



Sponsorship & Advertising



MPI Washington State Chapter’s (MPIWSC) offers a broad range of sponsorship opportunities, from cash to in-kind support to by hosting an event or provide event services. Our programs are designed to advertise, deliver recognition and create visibility for your company. We also offer opportunities for paid advertisement on our website or through email communication.

We invite you to take advantage of one or more of our creative marketing solutions. Choose the options that work best for you or contact the Sales Committee at sales@mpiwsc.org to create a customized program to fit your needs.

We look forward to working with you!

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Sponsorship Levels

Cash Sponsorships Opportunities

	Diamond \$5,000	Platinum \$4,000	Gold \$2,500	Silver \$1,500
1 dedicated promotional email to our membership sent by MPIWSC (subject to mutually agreeable date)	X			
Reimbursement for membership	\$475	\$250		
Supplier Directory Premium listing for 6 months	X	X	X	
5 minutes' podium time & display table at an educational program (subject to mutually agreeable date)	X	X	X	
Sidebar advertisement in MPIWSC's e-blast (see page 6)	1 year	1 year	9 months	6 months
Advertisement on MPIWSC's website (Your choice of home, event calendar or supplier directory page at the bottom of the page) (see page 7)	Large ad for 1 year	Large ad for 1 year	Small ad for 1 year	Small ad for 6 months
Registrations to MPIWSC's educational programs	7 comps	7 comps	5 comps	3 comps
Registration the Annual Auction	2 comps	2 comps	1 comp	1 comp
Logo on MPIWSC's website (sponsor page) with hyperlink for 1 year	X	X	X	X
Sponsor ribbon on name badge at events/programs for 1 year	X	X	X	X
Recognized at all educational programs for 1 year	X	X	X	X
Recognized as a MPIWSC sponsor on Facebook for 1 year	X	X	X	X

All cash sponsorships opportunities benefits can be tailored to fit your needs. Contact sales@mpiwsc.org and they will help you create a package that is best for your company.

Event/Program Venue Sponsorship Opportunities

	Annual Auction	Two-Day Annual Board Retreat	Educational Program	Strictly Socials	One-Day Mid-Year Board Retreat	Transition Board Meeting
Large advertisement for 6 months on MPIWSC's website at the bottom of the home page (see page 7)	X	X				
Supplier Directory Premium listing for 6 months	X	X				
Reimbursement for membership	\$475	\$475	\$250			
Registration to Annual Auction	2 comps	2 comps	1 comp			
Sidebar advertisement in MPIWSC's e-blast for 2 months (see page 6)	X	X	X			
Promotional e-blasts to promote the event your hosting with your venue logo & images	2		2	1		
Website top rotating banner ad for 1 month to promote event/program with your venue logo & image	X		X	X		
Sidebar advertisement on MPIWSC's website event calendar page for 3 months (see page 7)	X	X	X	X	X	
5 minutes' podium time & display table at event you are hosting	X	X	X	X	X	
Registrations to MPIWSC's educational programs	5 comps	5 comps	4 comps	3 comps	3 comps	1 comp
Sponsor ribbon on name badge at events/programs for 1 year	X	X	X	X	X	X
Recognition at educational programs	X	X	X	X	X	X
Logo on MPIWSC's website (sponsor page) with hyperlink	1 Year	1 Year	1 Year	6 Months	6 Months	3 Months
Recognized as a MPIWSC sponsor on Facebook	1 Year	1 Year	1 Year	6 Months	6 Months	3 Months
Planners onsite at your venue and experiencing your location	X	X	X	X	X	X
Photos posted on MPIWSC Facebook after event	X		X	X		

The benefits are for companies that 100% sponsor the event. Partial sponsorships are negotiable. If multiple companies partner to sponsor an event, the inclusions remain the same and the involved companies can mutually agree upon the distribution of the assets and advise our sponsorship team.

Venue Sponsorship Descriptions

Annual Auction - The Auction is our biggest fundraising event each year, in which we have a silent and live auction to raise funds for our educational programs and a local charity. Attendance average of 130 people, it is held November or December and is an evening event.

Educational Programs - With an average attendance of 75 people, our educational programs are presented by industry experts and include a wide variety of hospitality industry relevant and engaging topics. Majority of the programs are luncheons, but there are an occasional breakfast meeting or afternoon meeting/reception.

Strictly Socials - These are after-work networking only events held 2 times a year. We usually have about 40-50 people attend these.

Board of Directors Retreat - This is a 2 ½ day meeting for the incoming and existing board to set goals, objectives and a business plan for the upcoming fiscal year. This meeting occurs in April or May.

One Day Board of Directors Retreat - This is a day-only meeting for the Board of Directors to evaluate the progress of the business plan for the current year and identify a course of action for outstanding items and occurs in November.

Transitional Board of Directors Meeting - This is a day-only meeting for the Board of Directors to evaluate the progress of the business plan for the current year and identify a course of action for outstanding items and occurs in March.

View our [Event RFP](#) for the requirements to host one of our events.



Cascadia Educational Conference

This is a joint 2 ½ day regional conference put on by the MPI Washington State and Oregon Chapters. Cascadia features educational breakout sessions, motivating keynotes and opportunities for meeting planners and suppliers to network and connect. Over 250 people attend this conference.

There are multiple sponsorship opportunities for Cascadia from being the Title Event Sponsor to sponsoring a meal or providing in-kind services for the conference. View the [Cascadia Sponsorship Guide](#) for all the details. We can also do cross promotions for both MPI Washington State and Cascadia. Contact sales@mpiwsc.org if you are interested.



Event Service Providers

In addition to cash and venue sponsorships, we also look to vendors to help us sponsor event services needs such as:

- Food & Beverage Catering
- Audio Visual & Production
- Entertainment
- Speakers and Panelists
- Photographers
- Décor
- Transportation
- Promotion items and more

If you have a service that you would provide at one of our events, please reach out to sales@mpiwsc.org and they can help customize a sponsorship package with you.



Presenting Title Sponsor for Student Scholarships

We are looking for companies to sponsor our student scholarships. (5 available)

For \$1000 a year for 3 years* you will get the following:

- ✓ Scholarship name will include your company name (Student Scholarship presented by your company name)
- ✓ 3-month side bar e-blast ad (see page 5)
- ✓ 3-month website sidebar ad (see page 6)
- ✓ 1 registration to the Annual Auction
- ✓ 1 year of logo on placement: MPIWSC's sponsor page on website & MPIWSC's Facebook
- ✓ Sponsor ribbon on name badge at events/programs for 1 year

*Inclusions are per year

*Photographs compliments of Alabastro Photography

Advertising Rates / E-blast

Need to drive more attendance to an upcoming event? Want to get your company in front of planners and suppliers this month? You can if you advertise with MPIWSC's e-blast communications! We have over 800 e-blast subscribers with a 32% average open rate and 17% average click through rate and it continues to grow.

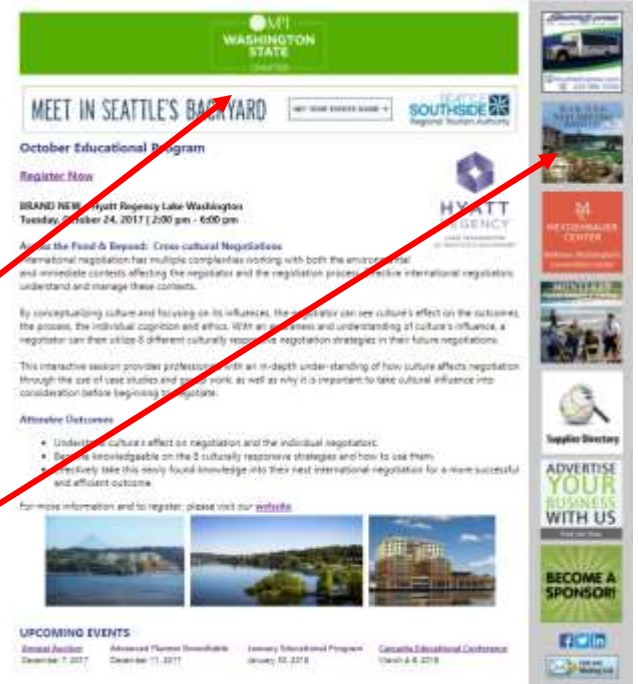
E-blast Advertisement Options

MPIWSC sends out at least 2 e-blasts a month. Your sidebar or banner ad will be included on the e-blasts for the duration of time you select. Sidebar ads will be placed in the right column of the e-blasts and banner ad will be placed at the top under the MPIWSC logo.

Banner (800x75 pixels)*	3 months	6 months	9 months	12 months
Member Rates	\$600	\$1200	\$1800	\$2100
Non-Member Rates	\$800	\$1500	\$2100	\$2500

*only 1 available at a time

Sidebar (140x140 pixels)	3 months	6 months	9 months	12 months
Member Rates	\$450	\$900	\$1,200	\$1,800
Non-Member Rates	\$600	\$1,200	\$1,800	\$2,050



Personalized E-blast

Promote your organization by sending 1 personalized e-blast to MPIWSC's e-blast subscriber list. You provide the content and we send out the email for you on a mutually agreed upon date. This is a great way to promote an event or promotion as this email will be dedicated to you only.

	1 dedicated e-blast
Member Rate	\$1,000
Non-Member Rate	\$1,500



*Photographs compliments of Alabastro Photography

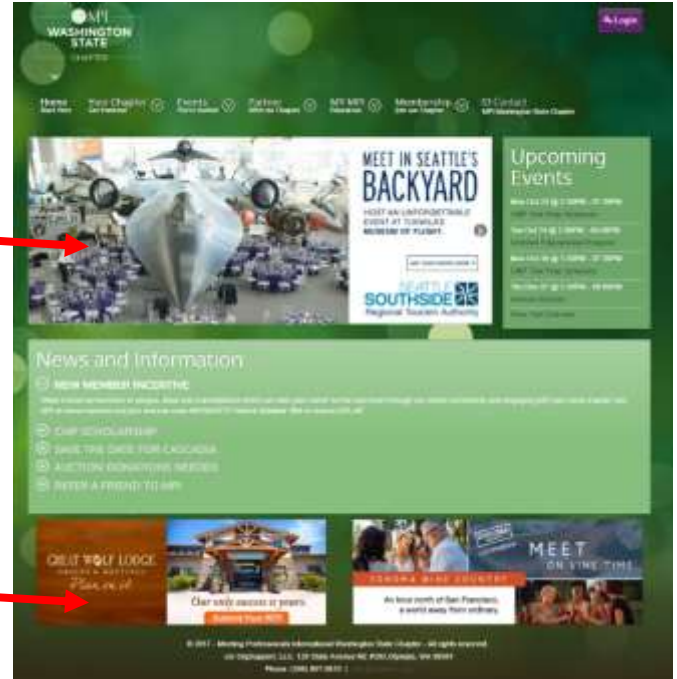
Advertising Rates / Website

Over 4,500 page views and 3000 unique page views per month. We have over 550 visitors to our website each month. Our website, www.mpiwsc.org is another great way to advertise your company through MPIWSC.

Rotating Top Banner Website Advertisement 880 x 335 pixels

Rotating advertisement with up to 4 ads at a time; only 2 are available for purchase.

(880x335 pixels)	6 months
Member rate	\$1,250
Non-member rate	n/a

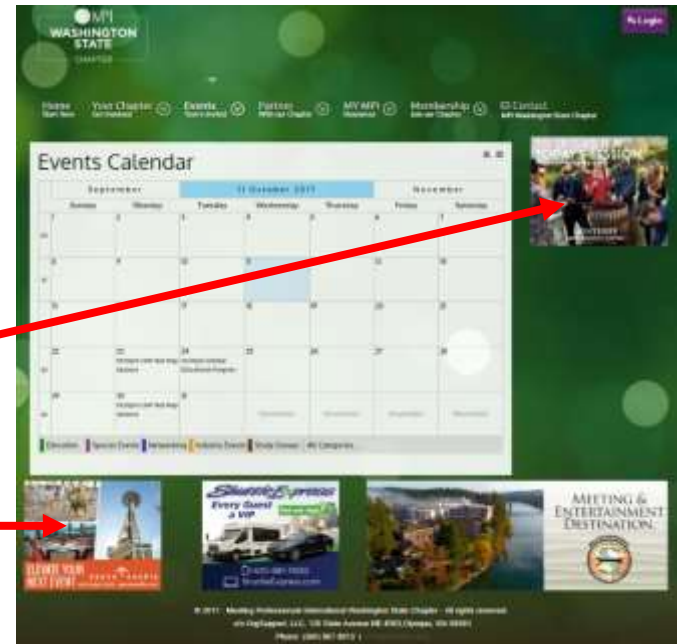


Bottom Website Advertisements 550 x 200 pixels or 250 x 200 pixels

You get to select from the Home page, Event Calendar pages or Supplier Directory page to place your ad. As a bonus, we will include your ad on all other pages of the website.

Large (550x200 pixels)	3 months	6 months
Member rate	\$600	\$800
Non-member rate	\$800	\$1,000

Small (250x200 pixels)	3 months	6 months
Member rate	\$250	\$400
Non-member rate	\$400	\$600



Sidebar Website Advertisements 250 x 200 pixels

You get to select from the Event Calendar pages or Supplier Directory page to place your ad. As a bonus, we will include your ad on all other pages of the website.

(250x200 pixels)	3 months	6 months
Member rate	\$400	\$600
Non-member rate	\$600	\$800

Online Supplier Directory

Members and non-members alike look to our extensive library of suppliers to find the services they need for their next event. Stand out amongst the competition and help clients learn more about you by upgrading to Premium Listing! All Supplier MPIWSC Members will be included in the [Supplier Directory](#) with a Basic Listing until they cancel their membership. Members and non-members can purchase an upgrade to a Premium Listing for 1 year.

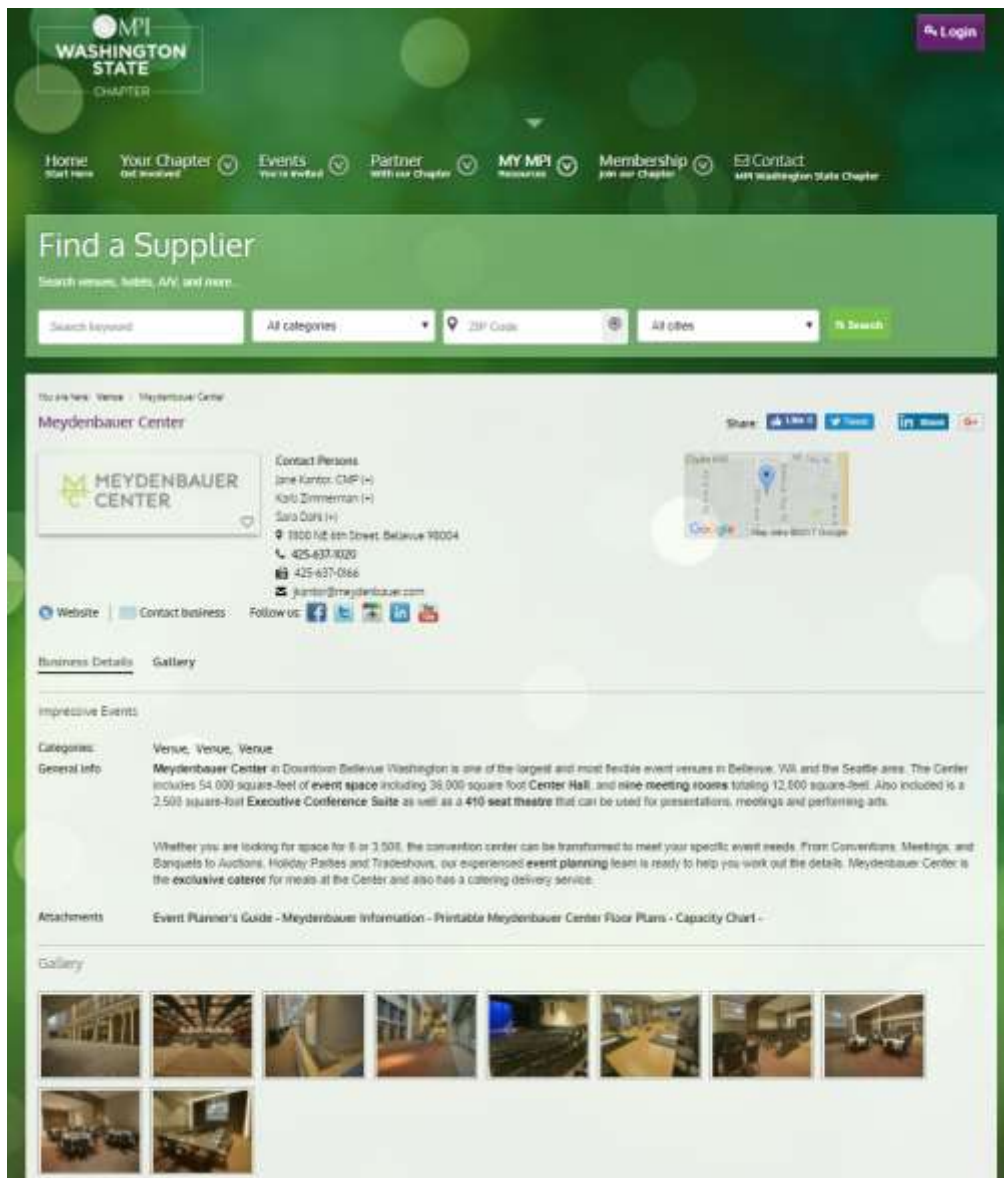
Basic Listing – Complimentary for Members Only

Includes: Company Name, Address, Phone/Email and Link to Website

Premium Listing: \$250 Member rate/\$350 Non-member rate (valid for 6 months, purchase by January 1, 2018)

Includes basic listing, PLUS:

- ✓ Descriptive paragraph describing property, destination or services
- ✓ Up to 10 pictures
- ✓ 1 video
- ✓ Additional documents (floorplans, capacity charts, menus, etc.)

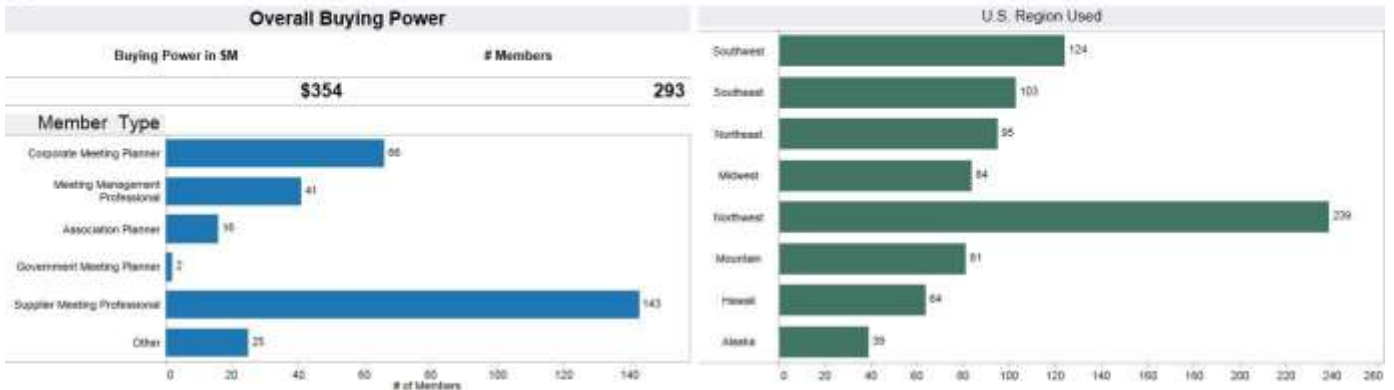


Chapter Demographics

Meeting Professionals International has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and the Plan Your Meetings non-traditional meeting planner audience. It has more than 90 chapters and clubs in 24 countries. As an affiliate of the world's most powerful meetings industry association, MPIWSC has an average of 270 members, comprised of both planner and supplier partners with an annual buying power of \$354 million.



MPI Buying Power 2015 - Washington State Chapter



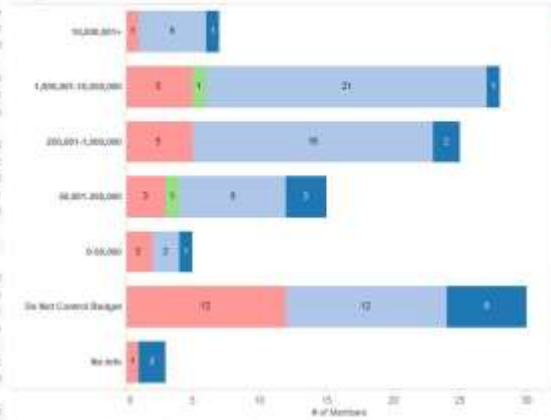
Industry Profile AND FILTER Washington State Chapter



Industry



Budget Control - Planner Type



Advertising & Cash Sponsor Response Section

Note that In-Kind Venue/Program Sponsors have a separate response form included in the [RFP document](#).

COMPANY:	
CONTACT NAME:	
CONTACT EMAIL:	
CONTACT PHONE:	
MPIWSC MEMBER:	<input type="checkbox"/> Yes <input type="checkbox"/> No

Please indicate below which advertising or cash sponsorship opportunities you are interested in.

Cash Sponsorship

Diamond \$5,000 Platinum \$4,000 Gold \$2,500 Silver \$1,500

Student Scholarship \$1,000 a year (3-year commitment) total of \$3000

Advertising – E-blast

Banner Ad 3 month 6 month 9 month 12 month

Sidebar Ad 3 month 6 month 9 month 12 month

Personalized E-blast Preferred Month _____

Advertising – Website

Rotating Top Banner Ad 6 month

Bottom Large Ad 3 month 6 month

Bottom Small Ad 3 month 6 month

Sidebar Ad 3 month 6 month

Supplier Directory

Premium Listing for 6 months

Please note below any comments/questions you might have:

Signature

Date

Please submit this form via email to: sales@mpiwsc.org