

**AVAILABILITY:** Only one (1) Champion Educator Partnership is available for the program year making this an **exclusive-must-have**. Fantastic opportunity to BRAND MPI's educational year!

#### GENERAL PARTNER BENEFITS

- Champion Educator Partner of MPI Ottawa Chapter in company advertising and promotion;
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion during the program year;
- Logo on each MPI Ottawa Education Event page for the program year, linked to your company website;
- Logo on name badge for each MPI Ottawa Education Event for the program year;
- MPI Social Media Package:
  - 1-Day Social Media Platform Take-Over: Includes a 1-day Social Media Take-Over of your choice of one of our social platforms. Maximum eight (8) posts with certain guidelines. Posts to be approved in advance by MPI Ottawa.
  - Twitter: Three (3) tweets total (1 pre-event, 1 during event, and 1 post-event);
  - Instagram/Facebook Public Page: Two (2) posts on MPI Ottawa Facebook page (1 pre-event post combined with other event partners and 1 dedicated post-event post with partner photos);
  - Facebook Member Group: One (1) post-event Facebook post with event photos on MPI Ottawa Group.
- Highlighted reference as Champion Educator Partner included in each MPI Social Media Education Event recap;
- First right of refusal for renewing the following year (Member's only).

#### EVENT SPECIFIC DELIVERABLES

- Complimentary registrations:
  - ALL Education Events – 2 per event (3 + GMID);
  - Global Meetings Industry Day (GMID) – 2;
- Logo/Branding placement on Ottawa Chapter On-line Education events
- Speaking and/or video presentation opportunity at podium<sup>1</sup>:
  - ALL education events – 5 minutes at each event;
  - Global Meetings Industry Day (GMID) – 5 minutes.
- In-Room on screen logo display at all Chapter Education events for the program year (if screen is available);
- Promotional materials displayed in registration area or at the tables (materials supplied by Partner);
- Podium acknowledgment as Champion Educator Partner by Master of Ceremonies at each Education event (script placement varies per event);
- Partner ribbon on name badge for each Education event during the program year;
- Event attendees contact information in electronic format for each of the events in the program year.

#### DISCLAIMERS

1. *Submissions for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the Event Chair no later than 4 weeks prior to event.*

Commented [AC1]: It is 3 + GMID for this year

## **CHAMPION PARTNER - NETWORKER**

### **Cash Investment of \$10,000 (+HST)**

**AVAILABILITY:** Only one (1) partnership is available for the following events to ensure exclusivity and brand exposure: Festive Event and Prix Prestige Awards Gala + Two (2) Champion partnership available for the MPI Charity Auction.

#### **GENERAL PARTNER BENEFITS**

- Champion Partner of MPI Ottawa Chapter in company advertising and promotion;
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion during the program year;
- Logo on MPI Ottawa Event page linked to your company website;
- Logo on name badge for MPI Ottawa sponsored event;
- MPI Social Media Package:
  - 1-Day Social Media Platform Take-Over: Includes a 1-day Social Media Take-Over of your choice of one of our social platforms. Maximum eight (8) posts with certain guidelines. Posts to be approved in advance by MPI Ottawa.
  - Twitter: Three (3) tweets total (1 pre-event, 1 during event, and 1 post-event);
  - Instagram/Facebook Public Page: Two (2) posts on MPI Ottawa Facebook page (1 pre-event post combined with other event partners and 1 dedicated post-event post with partner photos);
  - Facebook Member Group: One (1) post-event Facebook post with event photos on MPI Ottawa Group.
- Highlighted reference as Champion Partner included in MPI Social Media event recap;
- First right of refusal for renewing the following year (Member's only).

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 10 registrations or 1 Table at sponsored event;
  - Table in premium location with company logo reserved sign;
- Unique on-stage activation (activation costs to partner, plan details approved by MPI) with a duration of 5 minutes at podium including video/speaking time
- In-Room on screen logo display at sponsored event (if screen is available);
- Reception area signage at sponsored event (supplied by Partner);
- Promotional materials displayed in registration area or at the tables (materials supplied by Partner);
- Podium acknowledgment as Champion Partner by Master of Ceremonies at sponsored event (script placement varies per event);
- Partner ribbon on name badge for sponsored event;
- Event attendees contact information in electronic format for sponsored event;
- Select photos of the partner representative at sponsored event.

#### **DISCLAIMERS**

1. *Submissions for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the Event Chair no later than 4 weeks prior to event.*
2. *Podium time for Prix Prestige Awards Gala at this level will be to announce the Honorary Member award.*

## **ACTIVATORS**

### **Cash Investment of \$7,500 (+HST)**

**AVAILABILITY:** This partnership level is for the creative partner who wishes to “Activate” special moments at specific MPI Ottawa showcase events. Only one (1) partnership will be available for each of the following event moments:

<b>MPI Charity Auction:</b>	<b>MPI Prix Prestige Awards Gala</b>
Reception Activator	Reception Activator
Wine Toast Activator	<del>Wine Toast Activator</del> <b>SOLD OUT</b>
Dessert Activator	Dessert Activator

#### **ACTIVATOR PARTNER BENEFITS & DELIVERABLES**

- Activator Partner of MPI Ottawa Chapter in company advertising and promotion;
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership;
- Logo on MPI Ottawa Event page linked to your company website;
- Logo on name badge for MPI Ottawa sponsored Event;
- Mention in MPI Social Media:
  - Three tweets: 1 pre-event, 1 during event, 1 post-event;
  - Two posts on MPI Ottawa Instagram/Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos;
  - One post-event Instagram/Facebook posting with event photos on MPI Ottawa page;
- Highlighted reference as Activator Partner included in MPI Social Media Event recap;

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 5 registrations at sponsored event;
  - Table in premium location with company logo reserved sign.
- Unique on-stage activation (activation costs to partner, plan details approved by MPI) with a duration of 4 minutes at podium including video/speaking time
- In-Room on screen logo display at sponsored event (if screen is available);
- Reception area signage at sponsored event (supplied by Partner);
- Promotional materials displayed in registration area or at the tables (materials supplied by Partner);
- Podium acknowledgment as Activator Partner by Master of Ceremonies at sponsored event (script placement varies per event);
- Partner ribbon on name badge for sponsored event;
- Event attendees contact information in electronic format for sponsored event;
- Select photos of the partner representative at sponsored event.

#### **DISCLAIMERS**

1. *Submissions for stage time and entertainment during dinner if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the Event Chair no later than 4 weeks prior to event.*

## **MOTIVATORS**

### **Cash Investment of \$5,000 (+HST)**

**AVAILABILITY:** Motivator partnerships are available at all MPI Ottawa Events. A maximum of 5 partnerships will be accepted for the following events: Festive Dinner, MPI Charity Auction and **Prix Prestige Awards Gala-SOLD OUT!!**. This partnership level is designed to provide maximum visibility and networking opportunities for your organization. **This level sells out fast. To avoid disappointment sign up today.**

#### **MOTIVATOR PARTNER BENEFITS & DELIVERABLES**

- Motivator Partner of MPI Ottawa Chapter in company advertising and promotion;
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership;
- Logo on MPI Ottawa Event page linked to your company website;
- Logo on name badge for MPI Ottawa sponsored Event;
- Mention in MPI Social Media:
  - Three tweets: 1 pre-event, 1 during event, 1 post-event;
  - Two posts on MPI Ottawa Instagram/Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos;
  - One post-event Instagram/Facebook posting with event photos on MPI Ottawa page.
- Highlighted reference as Motivator Partner included in MPI Social Media Event recap;

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 3 registrations at sponsored event;
  - Seats at table in premium location with company logo reserved sign.
- Unique on-stage activation (activation costs to partner, plan details approved by MPI) with a duration of 3 minutes at podium including video/speaking time
- In-Room on screen logo display at sponsored event (if screen is available);
- Reception area signage at sponsored event (supplied by Partner);
- Podium acknowledgment as Motivator Partner by Master of Ceremonies at sponsored event (script placement varies per event);
- Partner ribbon on name badge for sponsored event;
- Event attendees contact information in electronic format for sponsored event;
- Select photos of the partner representative at sponsored event.

#### **DISCLAIMERS**

1. *Submissions for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the Event Chair no later than 4 weeks prior to event.*

## ENHANCERS

### Cash Investment of \$2,500 (+HST)

**AVAILABILITY:** Enhancer partnerships are available at all MPI Ottawa Events. This partnership level is designed to provide logo placement and networking opportunities for your company. Special Enhancer partnerships are available for the following event moments:

#### **Festive Dinner**

Reception Enhancer  
Wine Toast Enhancer  
Dessert Enhancer

#### **GMID**

Refreshment Enhancer  
Speaker Enhancer

#### **ENHANCER PARTNER BENEFITS & DELIVERABLES**

- Enhancer Partner of MPI Ottawa Chapter in company advertising and promotion;
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership;
- Logo on MPI Ottawa Event page linked to your company website;
- Mention in MPI Social Media:
  - Two posts on MPI Ottawa Instagram/Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos.

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 2 registrations at sponsored event;
  - Reserved seats with company logo reserved sign.
- Unique on-stage activation (activation costs to partner, plan details approved by MPI) with a duration of 1 minutes at podium including video/speaking time
- Unique activation plan opportunity (activation costs to partner, plan details approved by MPI);
- In-Room on screen logo display at sponsored event (if screen is available);
- Reception area signage at sponsored event (supplied by Partner);
- Podium acknowledgment as Enhancer Partner by Master of Ceremonies at sponsored event (script placement varies per event);
- Partner ribbon on name badge for sponsored event;
- Event attendees contact information in electronic format for sponsored event;
- Select photos of the partner representative at sponsored event.

#### **DISCLAIMERS**

1. *Submissions for activation plan must be approved by the Director. Plans must be submitted to the Event Chair no later than 4 weeks prior to event. Podium Time is only available for "special moment" tasks – no video.*

## SUPPORTERS

### Cash Investment of \$1,500 (+HST)

**AVAILABILITY:** Supporter partnerships are available at all MPI Ottawa events.

#### **SUPPORTER PARTNER BENEFITS & DELIVERABLES**

- Supporter Partner of MPI Ottawa Chapter in company advertising and promotion
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership
- Logo on MPI Ottawa Event page linked to your company website
- Mention in MPI Social Media
  - Two posts on MPI Ottawa Instagram/Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 1 registration at sponsored event
  - Reserved seat with company logo reserved sign
- In-Room on screen logo display at sponsored event (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Podium acknowledgment as Supporter Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Partner ribbon on name badge for sponsored event
- Event attendees contact information in electronic format for sponsored event
- Select photos of the partner representative at sponsored event

## BUILDERS

### Cash Investment of \$500 (+HST)

**AVAILABILITY:** This partnership level is designed to help build your event community profile while sponsoring planner attendance at all MPI Ottawa Events:

#### **BUILDER PARTNER BENEFITS & DELIVERABLES**

- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership
- Logo on MPI Ottawa Event page linked to your company website

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 1 partner registration + 1 planner registration at sponsored event
- Partner ribbon on name badge for sponsored event
- Event attendees contact information in electronic format for sponsored event



## **New Event – TBA!**

The MPI Ottawa team is working hard to bring you a new event this year in place of the Golf Tournament. We will update this prospectus as soon as it has been confirmed.

## **In-Kind Partnership Opportunities**

In-kind partnerships are a great way to showcase your services to the MPI membership who are of course your current and potential clients. In-kind partnerships are valued at 60% of the total actual costs/contributions (E.G. An \$8,500 contribution is valued at \$5,100 and considered a Gold In-Kind partnership). Partnerships are based on actual requirements for each MPI event. If you choose to provide additional “Showcase Specialty Items”, the labour and/or cost associated with said items are the responsibility of the In-Kind Partner and are not applicable to the overall partnership level calculations. Take this opportunity support MPI events and wow the audience with the quality and service levels you are known for!

## **HOST VENUE PARTNER**

**AVAILABILITY:** Host Venue partnerships are available at all MPI Ottawa Events. This partnership level is designed to showcase your venue to your potential, past and current clients. The selected venue for each event will be considered the Host Venue, and will receive the following benefits:

### **BENEFITS AND DELIVERABLES**

- Host Venue Partner of MPI Ottawa Chapter in company advertising and promotion
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership
- Logo on MPI Ottawa Event page linked to your company website
- Introduction and recognition of your venue at the event

### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registration:
  - 1 -10 registrations at sponsored event (based on determined In-Kind level)
- Speaking opportunity at podium/on stage:
  - 2 minutes at podium to welcome participants
- Social media Promotion (based on determined In-Kind level)
- Partner ribbon on name badge for sponsored event
- Event attendees contact information in electronic format for sponsored event

MPI Ottawa reserves the right to seek sponsorship opportunities to enhance our events (e.g., cocktails, wine, décor). The Host Venue will get the first right of refusal, for any additional goods and/or services offered on a complimentary basis and will be recognized as part of their in-kind contributions as per the MPI Ottawa Partnership Prospectus levels.

## **MOTIVATORS**

### ***In-Kind Investment of over \$5,000***

**AVAILABILITY:** Motivator In-kind partnerships are available for the following events only: September Kick-off, December Festive Dinner, MPI Charity Auction & Dinner, GMID, and Prestige Awards Gala

#### **MOTIVATOR PARTNER BENEFITS & DELIVERABLES**

- Motivator Partner of MPI Ottawa Chapter in company advertising and promotion
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership
- Logo on MPI Ottawa Event page linked to your company website
- Logo on name badge for MPI Ottawa sponsored Event
- Mention in MPI Social Media
  - Three tweets: 1 pre-event, 1 during event, 1 post-event
  - Two posts on MPI Ottawa Instagram/Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
  - One post-event Instagram/Facebook posting with event photos on MPI Ottawa Group page
- Highlighted reference as Motivator Partner included in MPI Social Media Event recap

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 5 registrations at sponsored event
  - Seats at table in premium location with company logo reserved sign
- Unique on-stage activation (activation costs to partner, plan details approved by MPI) with a duration of 2 minutes at podium including video/speaking time
- In-Room on screen logo display at sponsored event (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Podium acknowledgment as Motivator Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Partner ribbon on name badge for sponsored event
- Event attendees contact information in electronic format for sponsored event
- Select photos of the partner representative at sponsored event

#### **DISCLAIMERS**

1. *Submissions for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the Event Chair no later than 4 weeks prior to event.*

## **ENHANCERS**

### ***In-Kind Investment of \$2,500 - \$4,999.99***

**AVAILABILITY:** Supporter in-kind partnerships are available for all events

#### **ENHANCER PARTNER BENEFITS & DELIVERABLES**

- Enhancer Partner of MPI Ottawa Chapter in company advertising and promotion
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership
- Logo on MPI Ottawa Event page linked to your company website
- Mention in MPI Social Media
  - Two posts on MPI Ottawa Instagram/Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 3 registrations at sponsored event
  - Reserved seats with company logo reserved sign
- Unique on-stage activation (activation costs to partner, plan details approved by MPI) with a duration of 1 minutes at podium including video/speaking time In-Room on screen logo display at sponsored event (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Podium acknowledgment as Enhancer Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Partner ribbon on name badge for sponsored event
- Event attendees contact information in electronic format for sponsored event
- Select photos of the partner representative at sponsored event

#### **DISCLAIMERS**

1. *Submissions for activation plan must be approved by the Director. Plans must be submitted to the Event Chair no later than 4 weeks prior to event. Podium Time is only available for "special moment" tasks – no video.*

## **SUPPORTERS**

### ***In-Kind Investment of \$1,500 - \$2,499.99***

**AVAILABILITY:** Supporter in-kind partnerships are available for all events

#### **SUPPORTER PARTNER BENEFITS & DELIVERABLES**

- Supporter Partner of MPI Ottawa Chapter in company advertising and promotion
- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership
- Logo on MPI Ottawa Event page linked to your company website
- Mention in MPI Social Media
  - Two posts on MPI Ottawa Instagram/Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 1 registration at sponsored event
  - Reserved seat with company logo reserved sign
- In-Room on screen logo display at sponsored event (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Podium acknowledgment as Supporter Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Partner ribbon on name badge for sponsored event
- Event attendees contact information in electronic format for sponsored event
- Select photos of the partner representative at sponsored event

## **BUILDERS**

### *In-Kind Investment up to \$1,499*

**AVAILABILITY:** Bronze in-kind partnerships are available for all events

#### **BUILDER PARTNER BENEFITS & DELIVERABLES**

- Use of Ottawa Chapter MPI logo, upon request, for advertising and promotion of the partnership
- Logo on MPI Ottawa Event page linked to your company website

#### **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - 1 partner registration
- Partner ribbon on name badge for sponsored event
- Event attendees contact information in electronic format for sponsored event

**Please direct any questions to:**

Allyson Tonelli: [partnerships@mpiottawa.ca](mailto:partnerships@mpiottawa.ca)

*Upon completing this form, a member of the Committee will contact you to confirm your partnership.*