

MPI Michigan Chapter



2024 Sponsorship & Advertising Opportunities

CHAPTER OF EXCELLENCE



2023 CHAPTER AWARD



#MPIMICHIGANCHAPTER

Since 1979, MPI Michigan has delivered high quality education, leadership training, scholarships and professional development to its members. Throughout the year, the chapter hosts an array of industry events and networking forums, including its Michigan Event Industry Day (MEID) and Celebration! Galal!

Letter from the President: Jenn Morden, CTA, CMP



Valued MPI Michigan Chapter Partners –

On behalf of the board and membership, thank you for taking time to review the opportunities that we have available for the remainder of 2024. Our board leaders volunteer and dedicate many hours to MPI, and we are so fortunate to work for organizations that support our passions for our industry.

What we do is important, and we will continue to show you the value of engaging with MPI Michigan Chapter. We are happy to customize a package for you – just let us know!

Thank you for your consideration!

Jenn Morden, CTA, CMP

Choose Lansing

Statistics/Reach

Membership Overview

Type	2023/24	Percentage
Planner	118	61%
Supplier	68	35%
Student	4	2%
Faculty	2	1%
Charter	0	0%
Retired	1	1%
Lifetime	1	1%
Unknown	0	0%
Total	194	

Stats as of July, 2024.

Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association. The organization helps its members thrive by building human connections through knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of approximately 20,000 members belonging to 71 chapters and clubs worldwide.

Chapter Profile

- 203 members: 61% planner members/ 39% supplier & student members
- Collective annual budget managed by MPI Michigan planners: \$82.6 Million
- 1/3 - the number of members responsible for executing events for 1,000 or more attendees
- 43 Certified Meeting Professionals: 32 planners/11 suppliers
- 5 CMM planners
- E-Newsletter Circulation is distributed to 800+ MPI Michigan database
- Social Media: Facebook, LinkedIn, and Instagram presence to keep members connected and to highlight the chapter events and sponsors

2023/2024 Board of Directors



President – Jenn Morden, CTA, CMP

President Elect – Jennifer Berkemeier

Immediate Past President – Debbie Hughes, CMP

Chapter Administrator – Elizabeth Pike, CMP

Vice President of Finance – Brett Bowman
Director of Strategic Partnerships – Tracy Russold

Vice President of Education – Dorothy Dean
Director of Monthly Programs – Mandi VanOoteghem, CMP
Director of Regional Conference – Kim Corcoran, CMP

Vice President of Membership – Clarissa Lange
Director of Member Care – Sasha Glover

Vice President of Communications – Cathy Mayhew, GMS, CTA
Director of Social Media – Taryn Miracle

Vice President of Leadership Development – Linda Bahr, CMP, CMM
Director of Fundraising & Special Events – Sarah Botruff

Strategic Partnership Packages

<p>Diamond Sponsor</p> <p>In-Kind</p>	<ul style="list-style-type: none"> • Duration: 12 Months (July 1, 2023 – June 30, 2024) • Sponsor Name Badge Ribbon • Logo On Chapter Website • Recognition at all Chapter Events • Email Blasts: 4 • Opportunity to provide gift on tables of hosted event • Up to 5 complimentary registrations to your hosted event • Receive Outstanding Partner Recognition • Up to 3 minutes of podium time at hosted event • Eligibility for Silver Plate Award **Award name subject to change • (3) Sponsored posts to all channels: LinkedIn, Facebook, Instagram and Twitter • Discounts of up to 25% on all other Chapter advertising and sponsorship opportunities • Logo on step and repeat banner at Celebration! • Opportunity to submit 30 second promotional video to be played at events and on our social platforms
<p>Platinum Sponsor</p> <p>\$5,000</p>	<ul style="list-style-type: none"> • Duration: 12 Months • Sponsor Name Badge Ribbon • Logo/Link On Chapter Website • Recognition at all Chapter Events • Complimentary Registration for MPI Michigan Chapter Event (Not GLES): 6 • Vendor Table at Symposium and MEID • Recognition on all forms of Digital media • Recognition/Thank you at Celebration Event • Social Media Takeover - 12 Months • Email Blasts: 5 • Discounts of up to 25% on all other Chapter advertising and sponsorship opportunities • Logo on step and repeat banner at Celebration! • Opportunity to submit 30 second promotional video to be played at events and on our social platforms
<p>Gold Sponsor</p> <p>\$3,500</p>	<ul style="list-style-type: none"> • Duration: 12 Months • Sponsor Name Badge Ribbon • Logo/Link On Chapter Website • Recognition at all Chapter Events • Complimentary Registration for MPI Michigan Chapter Event (Not GLES): 2 • Vendor Table at Symposium or MEID • Recognition on all forms of Digital media • Recognition/Thank you at Celebration Event • Social Media Takeover - 3 Months • Email Blasts: 3 • Discounts on up to 20% on all other Chapter advertising & sponsorship opportunities
<p>Silver Sponsor</p> <p>\$2,500</p>	<ul style="list-style-type: none"> • Duration: 12 Months • Sponsor Name Badge Ribbon • Logo/Link On Chapter Website • Recognition at all Chapter Events • Complimentary Registration for MPI Michigan Chapter Event (Not GLES): 1 • Recognition on all forms of Digital media • Recognition/Thank you at Celebration Event • Email Blasts: 2
<p>Bronze Sponsor</p> <p>\$1,500</p>	<ul style="list-style-type: none"> • Duration: 12 Months • Sponsor Name Badge Ribbon • Logo On Chapter Website • Recognition at all Chapter Events • Recognition on all forms of Digital media • Recognition/Thank you at Celebration Event • Email Blasts: 1

Event Sponsorship Opportunities

Fall Symposium
October 24, 2024

\$500 Each (Includes recognition as an event sponsor)

Program	Sponsorship includes full page (8" x 5"), full color advertisement and organizational logo in the event program.
Name Badge	Includes organizational logo on name badges.
Registration	Sponsorship includes appropriate signage with organizational logo and the opportunity to volunteer to assist and greet attendees at the registration desk. Sponsor also has opportunity to provide signage or free-standing banner and promotional materials at the registration desk.
Lanyard	Sponsor to provide 100—125 lanyards.
Table Centerpieces	Sponsor to provide all table centerpieces.
Swag Bag	Sponsor to provide 100-125 bags.
Student Mentoring Sponsorship Table	\$500 for up to 5 students –Help mentor and introduce future student industry professionals to MPI. Includes (1) event registration to the Fall Symposium and up to 5 student registrations. Table w/ students at the event and (1) Social media spotlight post, the opportunity to provide a free-standing banner to display, acknowledgment as an event sponsor, and the opportunity to provide a swag item for student attendees. (5 available)

\$800 Each (Includes recognition as an event sponsor)

Keynote Speaker	Sponsor may make a 3-minute presentation prior to introduction of the keynote speaker. (2 Available)
Spontaneous Think Tank	Sponsor may make a 3-minute presentation prior to introduction of the facilitators.
AI Workshop	Sponsor may make a 3-minute presentation prior to the introduction of Jim Spellos.
Am or PM Networking Break	Sponsor may make a 3-minute presentation before AM or PM break

Tech Gift Sponsor	Sponsor to provide \$150 and 75-100 Tech gifts
In-Kind Event Décor	Sponsor provides décor for the event and noted as an event sponsor.

\$800 Each (Includes recognition as an event sponsor)

Keynote Speaker	Sponsor may make a 3-minute presentation prior to introduction of the keynote speaker.
Closing Speaker	Sponsor may make a 3-minute presentation at the conclusion of the event.

\$500 Each (Includes recognition as an event sponsor)

Name Badge	Includes organizational logo on name badges.
Registration	Sponsorship includes appropriate signage with organizational logo and the opportunity to volunteer to assist and greet attendees at the registration desk. Sponsor also has opportunity to provide signage or free-standing banner and promotional materials at the registration desk.
Lanyard	Sponsor to provide 100—125 lanyards.
Production	Onsite production of the event and slideshow presentation.
Table Centerpieces	Sponsor to provide all table centerpieces.
Swag Bag	Sponsor to provide 100-125 bags.
In-Kind Event Décor	Sponsor provides décor for the event and noted as an event sponsor.

Celebration!
December 12, 2024

\$750 / Each (Includes Recognition as an event sponsor)

Registration	Sponsorship includes appropriate signage with organizational logo and the opportunity to volunteer to assist and greet attendees at the registration desk. Sponsor also has the opportunity to provide signage or free-standing banner and promotional materials at the registration desk.
Program	Sponsorship includes full page (8" x 5"), full color advertisement and organizational logo in the event program that is distributed to all attendees.
Name Badge	Includes organizational logo on name badges.
Reception Sponsor	Sponsor provides the post event hospitality reception, including any food and beverages. Includes one registration to the event. (Bar, President's, Engaged member)
In-Kind Event Décor	Sponsor provides décor the event and noted as an event sponsor.
Entertainment	DJ service, live band, photo booth, etc.

Award Sponsorships - \$500 / Each

MPI MI Chapter Meeting Industry Leader Award	MPI MI Chapter Engaged Member Recognition
MPI MI Chapter Finest Meeting Site Award	MPI MI Chapter Finest Non-Property Vendor Award
MPI MI Chapter Young Professional Award	Maryellen Jansen Memorial Award
MPI MI Chapter Member of the Year Award	Kristina Kauffman Memorial Award
MPI MI Chapter CMP & CMM Recognition	



Advertise With Us!

<p>Inline Banner</p>	<p>One Month - \$200 Three Months - \$525 Six Months - \$900</p>	<p>Ad will be placed at the bottom of the chapter website home page. Submit image advertisement 728pixels wide by 90pixels high in .jpg format. All advertising is subject to availability and rates are non-commissionable.</p>
<p>E-Blast</p>	<p>\$400</p>	<p>Partner with MPI Michigan Chapter via e-blast that will reach the inboxes of over 800 meeting industry professionals with the latest news and offers from your property. Submit copy, logo and preferred dates for the e-blast to be distributed to info@MPIMiChapter.org. E-blast are scheduled on a first come, first served basis.</p>
<p>Sidekick Ad</p>	<p>One Month - \$250 Three Months - \$675</p>	<p>Ad will be placed on the right side of the home page or inside page. Submit image advertisement 300 pixels wide x 250 pixels high in .jpg format. Animated ads are not acceptable. All advertising is commitment must be received with the first month's payment.</p>
<p>Newsletter</p>	<p>\$300</p>	<p>The electronic newsletter is sent bi-monthly to active members, averaging around 200 people. Only one advertiser is secured per issue and the ad is placed at the bottom of the issue with your logo linked to your website. The ad must be submitted to the chapter in a .jpg format that is 600 pixels wide x 125 pixels high, with your website address included. All advertising is subject to availability and rates are non-commissionable. Advertising deadline are the 5th of the month in which the newsletter is distributed.</p>
<p>Social Media Post</p>	<p>\$150</p>	<p>Create (1) sponsored post to be posted on (1) MPI Michigan Chapter social media channels: Instagram, Facebook, Twitter, and LinkedIn</p>

Social Media Takeover	\$500	Create (1) sponsored post to be posted on all social media channels: Instagram, Facebook, Twitter, and LinkedIn.
Friends of MPI	\$650	Logo/Link added to the MPI Michigan Website. No additional benefits.
Video Advertising	\$400	Length: 3 minutes Interested in getting your message heard and seen? Have a great video about your property, product or region? The video sponsorship is for you! Every event there will be the opportunity to have your video played during the event.
Billboard in Lansing	\$2,000	Share a billboard with MPI Michigan in Lansing!
Facebook Ad	\$1,500	One (1) 30-day Facebook Ad

NEXT STEPS

Once you have reviewed this information and decided you are interested in participating in the sponsorship program:

Please email the finance team directly to secure your sponsorship. Your finance team will send you a welcome letter, confirming your sponsorship.

Please send the following assets to Brett Bowman or Mary Gettel upon receiving confirmation of your sponsorship.

- Logo and preferred URL
- E-Blast Content and preferred dates to send
- PowerPoint content to be included pre-events

Make check payable to “MPI Michigan Chapter” and mail to:

MPI Michigan Chapter
PO Box 879
Lake Orion, Michigan 48361

Alternately, you can pay by credit card [here](#):



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Tracy Russold
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