



Sponsorship & Advertising



MPI Washington State Chapter’s (MPIWSC) Sponsorship & Advertising Opportunities will provide valuable ways for your organization to participate in our community by giving you a unique opportunity to stand out amongst the competition. We have programs designed to advertise, deliver recognition and create visibility.

We invite you to take advantage of one or more of our creative marketing solutions whether it be through advertisement or sponsorship. Choose the options that work best for you or contact us to create a customized program to fit your needs.

For sponsorship & advertising opportunities, please email sales@mpiwsc.org.

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	\$250	
Supplier Directory Premium listing for 1 year	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 5)	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 6)	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	6 comps	5 comps	3 comps
Registration to either the Annual Auction or Summer Celebration	1 comp	1 comp	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 & Summer Celebration for 1 year	X	X	X	X
Recognized as a MPIWSC sponsor on Facebook for 1 year	X	X	X	X

Event/Program Venue Sponsorship Opportunities

	Annual Auction	Two-Day Annual Board Retreat	Educational Program or Volunteer Celebration	Strictly Socials	One-Day Mid-Year Board Retreat	Transition Board Meeting or Event Service Provider
Large advertisement for 6 months on MPIWSC's website at the bottom of the home page (see page 6)	X	X				
Supplier Directory Premium listing for 1 year	X	X				
Reimbursement for membership	\$475	\$475	\$250			
Registration to Annual Auction & Volunteer Celebration	1 each	1 each	1 each			
Sidebar advertisement in MPIWSC's e-blast for 2 months (see page 5)	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 (1-month prior, month of event & month after event) (see page 6)	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	7 comps	7 comps	5 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 the Volunteer Celebration	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		

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.

Event 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 in mid-October 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.

Volunteer Celebration - This is our annual reception to thank our chapter volunteers. Attendance average of 90 people, this event takes in early May in the afternoon.

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

Two-Day Board of Directors Retreat - This is a three-day meeting for the incoming and existing board to set goals, objectives and a business plan for the upcoming fiscal year. It takes place in 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 we do this 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 we do this in November.

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



Presenting Title Sponsor for Student Scholarships

Brand New opportunity!! We are looking for companies to sponsor our student scholarships. (Only 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 either the Summer Celebration or 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 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 click through on average per month! Our website, www.mpiwsc.org is another great way to advertise your company through MPIWSC.

Rotating Top Banner Website Advertisement

880 x 355 pixels

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

(880x355 pixels)	6 months	1 year
Member rate	\$1,250	\$2,500
Non-member rate	n/a	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	1 year
Member rate	\$600	\$800	\$1,500
Non-member rate	\$800	\$1,000	\$1,700

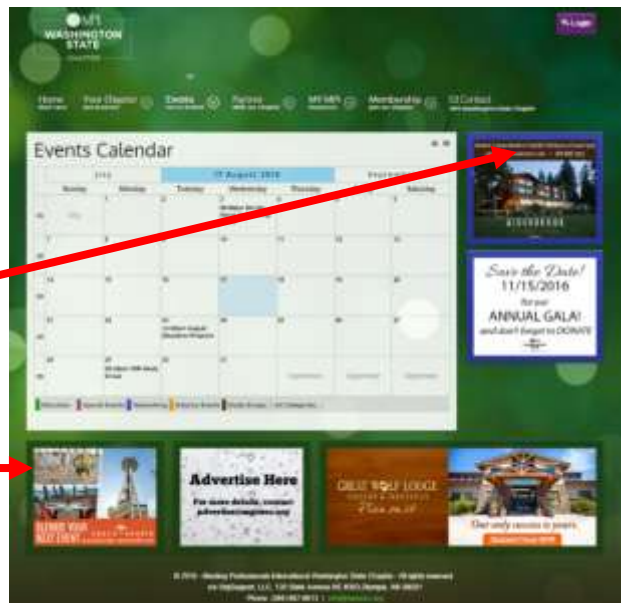
Small (250x200 pixels)	3 months	6 months	1 year
Member rate	\$250	\$400	\$750
Non-member rate	\$400	\$600	\$1,150

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	1 year
Member rate	\$400	\$600	\$1,100
Non-member rate	\$600	\$800	\$1,500



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: \$499 Member rate/\$699 Non-member rate (valid for 1 year)

Includes basic listing, PLUS:

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

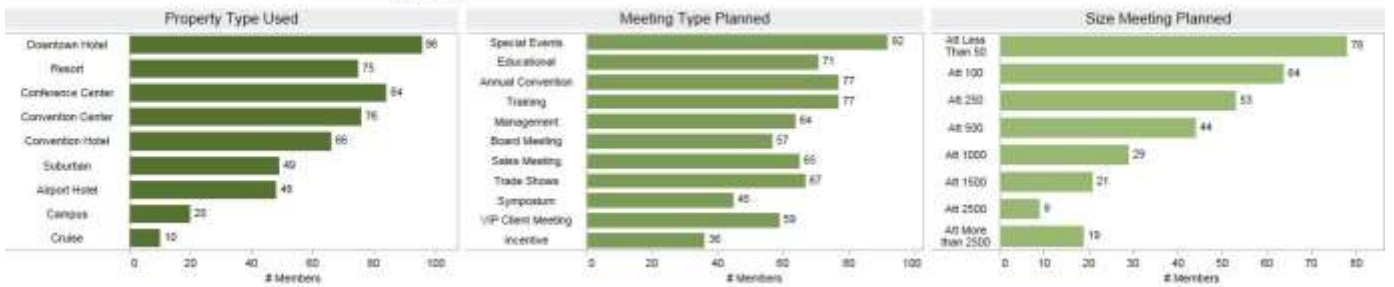
The screenshot shows a business listing for Alderbrook Resort & Spa. At the top, it says "You are here: Home Alderbrook Resort & Spa" and "Alderbrook Resort & Spa". Below the logo, contact information is provided: "Contact person: Kimberly Wyckoff (+)", "10 Exit Alderbrook Drive, Union 98592", "206-795-7309", and "kimberly.wyckoff@alderbrookresort.com". There are links for "Website", "Contact business", and "Follow us" with social media icons. The page is divided into sections: "Business Details", "Gallery", and "Videos". The "Business Details" section has a sub-section "A Northwest Tradition" and "Categories: Hotel". Under "General info", there is a detailed paragraph describing the resort's event spaces, including the Grand Ballroom and outdoor locations like the Waterfront Lawn and Cottage Lawn. It also mentions the private dining room and catering options. Below the text, there is an "Attachments" section with "Meetings Room Layout". At the bottom, there is a "Gallery" section with several small images showing the resort's interior and exterior.

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 300 members, comprised of both planner and supplier partners with an annual buying power of \$354 million.



MPI Buying Power 2015 - Washington State Chapter



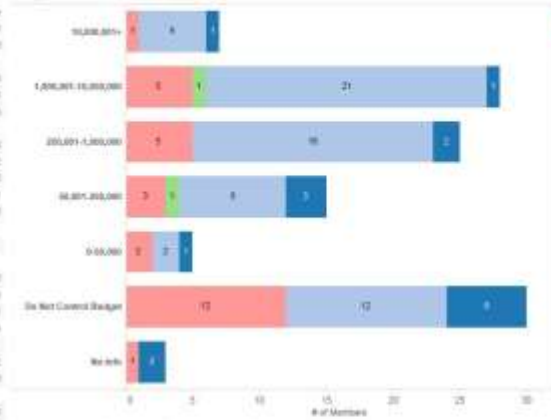
Industry Profile AND FILTER Washington State Chapter



Industry



Budget Control - Planner Type



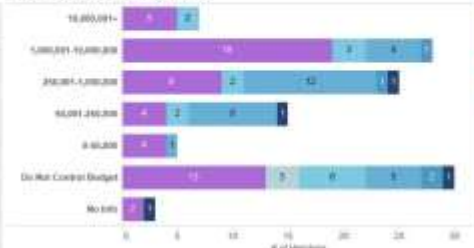
CMP



Population Spread



Budget Control Seniority Planner



*Photographs compliments of Alabastro Photography

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 for 3 year commitment

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 12 month

Bottom Large Ad 3 month 6 month 12 month

Bottom Small Ad 3 month 6 month 12 month

Sidebar Ad 3 month 6 month 12 month

Supplier Directory

Premium Listing

Please note below any comments/questions you might have:

Signature

Date

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