

2027

Partnership Prospectus

Build meaningful connections. Create lasting impact.

MPI Ottawa Chapter

Year-round partnerships • Signature events • Community impact

PARTNER WITH PURPOSE

A premium platform
for brands serving
Canada's business-
events community.

2027



Table of contents

03–05	Why MPI Ottawa Partnership case, community profile and the 2027 opportunity map
06–07	Year-round partnerships Community Impact Partner and five Annual Industry Partner levels
08–10	Charity Auction & Gala Studio Credit, premiere experiences and featured gala moments
11	Prix Prestige Awards Five ways to align with excellence, innovation and leadership
12	Global Meetings Industry Day Advocacy, thought leadership, networking and student sponsorship

13	Education Series Exclusive series partnership or session-level alignment
14	Volunteer recognition Multi-touch recognition and appreciation-event experiences
15	Festive Event Presenting and guest-experience opportunities
16	Partner with us Choose a path or create a custom opportunity

A clear path from community reach to the partnership that fits your objective.

Partnership can open year-round access to an influential events community

More than visibility

MPI Ottawa brings planners, suppliers, students and senior leaders together across a calendar of events and initiatives.

01

Industry connections

Engage decision-makers, influencers and emerging talent.

02

Strategic alignment

Associate your brand with excellence, education, advocacy and charitable impact.

03

Community leadership

Show visible commitment to giving back and recognizing volunteers.

04

Talent access

Connect with the next generation through student and academic initiatives.

Build relationships. Grow awareness. Support the community. Lead the industry.

A 200-person network spans the full business-events ecosystem

CHAPTER REACH

~200

professionals designing, delivering and influencing business events locally, nationally and internationally.

INDUSTRIES REPRESENTED

Associations & non-profits • Corporate & government • Tourism & hospitality • Technology & production • Education & academia

HOW THE COMMUNITY ENGAGES

Signature events | Advocacy & Community events | Education sessions | Email, Social and Chapter Website

WHO YOU WILL MEET

- 01 Corporate, Association & Government Planners
- 02 Venues, Hotels, AV, Technology, DMCs & DMOs
- 03 Students & Emerging Professionals
- 04 **Senior Leaders & Industry Influencers**

One portfolio connects brands to the community all year

YEAR-ROUND

Community Impact Partner

Flagship, all-access partnership with chapter-wide integration.

Annual Industry Partners

Five investment levels for consistent visibility across the calendar.

SIGNATURE MOMENTS

YEAR-ROUND	Education Series	Thought leadership
------------	------------------	--------------------

SIGNATURE	Charity Auction & Gala	Fundraising
-----------	------------------------	-------------

SPRING	GMID	Advocacy & Learning
--------	------	---------------------

SPRING	Volunteer Week	Recognition
--------	----------------	-------------

SPRING/SUMMER	Volunteer Event	Community
---------------	-----------------	-----------

SIGNATURE	Prix Prestige	Industry Excellence
-----------	---------------	---------------------

YEAR-END	Festive Event	Connection
----------	---------------	------------

Choose broad, year-round access (or own the moment that best matches your brand).

The \$25K Community Impact Partner owns the broadest year-round platform

\$25,000

1 EXCLUSIVE OPPORTUNITY

For a flagship organization seeking visible, authentic engagement across leadership, talent development and community impact.

01	Year-round brand integration	Premium homepage placement, major event pages, chapter communications and signature-event recognition.
02	Event access & hosting	10 transferable tickets; VIP hosting at one major event; remarks at both signature events; preferred table pricing.
03	Content & thought leadership	Sponsor spotlight, two co-created content pieces, and optional education or GMID participation.
04	Charitable alignment	Official Charity Auction & Gala alignment, featured fundraising participation and impact storytelling.
05	Workforce engagement	Student sponsorship connection through a student session, panel or mentoring activation.

Also included: registration lists for the year; additional event tickets at 25% off; table purchases at a 50% rebate.

Annual partnership levels scale visibility from \$1K to \$9K

LEVEL	INVESTMENT	SIGNATURE VALUE
Industry Leader	\$9,000	All-event recognition • 2-minute remarks at both signature events • 8 flexible tickets • 50% off signature tables • 2 newsletter + 2 social spotlights • 1 activation • Annual website logo
Event Partner	\$7,500	All-event recognition • Remarks at one signature event • 6 flexible tickets • 25% off signature tables • Registration-page logos • Newsletter + Social recognition • Annual website logo
Community Partner	\$3,500	All-event recognition • Annual website logo • 2 tickets to one event or distributed use • 2 social spotlights
Supporting Partner	\$2,000	All-event recognition • Annual website logo • 1 event ticket
Emerging Partner	\$1,000	All-event recognition • Annual website logo

Lights, Camera, Give! combines 400+ guests with \$30K+ annual fundraising

400+

attendees

\$30K+

annual fundraising legacy

OLD HOLLYWOOD GLAMOUR

Red carpet arrivals, live jazz, theatrical lighting and immersive storytelling create MPI Ottawa's most high-profile sponsorship platform.

“Studio Credit” Partner

\$12,000 • 1 AVAILABLE

- Naming rights: Lights, Camera, Give! presented by [Sponsor]
- Lead-studio-credit branding across screens, print, event page, emails and social
- Red-carpet step-and-repeat and speaking opportunity
- Spotlight-charity feature and post-event “movie trailer” recap placement
- Screen Credits Donor Wall integration
- One table; additional tables at 25% off
- Option to co-curate a headline auction experience
- Consented post-event registration list

Premier experiences turn hospitality into memorable brand moments

\$8,500 + product cost

Signature Cocktail “Film Menu”

1 AVAILABLE

One mocktail per guest; film-inspired menu naming; event-page and email logos; remarks; social recognition; 4 tickets; table discounts; consented list.

\$6,000

Classic Hollywood Photo Booth

1 AVAILABLE

Branded photo frames; event-page and email logos; remarks; social recognition; 4 tickets; social-sharing integration; table discounts; consented list.

**\$5,000 +
activation cost
Glam Suite Experience**

1 AVAILABLE

Host and style a “get ready” space; event-page and email logos; social recognition; 4 tickets; table discounts; consented list.

All three premiere experiences include meaningful integration before, during and after the event.

Featured gala moments extend visibility across the full evening

\$5,000 + F&B

VIP Pre-Event Reception

3 available

Private cocktail-hour environment; velvet-rope atmosphere; targeted VIP exposure; 4 tickets; table discounts; event communications, social recognition and consented list.

\$4,000

After Party Sponsor

1 available

Own the DJ and dance-party celebration; targeted client and VIP exposure; remarks; 4 tickets; table discounts; social recognition and consented list.

\$4,000

Spotlight Charity Sponsor

4 available

Branded “in the spotlight” program moment for a supported charity; 2 tickets; 25% table discount; event communications, social recognition and consented list.

\$4,000

Sweet Treat / Concession Stand

1 available

Own nostalgic treats, popcorn or dessert; branded packaging; 2 tickets; 25% table discount; event communications, social recognition and consented list.

Every featured package carries a distinct guest moment — not just logo placement.

Five partnership levels align brands with excellence, innovation and leadership

\$7,500	Presenting Sponsor – Awards Partner 1 available	Naming integration, opening remarks, premier logo placement, recap inclusion, 4 tickets or 40% off packages, consented list.
\$5,500	Award Category Sponsor 6 available	Exclusive category alignment, logo alongside award, onstage presentation and recognition, 2 tickets or 25% off packages, consented list.
\$5,500	Awards Experience Sponsor 2 available	Own a reception, arrival, entertainment or production moment with integrated branding and verbal recognition; 2 tickets or 25% off packages, logo placement , consented list.
\$5,000 + activation	Celebration Experience Sponsor 2 available	Own a toast, dessert, finale, or signature F&B moment; brief toast or key-moment recognition; 2 tickets or 25% off packages, logo placement, consented list.
\$2,500	Signature Moment Sponsor 2 available	Own a shareable photo, winner-celebration or digital engagement moment; social recognition; logo on event materials; 1 ticket.

GMID puts brands at the centre of advocacy and industry learning

A visible, collaborative platform uniting planners, suppliers, students and leaders around the industry’s growth and impact.

\$4,500

Title Sponsor

1 AVAILABLE

Welcome or opening address; premier logo placement, registration, onsite and recap visibility; 3 tickets; consented list.

\$3,000

Thought Leadership

1-2 AVAILABLE

Introduce a speaker or deliver a 1–2 minute message; registration, slide and social visibility; 2 tickets; consented list.

\$2,000 + activation

Networking Experience

1 AVAILABLE

Own dessert, coffee break or reception element; high-traffic branding; verbal recognition; 1 ticket; social mention.

\$1,500

Student Sponsor

3 AVAILABLE

Emcee recognition; 1 sponsor ticket plus hosting for up to 3 local-program students; post-event social mention.

Education partnership positions brands as champions of professional growth

3

sessions annually

Curated, content-driven events for planners, suppliers and emerging professionals exploring trends, leadership, innovation and best practices.

\$7,500

Education Series Partner

1 exclusive

- Official partner across all series events
- GMID recognition and 1-minute speaking time
- 1 ticket to each education event (including GMID)
- Logos across registration, promotion, opening and closing slides
- Brief welcome or thought-leadership message at each session
- Speaker introductions; social, newsletter and recap visibility
- Optional branded resource; consented post-event list

OR

\$3,500

Session Sponsor

per event

- Align with one topic, audience or session
- Event-specific registration and marketing logos
- 1 ticket to sponsored event
- Logo on session presentation slides
- Verbal opening and closing recognition
- Speaker introduction or opening acknowledgement
- Dedicated social mention and follow-up recognition
- Consented post-event list

Volunteer partnerships celebrate the people who power the chapter

A connected, multi-touch recognition experience spanning National Volunteer Week and the June Volunteer Appreciation Event.

\$5,500

Volunteer Recognition Partner

1 AVAILABLE

- Branded Volunteer Week social campaign and optional video message
- Title sponsorship of the June appreciation event
- Event signage, registration and communications visibility
- Thank-you message or hosted branded activity
- 4 event tickets and consented post-event list
- Positioning as a champion of leadership and volunteerism

\$1,750

Volunteer Experience Sponsor

2 AVAILABLE

- Own a key food, beverage, activity or interactive experience
- Option to support a branded takeaway or volunteer gift
- Verbal recognition during the event
- Logo on event signage and materials
- 2 complimentary event tickets

The Festive Event creates a warm, high-value year-end touchpoint

A longstanding tradition that brings the business-events community together to celebrate, connect and show appreciation in an informal setting.

\$4,500

Presenting Sponsor

1 AVAILABLE

Brief welcome remarks; premier registration, marketing and onsite logo placement; recap and social recognition; 3 tickets; consented list.

\$2,000 + activation

Signature Holiday Experience

2 AVAILABLE

Naming rights to a cocktail, mocktail, mulled-wine or tasting moment; station branding; event materials; verbal recognition; 1 ticket.

\$1,500

Holiday Experience Sponsor

2 AVAILABLE

Own a game, trivia, raffle, giveaway or interactive activity; event-material logos; verbal recognition; 1 ticket.

Own the moment guests naturally gather around.

Choose the partnership path that matches your objective

01

Build relationships

Community Impact or Annual Industry Partnership

02

Lead a signature moment

Charity Auction, Prix Prestige or Festive Event

03

Own thought leadership

GMID or Education Series

04

Strengthen community

Volunteer recognition or student sponsorship

Ready to secure an opportunity or create a custom partnership?

partnerships@mpiottawa.ca