

Request for Proposal – MPI Kentucky Bluegrass Chapter Educational Event Venue In-Kind Sponsorship

Attendee profile: Statewide Corporate & Association Meeting Planners and Hospitality Industry Professionals

MPI KBC is now accepting proposals for 2025 Education Event Venue In-Kind Sponsorships.

MPI Kentucky Bluegrass Educational Events promote opportunities for continuing education and exposure to the latest meeting industry trends. The educational events provide an excellent opportunity to showcase your venue to MPI KBC planners and a wide variety of supplier members. We encourage venue sponsors to partner with other vendors, attractions, or suppliers in their area to lower the cost and increase the value per partner.

Please submit your venue sponsorship interest, questions, or proposal to the MPI Kentucky Bluegrass Chapter Administrator at info@kbcmpi.org.

Complimentary Goods and Services Venue to Provide

- Meeting Space for 50-75 set with rounds of 6 (room set may vary based on educational content)
- Complimentary linens for tables
- 2 Registration Tables with 2 Chairs
- Food and beverage service complimentary
 - If your venue does not serve food and beverage but you are interested in hosting an educational event, you will not be excluded, provided you can arrange outside food and beverage service and rental items (tables, chairs, etc.).
- Essential audio-visual equipment and technician: projector, screen, podium and mics
- Speaker guest room for out-of-town presenters, if applicable

Education Event Sponsorship Benefits

MPI Kentucky Bluegrass Chapter offers a valuable sponsorship package in exchange for your hospitality:

- (2) Complimentary event registrations (to be used for anyone the venue chooses)
- Opportunity to provide marketing materials to event attendees
- Recognition during the sponsored event + 2 minutes to promote your services + tabletop display
- Logo in event PowerPoint, website registration, and quarterly 2025 newsletters
- Logo included in registration email announcements
- Minimum of (4) social media mentions
- (1) Complimentary e-blast to MPI KBC mailing list

We can be flexible with sponsorship benefits and customize the items you wish to accept in kind for your gracious hospitality.



2025 Educational Event Sponsorship Availability:

Month	Year	Tentative Time (can be flexible)	Program Type	Location
February	2025	11:00 am – 3:00 pm	Signature Event Series – Behind the Scenes or Experiential Event	TBD
April	2025	11:00 am – 2:00 pm	Signature Event Series – GMID	TBD
June	2025	11:30 am – 2:00 pm	Education Meeting	TBD
September	2025	11:30 am – 2:00 pm	Education Meeting	TBD
November	2025	11:30 am – 2:00 pm	Education Meeting and Annual BRAVO! Awards	TBD

2024 Educational Event Venue History

Meetings were held at the following venues in 2024:

Month	Year	Venue	Topic
February	2024	Churchill Downs Louisville	Signature Event Series – Behind the Scenes, Experiential Event
April	2024	Christy's Garden Louisville	Signature Event Series - GMID
August	2024	Newport Aquarium Newport, KY	Beyond The Finish Line Iris Simpson Bush
November	2024	21c Museum Hotel Lexington	Engage The Five Senses

General Information

MPI KBC has traditionally held educational events on the third Wednesday or Thursday of the month; however, creative proposals offering alternate dates or times of day will be considered and are encouraged.

Educational Event Sample Timeline

Approximate Time	Function	Attendance/Set
11:30 am – 12:00 pm	Registration & Networking	Two 8' tables with 4 chairs
12:00 pm – 2:00 pm	Lunch and Educational Program	TBD per location – We encourage the venue to work creatively with your team. We also like to include an activation or interactive experience in our programs when possible.
2:00 pm	Load out, Program ends	



Meeting Space & AV

- MPI KBC asks for complimentary meeting space to accommodate 50-75 at rounds for all educational programs and 75-100 for all Signature Event Series events at rounds.
- MPI KBC requests that essential audio-visual equipment be complimentary, whether your AV is in-house or provided by an external company.
- Complimentary equipment will include flipcharts, screens, wireless Lavalier microphones, lecterns, AV carts, LCD Projector, and Internet access.
- Décor and entertainment are at the venue's discretion and allow the venue's preferred vendors to showcase their work to meeting industry professionals and be listed as a supporting event sponsor.

Food & Beverage

- Host venues to provide complimentary food and beverage. Inclusions will vary based on time of day, but sample needs are outlined below:
 - Brunch Event – plated or buffet brunch with beverages
 - Lunch Event – lunch buffet with beverages
 - Afternoon or Evening Event – snacks or hors d'oeuvres and cocktails
- If a venue is serving/offering cocktails, all persons servicing alcohol must be licensed bartenders. Venue hosts or catering vendors may serve complimentary wine or alcoholic beverages if they choose to enhance the food and beverage experience. Afternoon or evening events may include a cash or host bar.

Guest Rooms

- For Educational events, we request a complimentary room to accommodate the speaker(s) when applicable. Note: Complimentary rooms are requested but not required to be selected as a host venue.

Financial & Contractual Considerations

- MPI KBC is tax-exempt; a copy of our exemption certificate is provided upon request.

What Makes a Venue Proposal Attractive to MPI KBC?

Here are some tips to improve your chances of being selected:

- **Showcase You!** Let us know if you have recently expanded your property or had a significant renovation. Our planner members especially look for an experience that showcases many options in a local area. We encourage suppliers to partner with others in their area to showcase more meeting ideas, venues, and services.
- **Be Creative!** Non-traditional meeting venues and themes are always welcome.
- **Go Local!** If your team has ideas about how to promote the chapter meeting not only to our members but also to your clients and community, please add these ideas to your proposal.
- **We are Kentucky!** As a Kentucky association, we try to host educational meetings and events throughout the state to partner with various member properties and expose our members to new and different venues.

MPI Kentucky Bluegrass Chapter thanks you in advance for your interest and generosity!