

# A MESSAGE FROM THE DESK OF THE PRESIDENT

*I am now the third MPI Tampa Bay Area Chapter President to serve in this role since the COVID-19 pandemic changed our industry forever, but one thing hasn't changed--The Live Events industry has and will always be about human interaction, whether we're creating experiences for our guests or supporting industry colleagues through referrals, networking, or having a mentor or peers who just 'get' what you're going through. The 2022-2023 MPI Tampa Bay Area Board is hard at work to serve you, our members. Join us through volunteering, offer a sponsorship, set the stage for opportunities so you can connect with your fellow chapter members, fostering intentional relationship building...and of course, doing what our industry does best: planning fun, exciting, creative event experiences!*

Andy Dang

*Assistant Director of Events & Campus Guest Services,  
USF St. Petersburg campus*

*MPI Tampa Bay Area Chapter President 2022-2023*







## MPI TAMPA BAY MEMBERSHIP BREAKDOWN

*Planner: 53%*  
*Supplier: 46%*



# HELPING YOU ACHIEVE YOUR GOALS



**\$95,375,000  
OF COLLECTIVE  
BUYING POWER  
LOCALLY**

**MEMBERS "BUY MPI"  
BECAUSE THEY KNOW THE  
VALUE OF WORKING WITH A  
COMPANY  
WITH VALUES AND INTEGRITY**

**WHEN YOU PARTNER WITH MPI TAMPA  
BAY, YOU'RE NOT ONLY REACHING THE  
CURRENT CHAPTER, YOU ARE ENGAGING WITH  
THE ENTIRE INDUSTRY**



# Premiere Networking & Education



**TAMPA BAY  
AREA  
CHAPTER**



## QUARTERLY EDUCATION EVENTS

Taking place during lunch or as an afternoon reception.  
Receive CEUs towards your CMP



## AFTER 5 NETWORKING

Evening networking events across Tampa Bay from St. Petersburg, Clearwater, Tampa, Bradenton, and Sarasota



## SPECIAL EVENTS

Events include our Site Crawls, annual 'Yappy Hour' benefitting the Humane Society of Tampa Bay, our Night of Legends Awards Gala



## MEETINGS ACADEMY

Our annual education day with elevated programming and networking opportunities







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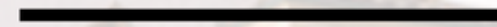
## MARKETING STATS

eFocus Newsletter reaches 200+ members & event industry partners per month



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## SOCIAL MEDIA STATS



LinkedIn boasts 1700+ Followers  
Average of 2500+ Impressions Per Post



Instagram has 700+ Followers



Facebook reaches 1200+ Page Likes  
Average of 800+ Followers Reached Per Post

## MPI FLORIDA CHAPTERS

MPI Tampa Bay is just one of 4 MPI Florida Chapters, including. The Tampa Bay Area's social media accounts also reach members from North Florida, Greater Orlando, & South Florida





# DIGITAL ADVERTISING OPPORTUNITIES

## **Logo at Bottom Center of Chapter Homepage**

*Member - \$100 per month / Non-member - \$200 per month*

*450 x 100 pixels*

## **Logo on Right Side of Chapter Homepage**

*Member - \$50 / Non-member \$125*

*220 x 100 pixels*

## **eFocus (Tampa Bay Chapter E-Newsletter)**

*Member- \$50 / Non-member \$100*

*Sent out once a month during the 1st week of the month (members and prospective members) - Not a dedicated piece*

*220 x 100 pixels*

## **eBlast (Dedicated Piece)**

*Member - \$250 / Non-member - \$400*

*Your ad is included in our weekly e-blast of upcoming events (members and prospective members)*

*220 x 100 pixels*

## **Social Media Takeover**

*Member - \$100 / Non-member - \$150*

*Your ad/content featured on our Facebook, Instagram, and LinkedIn outlets Limited to (1) Social Media take over per month*

## **LinkedIn Career Hub**

*Member - \$50 / Non-member - \$100*

*MPI Tampa Bay will post your job listing on LinkedIn until it has been filled*



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# AFTER 5

NETWORKING EVENT



## Sponsorship Ask:

Two complimentary drinks per person followed by  
Cash bar  
Complimentary lite bites  
Complimentary parking



- \*Logo on MPI Tampa Bay website for the remainder of the 2022-2023\*
- \*two event registrations throughout the rest of the 2022-2023 year \*
- \*Exposure of venue to attendees\*
- \*Greet group at event and offer site tours\*
- \*Minimum of three social media posts\*
- \*E-newsletters leading up to event\*
- \*Logo on MPI Tampa Bay website for the remainder of the 2022-2023\*
- \*two event registrations throughout the rest of the 2022-2023 year \*
- \*(not valid for Meetings Academy)



## MPI TAMPA BAY AFTER 5 EVENTS: MPI TAMPA BAY IS ASKING FOR HOST VENUES THROUGH 2024



## Sponsorship Benefits:





# TAMPA BAY AREA CHAPTER



## MPI TAMPA BAY SITE INSPECTION CRAWL:

A progressive site inspection event visiting three venues located in close proximity to each other. This will be a signature event for MPI Tampa Bay and a highly sought after sponsorship, with the intended goal being increased exposure of the region's hotels to MPI Tampa Bay's community of Meeting Planners. We are rolling this out this year with a low introductory price for the inaugural year. We will offer this 2X per year. The chapter is seeking sponsors for October and May. Event will be in late afternoon/early evening.







## Sponsorship Ask for Hotel Venues:

- \$250.00 sponsorship donation to MPI Tampa Bay
- Complimentary cocktail for each attendee
- Complimentary food item
- Complimentary parking for group

## Sponsorship Ask for Transportation:

- Transportation for all event attendees to 3-4 hotel venue properties



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## Sponsorship Benefit:

- \*30-40 minutes to showcase your venue to MPI attendees and answer questions\*
- \*Minimum of three social media posts\*
- \*eNewsletters leading up to the event\*
- \*Logo on MPI Tampa Bay website for the remainder of 2022-2023 year\*
- \*Two complimentary event registrations throughout rest of 2022-2023 year\*



**MPI TAMPA BAY EDUCATION:  
VENUES NEEDED THROUGH 2024**



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**Sponsorship Ask:**

- Complimentary
  - \* Meeting Space
  - \* Parking
  - \* Basic A/V & WiFi
- Lunch
  - Or
- Afternoon Snacks & Refreshments/Dessert Bar
  - Or
- (2) Beer & wine/hot & cold appetizers & beverages





## Single Education Program Sponsor

1 Program | \$600

- Recognition as a sponsor at the event (Educational Sponsor)
- Two to three (2-3) minutes at the podium to address the attendees
- Logo/company name displayed at event
- Logo on event registration page
- Logo recognition on marketing materials for the event – E-Newsletter
- Logo on MPI Tampa Bay Area Chapter website sponsor page for one (1) month
- One (1) complimentary registration to the event



## Annual Education Program Sponsor

4 Programs | \$2,000

- All benefits listed above for Single Education Program sponsor, but for ALL Education Meetings (Except Meetings Academy)
- 6ft Tabletop display at each event
- Logo on MPI Tampa Bay Area Chapter website home page for 5 months
- Two (2) Social Media Posts throughout the year highlighting your company as a sponsor





**\$7,500**

**TITLE SPONSOR:**

**\$5,000**

**KEYNOTE SPONSOR:**

**\$2,500**

**LUNCH SPONSOR:**

**\$750**

**Break Sponsor + Trade Show \$750 Per Break** (2 Break Opportunities; \$750 includes Trade Show Table)

**\$350**

**Break Sponsor**

**\$1,000**

**Breakout Session Sponsor**

**\$500**

**Trade Show (per table)**

**\$1,500**

**Evening Reception Sponsor**

**\$500**

**Trade Show (per table)**



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**MEETINGS ACADEMY  
SPONSORSHIP  
OPPORTUNITIES**