

# 2024 - 2025 SPONSORSHIP PROSPECTUS



**NEW  
ENGLAND**  
CHAPTER



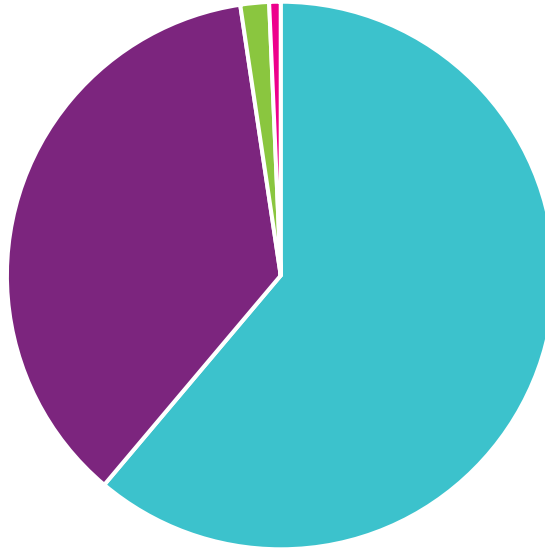
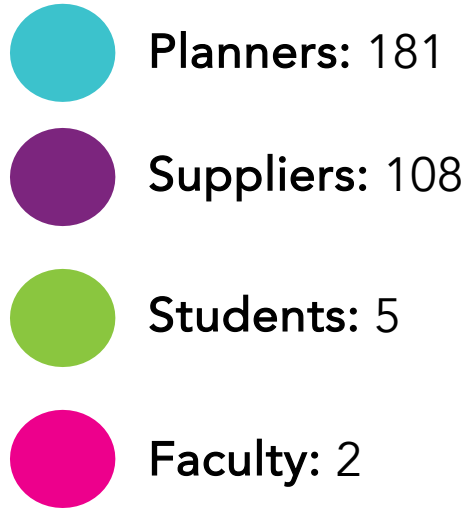
# ABOUT MPI NEW ENGLAND

Established in 1979, MPI New England (MPINE) has been awarded a “Top Performing Chapter” designation by MPI Global from 2019 – 2022 and “Chapter of Excellence” in 2023. As one of MPI’s largest chapters, MPI New England brings approximately 290+ planner and supplier members to the MPI global community with a combined buying power of over \$240+M.

When you partner with MPI New England, you’ll engage with our community via our monthly education and networking events and marketing opportunities. These events and advertisements give you exclusive access to our membership to showcase your venue, talk about your city or tell us about your services.



# MPI NE Chapter Membership



61%  
Planners



**\$240M+**  
Annual Buying  
Power

# 2024 Engagement Opportunities

\***Note** sponsors are accepted on a first come first serve basis please contact the partnership team for the latest opportunities.

PROGRAM	DATE	VENUE	SPONSOR (s)
June 2024, Education	Thursday, June 20, 2024	Boston Park Plaza	Sponsorship Available
July 2024, Networking	Monday July 1, 2024	Mass Mutual Center, MGM Springfield	Sponsorship Available
July 2024, Networking	TBD	Sponsorship Available	Sponsorship Available
August 2024, Networking	Wednesday August 14, 2024	Fenway Park	Sponsorship Available
September 2024, Education	TBD	Sponsorship Available	Sponsorship Available
October 2024, Membership Networking	TBD	Sponsorship Available	Sponsorship Available
November 2024, Education	TBD	Sponsorship Available	Sponsorship Available
December 2024, Holiday Party/Board Induction Awards	TBD	Sponsorship Available	Sponsorship Available

# 2025 Engagement Opportunities

\***Note** sponsors are accepted on a first come first serve bases please contact the partnership team for the latest opportunities.

PROGRAM	DATE	VENUE	SPONSOR
January 2025 Membership Networking	TBD	Sponsorship Available	Sponsorship Available
February 2025 Educational Institute	TBD	Hotel Viking Newport, Rhode Island	Hotel Viking Newport, Rhode Island
March 2025, Networking	TBD	Sponsorship Available	Sponsorship Available
April 2025, Education	TBD	Sponsorship Available	Sponsorship Available
May 2025, Membership Networking	TBD	Sponsorship Available	Sponsorship Available
June 2025, Education	TBD	Sponsorship Available	Sponsorship Available
July 2025, Networking	TBD	Sponsorship Available	Sponsorship Available
August 2025, Networking	TBD	Sponsorship Available	Sponsorship Available

# MPI NE Sponsorship Benefits

Membership is individual and non-transferable. Designee must be identified within 30 days of invoicing. Membership is valid for MPI NE affiliation only. \*All benefits are valid on year from contact sign date.

## \*INVESTMENT AMOUNT

	<b>ANNUAL</b> Cash: \$10,000+ In-Kind: \$20,000+	<b>DIAMOND</b> Cash: \$8,000+ In-Kind: \$15,000+	<b>PLATINUM</b> Cash: \$5,000+ In-Kind: \$10,000+	<b>GOLD</b> Cash: \$2,000+ In-Kind: \$5,000+
Company logo and link on MPI NE website	●	●	●	●
Company logo and link on MPI NE upcoming events emails	●	●	●	●
Company logo on signage at all monthly programs	●			
1 MPI Global Preferred Level Membership Benefit provided to cash sponsors only	●			
4 social posts that will be shared across all active channel (IG & LinkedIn)	●	●	●	2 Social posts
1 article in MPI NE quarterly newsletter	●	●		
2 email sent by MPI NE to membership directory on behalf of company	●	●	●	1 email
Play marketing video at Educational Institute	●		●	
1 exhibit booth at Educational Institute	●			
2 tickets 4 monthly programs (excluding Educational Institute)	●	●	●	●

# MPI NE Sponsorship Benefits

## \*INVESTMENT AMOUNT

Cash

In-Kind

	SILVER \$1,500+ \$2,000+	BRONZE \$500+ \$1,000+
Company logo and link on MPI NE website	●	●
Company logo and link on MPI NE upcoming events emails	●	●
Company logo on signage at all monthly programs		
1 MPI Global Preferred Level Membership Benefit provided to cash sponsors only		
1 social posts that will be shared across all active channel (IG & LinkedIn)	●	●
1 article in MPI NE quarterly newsletter		
2 email sent by MPI NE to membership directory on behalf of company		
Play marketing video at Educational Institute		
1 exhibit booth at Educational Institute		
2 tickets 2 monthly programs (excluding Educational Institute)	●	

**Membership is individual and non-transferable. Designee must be identified within 30 days of invoicing. Membership is valid for MPI NE membership only.**

**\* All benefits are valid on year from contact sign date.**

## VENUE SPONSORSHIP:

MPI NE offers local venues the opportunity to showcase their space by hosting one of our monthly networking or education events. These events are attended by 60 – 80 event professionals each month. Offering your venue a chance to market to a captive audience.

*(see slides 4 & 5 for availability)*

### Venue Sponsorship Benefits:

- Diamond Sponsorship benefits plus
- Listing as event sponsor on the registration website
- Two-minute sponsor commercial at the event to promote their venue.
- Ability to provide site tours for attendees during the event.





## BOARD RETREAT SPONSORSHIP:

Can't host one of our monthly events, consider hosting our Board of Directors for bi-annual leadership retreat. Our board consists of some of the new England's top planners and suppliers to learn more contact us at [Finance@mpine.org](mailto:Finance@mpine.org)

### Board Retreat Sponsorship Benefits

- Annual Sponsorship benefits plus
- Ability to provide site tours for attendees during the event.
- Two-minute sponsor commercial at the event to promote their venue.

## **Additional Opportunities**

### **SILENT AUCTION & GIVEAWAYS**

Each year MPI NE hosts an annual online auction launching in October and closing during our December holiday party. The auction raises funds for our educational programming, scholarships and membership recognition activities. The chapter generally raises approximately \$5,000 in donations at each auction.

MPI NE also offers a substantial number of raffle prizes to award to our members throughout the year at a variety of activities.

Donating auction items and/or raffle prizes can be a simple, inexpensive and effective way to market your business to our membership. We are collecting donations all year long.

## Additional Opportunities

- Dedicated Email Blast - \$1,000
- Full Social Media Take Over (3-5 Sponsored promotions over the course of 3-5 days) - \$1,200
- Social Media Take Over (1 post, 3 platforms) - \$600
- Social Media Take Over (1 post, 1 platform) - \$250
- Home page Advert Box - \$650

# TESTIMONIALS

“Thank you for the superb service you provided with my MPI New England Sponsorship. You were always there, even for the stupid questions, and you provided a level of comfort rarely demonstrated in sponsorship sales. Additionally, I secured several sponsorships in the northeast market as part of my duties for Visit Salt Lake, and you’ve provided a benchmark for others to reach. Thank you for your steadfast guidance and kindness. We were thrilled with the sponsorship and the way it was presented.

Additionally, I felt that you were always looking out to ensure MPI provided us the BEST value for our sponsorship. ROI is hard to measure in marketing efforts like these, but the value of a good impression is priceless! You are a true pro! Thanks also to the event partners Studio AVFX who were terrific to work with.”

- ***Karen Staples, CMP, CASE (Visit Salt Lake)***

“Even though I have been an MPINE-involved member for five years, being a sponsor increased my exposure to potential planners. Moreover, supporting the education efforts aligned with our company’s goals. The Board made sure to customize the sponsorship package to my needs and was always flexible to changes. The best part was the touchpoints from the Board, making sure my goals were being met along the process. Thank you, MPI New England, for your partnership! “

***Yolanda Gonzalez, DMCP (Discover Puerto Rico)***

# PREVIOUS PARTNERS

**PARTY RENTAL LTD.** 

**cvent**

 **VISIT LAUDERDALE**  
EVERYONE UNDER THE SUN

*David Lee* PHOTOGRAPHY  
& DIGITAL TRANSFER SERVICES

**GoPROVIDENCE.COM**  
PROVIDENCE WARWICK CONVENTION & VISITORS BUREAU

  
MARRIOTT  
PROVIDENCE  
DOWNTOWN



DISCOVER  
*Puerto Rico*

SALT  LAKE

 **Innovation Studio**  
INNOVATION *is for* EVERYONE



**SEA CREST**  
BEACH HOTEL

**OMNI**  
BOSTON  
AT THE SEAPORT

# Meet Our Partnership Team

***Building and supporting meaningful partnerships!***



**Johnice Veals**  
VP of Finance & Administration



**Erin O'Brien**  
Director of In-Kind Sponsorship



**Jackie Tattersall**  
Director of Chapter Advancement

**We recognize that budget and marketing objectives vary, and we are happy to work with you on customizing a sponsorship package that suits your company's needs.**



## Have Questions?

Contact our parentship team at  
[finance@mpine.org](mailto:finance@mpine.org)

Photo credit: David Fox Photography

