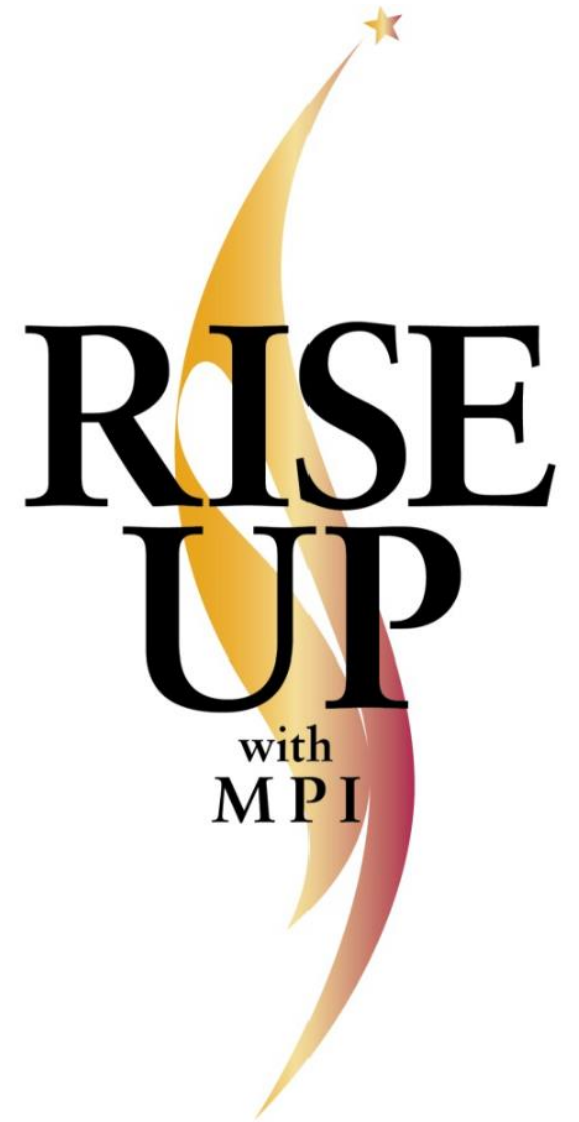


MPI Wisconsin Chapter Marketplace Excellence

2023-2024



MPI Wisconsin Chapter

Marketplace Excellence

Overview: The MPI Wisconsin Chapter created a Strategic Partner Program focused on delivering value for supplier members and investment in planner members. In recent years, at supplier request, the chapter created a Platinum level, providing a higher level of support beyond the initial Gold, Silver and Bronze levels.

Objective: In the colloquial “work smarter not harder” approach, chapter leadership recognized that significant volunteer time was spent each month, soliciting financial support for immediate needs such as event sponsorship and newsletter advertisement. The creation of a bundled approach for year-long sponsorship, not only allowed volunteers to re-purpose their time, but allowed supplier members to commit to greater dollar amounts because they were able to include in their yearly budgets.



MPI Wisconsin Chapter

Marketplace Excellence

Results:

- 24 current strategic partners in 2023, resulting in \$64,000 for chapter budget
- 9 education programs in 2023 totaling 22 hours of approved EIC programming
- Creation of additional levels of sponsorship, at supplier request
- Addition of a Strategic Partner Referral program offering \$100 gift card for any referral that leads to a new strategic partner
- Healthy chapter financial reserves that allowed the chapter to weather the COVID-19 pandemic
- Free attendance for planners at yearly Education Day event
- Higher levels of support benefit established suppliers and lower levels allow new suppliers to be a part of the program
- Re-purposed and more strategic use of volunteer time focused on showing value to suppliers, rather than repeated financial asks throughout the year
- Additional resources for MPI Wisconsin to provide to other MPI chapters in times of need
- Supplier members appreciate the one time annual purchase
- Financial viability to secure national speakers for chapter events
- Chapter financial stability provides opportunity to bring events to all areas throughout footprint, rather than having to focus on areas that “guarantee” attendance



MPI Wisconsin Chapter

Marketplace Excellence



2024 MPI Wisconsin Strategic Partner Program

The Partner Program renews every calendar year with active solicitation beginning in the fall. Please contact the chapter office at admin@mpiwi.org to express your interest in a package.

BENEFIT	PLATINUM \$4,500	GOLD PARTNER \$2,500	SILVER PARTNER \$1,500	BRONZE PARTNER \$1,000
One Complimentary Registration to MPI Wisconsin Programs (RSVP Required)	8 Anytime Registrations for our Wisconsin Programs. Use all 8 registrations at one event if you choose. January February April – Full Day Conference! May August – Gala September October	1 registration at each of these Wisconsin Programs January February April – Full Day Conference! May August – Gala September October	1 registration at each of these Wisconsin Programs January February May September October	
Banner and Verbal Recognition at all MPI-Wisconsin Education Programs	Platinum Level	Gold Level	Silver Level	Bronze Level
Partner Recognition on Name Badge at Chapter Programs	Platinum Level	Gold Level	Silver Level	Bronze Level
Wisconsin Strategic Partner Logo to use on web and member emails	Platinum Logo	Gold Logo	Silver Logo	Bronze Logo
One Color Ad in Agenda Magazine (inside page)	Full Page	Full Page	Half Page	Quarter Page
E-Blast Advertising (one month)	✓			
Two custom emails sent from MPI-WI to members with your message	✓			
Logo on Awards Gala Step and Repeat Banner	✓			
One Full Page Advertorial in Agenda Magazine	✓	✓		
Company logo on MPIWI homepage with link - Full Year!	✓	✓		
Listing on Chapter Website Partner Page with Logo and Link	✓	✓	✓	
Table top display opportunity at Spring Education	✓	✓	✓	✓
Discount on additional advertising, e-blasts, sponsorships	25%	20%	15%	10%

*Availability subject to change. Content of advertising/advertorial subject to MPI-WI approval.
Membership in MPI is required. The Wisconsin MPI Chapter does not have to be your primary MPI chapter.*

Refer a Strategic Partner and WIN!

Our chapter is strong, and we know there are other Suppliers both in and outside of Wisconsin that could benefit by being a Strategic Partner. That's where you come in!

MPI Wisconsin is offering a **\$100 Gift Card** or **complimentary event registration** for any referral that leads to a new Strategic Partner in 2024*. If the referral you make doesn't become a partner, you will still be entered into a **\$50 Gift Card** drawing!

Not a current 2023 Partner, as seen on the right? Go to our **Refer a Partner** and check out our [webpage](#) for details and sample introductions.

