



TORONTO

CHAPTER



2024/2025

STRATEGIC PARTNERSHIP PARTNER DECK

Our Mission

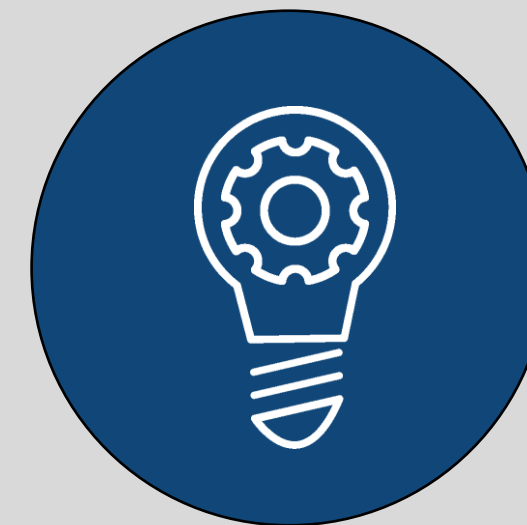
To Connect the Toronto Meeting and Event Community to



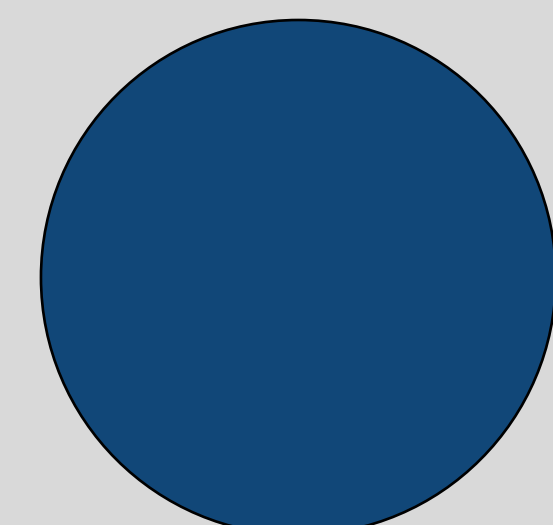
Educate



Advocate



Innovate



Collaborate

Since 1978, MPI Toronto has been committed to the success of its members by connecting the Toronto meeting and event community to learn, innovate, collaborate, and advocate in the following ways that Foster a community grounded in the principles of diversity, equity, and inclusion; Provide thought leadership, while delivering professional and personal opportunities to connect and engage our community; and Raise the profile of meeting professionals and highlight the value of the industry through innovative and educational experiences.

We offer a wide range of unique, in-person and virtual opportunities to promote organizations through partnerships and capture the attention of MPI members. Our members believe in working with companies and fellow members they know and trust, and supporters of MPI are valued based on the knowledge that they share the same goals and principles.

Don't miss the excellent opportunity to reach MPI Toronto Chapter Meeting Professionals to showcase your products & services and solutions to create successful & meaningful experiences! With sponsor packages beginning at \$1,000 and with additional optional add-ons, we have a customized sponsor package to fit your needs for any budget.

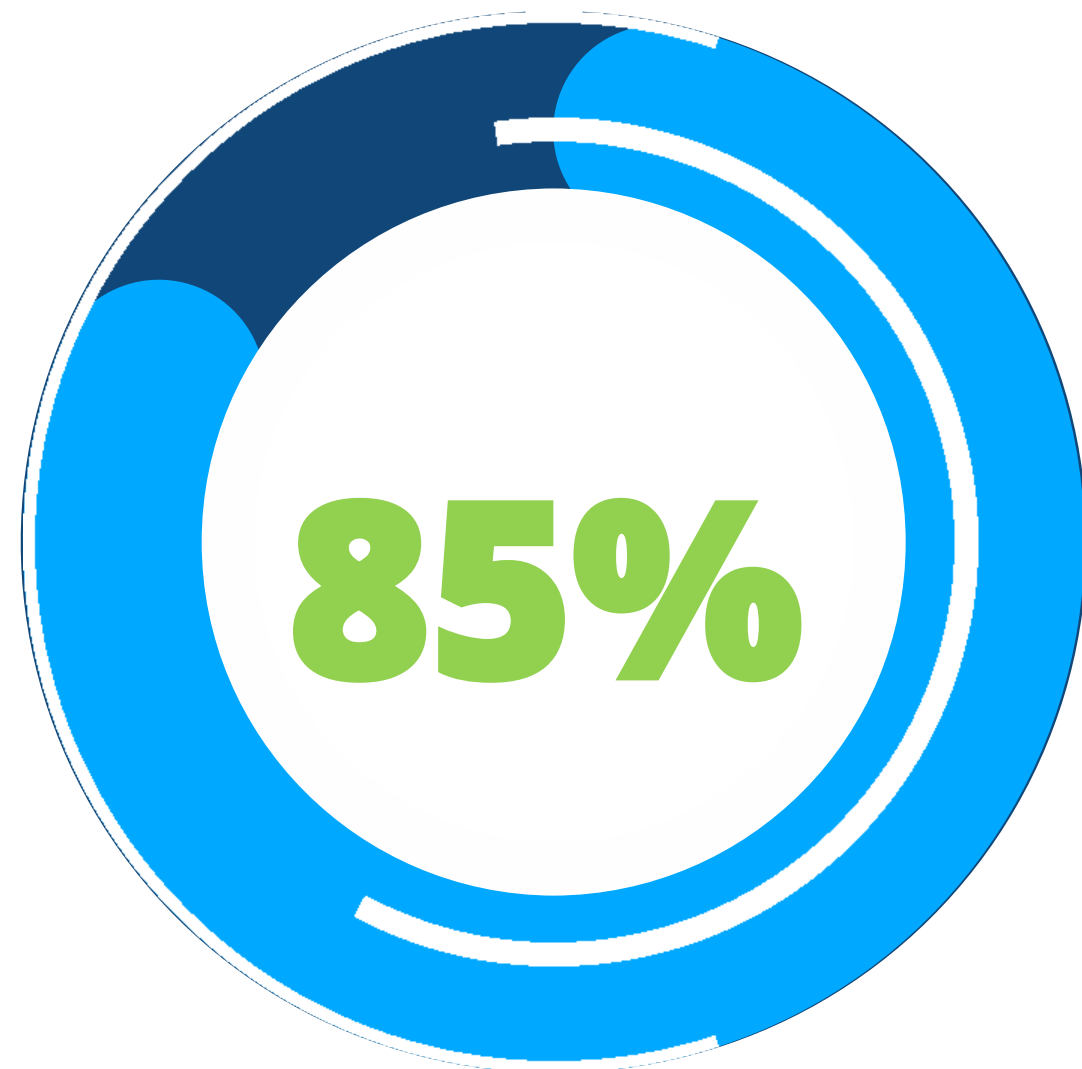
When we **meet**, we change the world.®

KEY CONTACTS:

Leslie Wright, Executive Director
lwright@mpitoronto.org

Erinn Young, Director, Strategic Partnerships
Erinn.young@ihg.com

GREAT REASONS TO PARTNER WITH US!



MPI Planners Buy From Suppliers

Showcased at MPI



\$246+ Million



Chapter's Total Buying Power

Leading global community committed to shaping the future of the meeting and event industry

Our members spend Millions each year on:

- Hotels
- Convention Centers
- Audio/Visual
- Unique Venues
- Tourist Attractions
- Décor & Entertainment
- And much more!

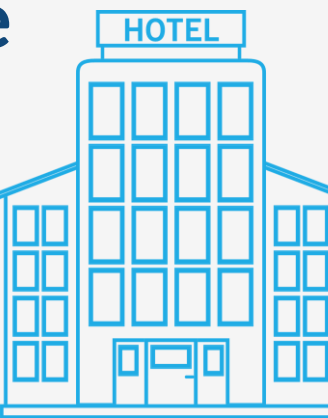
340+ Members



Largest
Organization
of Meeting
Professionals
in the GTA

Top 5 Property Types Used:

Downtown Hotel
Conference Centre
Convention Centre
Convention Hotel
Resort



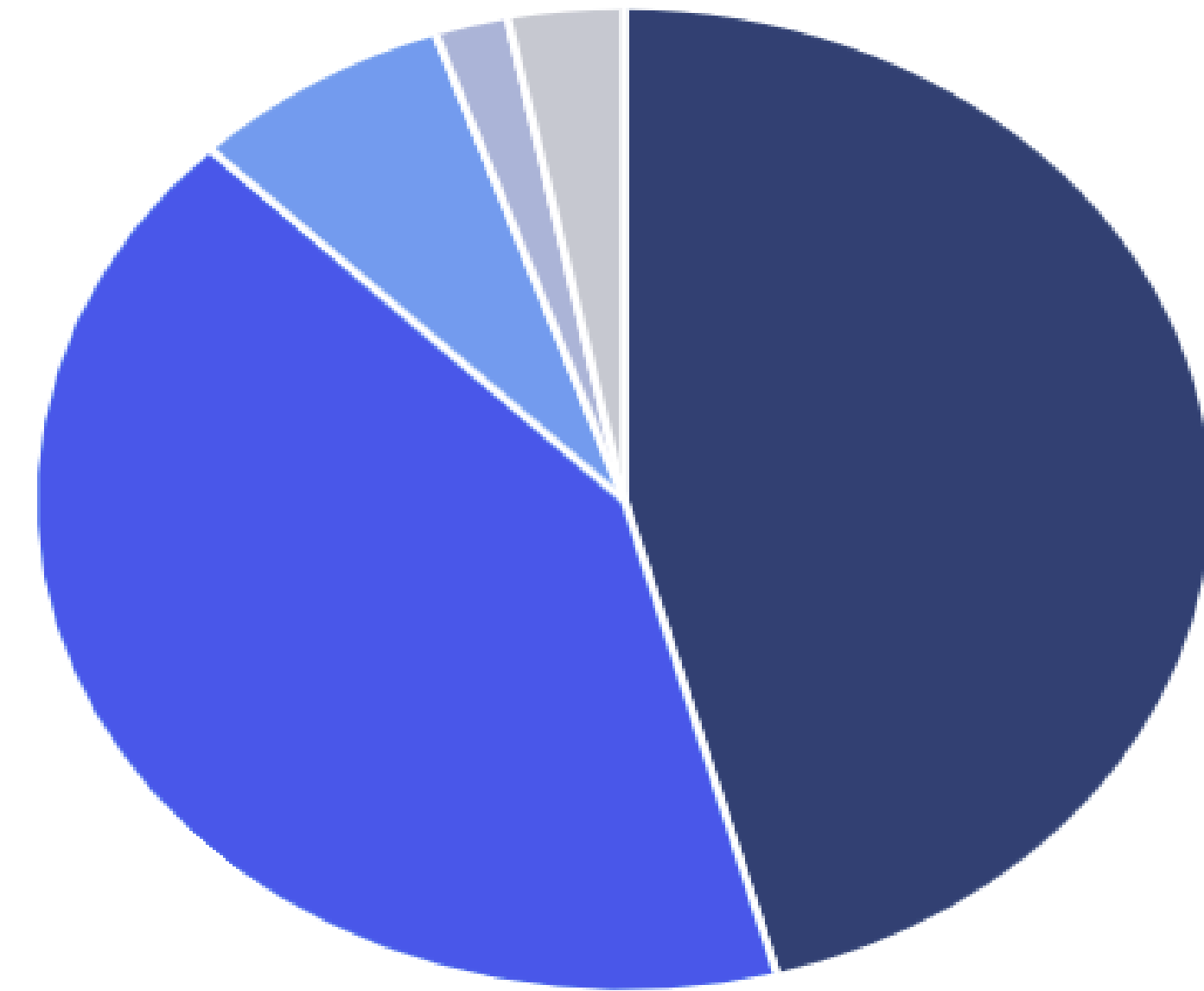
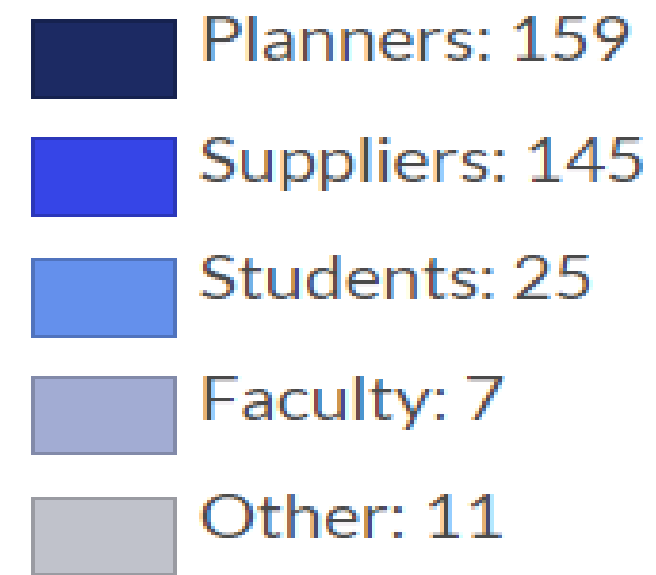
Largest

MPI Chapter in CANADA

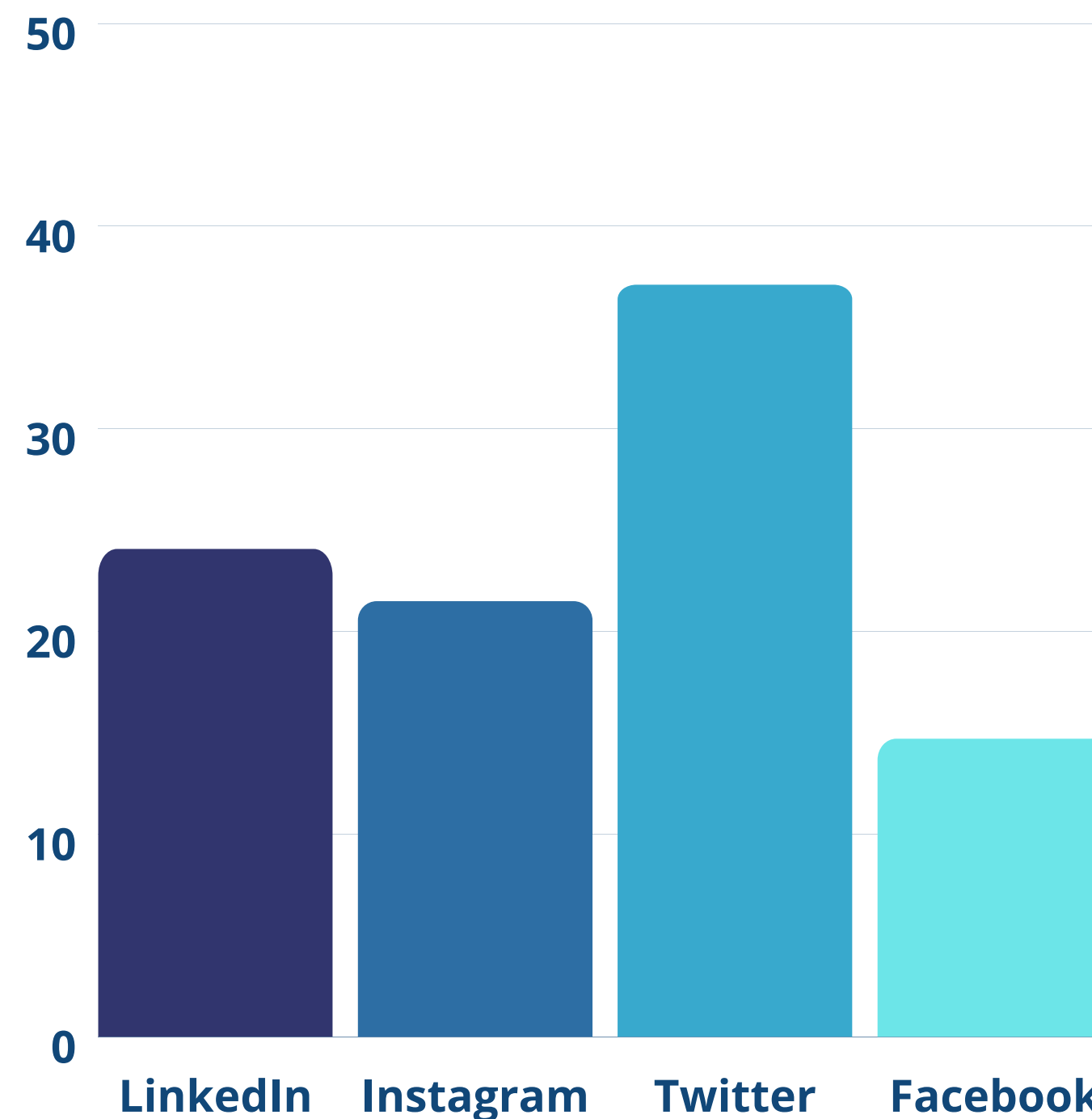
MEASURED RESULTS!



MPI Chapter Membership Population



9,608+ Social Followers



*Data from July 1, 2022 - July 31, 2023

MPI Toronto Chapter Website Results:

2,814 Page Visits

per month

2,353 Unique Pageviews

per month

2 minutes

Average Session Duration

*Traffic numbers from July 1, 2021 - June 30, 2022



2024/2025 Fiscal Chapter Events

2024	
JUN 20-21	Professional Development
JUN 20	Summer Social
JUL 3	GOLF
AUG 13	CMEE Networking Breakfast
SEPT 10	DEI Lunch & Learn (Virtual)
SEPT 21	AGM
TBD	Professional Development
DEC 3	Winter Social & Fundraiser
DEC ?	DEI Lunch & Learn (Virtual)
2025	
MAR	Awards Gala
APR	Global Meetings Industry Day (GMID)
MAY	Professional Development
MAY	WEC
JUNE	Professional Development & Summer Social
JULY	GOLF
AUG	CMEE Networkig Breakfast
SEPT	AGM
NOV	Professional Development
DEC	Winter Social & Fundraiser



Sponsorship Titles

Lead and Empower the Meeting and Event Community
to Change the World.

Sponsorship Title	ALL STARS 	COMMUNITY 	EXPLORER 	SPOTLIGHT 	SUPPORTER 
Cash Contributions	\$15,000 +	\$10,000 - \$14,999	\$5,000 - \$9,999	\$2,000 - \$4,999	\$750 - \$1,999
In-Kind Contributions	\$40,000 +	\$30,000 - \$39,999	\$20,000 - \$29,999	\$10,000 - \$19,999	\$5,000 - \$9,999

Please review the opportunities that would best fit your ideal goals and values detailed in this prospectus.

Please note, all benefits packages and prices are subject to change based on availability.

Sponsorship Packages

ALL STARS



Cash Contribution \$15,000 +
In-Kind Contributions \$40,000 +

BENEFITS:

- Use of text “Strategic Partner of MPI Toronto Chapter” in sponsor company’s advertising and promotions for calendar year
- Logo in sponsorship ad on the website and in E-Lite magazine
- Invitation to Strategic Partnership Year End Dinner
- 4-8 Complimentary registrations at sponsored event
- 2 Complimentary registrations to chapter events (excluding golf)
- A seat at a reserved table for sponsor representative
- 3 Company profile and logo in E-Lite
- Extra Large Logo Size on Chapter Website
- 2 Email advertisements to membership
- 4 Social Media posts within the year
- Pop Up Banner in Reception Area (provided by sponsor)
- Podium Time
- Logo on the event registration page
- Logo on-screen at event
- Verbal sponsorship recognition at event
- Metrics report shared after the sponsored event(s), electronic format, including contact information (subject to consent)

Based on the contribution amount of combined event and item sponsorship, partners to be recognized within a certain level.
The In-Kind Sponsorship will be valuated based on their retail value.

Sponsorship Packages

COMMUNITY



Cash Contribution \$10,000 - \$14,999

In-Kind Contributions \$30,000 - \$39,999

BENEFITS:

- Use of text “Strategic Partner of MPI Toronto Chapter” in company advertising and promotion
- Logo in sponsorship ad on the website and in meeting magazine
- Invitation to Sponsorship Dinner
- 4 Complimentary registrations at sponsored event
- 1 Complimentary registration to chapter events (excluding golf)
- A seat at a reserved table for sponsor representative
- 2 Company profile and logo in E-Lite
- Large Logo Size on Chapter Website
- 2 Email advertisements to membership
- 3 Social Media posts within the year
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)

Based on the contribution amount of combined event and item sponsorship, partners to be recognized within a certain level.
The In-Kind Sponsorship will be valuated based on their retail value.

Sponsorship Packages

EXPLORER



Cash Contribution \$5,000 - \$9,999

In-Kind Contributions \$20,000 - \$29,999

BENEFITS:

- 3 Complimentary registrations at sponsored event
- A seat at a reserved table for sponsor representative
- 1 Company profile and logo in E-Lite
- Medium Logo Size on Chapter Website
- 1 Email advertisement to membership
- 2 Social Media posts within the year
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)

Based on the contribution amount of combined event and item sponsorship, partners to be recognized within a certain level.
The In-Kind Sponsorship will be valuated based on their retail value.

Sponsorship Packages

SPOTLIGHT



Cash Contribution \$2,000 - \$4,999

In-Kind Contributions \$10,000 - \$19,999

BENEFITS:

- 2 Complimentary registrations at sponsored event
- A seat at a reserved table for sponsor representative
- Medium Logo Size on Chapter Website
- 1 Social Media post within the year
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)

Based on the contribution amount of combined event and item sponsorship, partners to be recognized within a certain level.
The In-Kind Sponsorship will be valuated based on their retail value.

Sponsorship Packages

SUPPORTER



Cash Contribution \$750.00 - \$1,999

In-Kind Contributions \$5,000 - \$9,999

BENEFITS:

- 1 Complimentary registrations at sponsored event
- A seat at a reserved table for sponsor representative
- Small Logo Size on Chapter Website
- 1 Social Media post within the year
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event
- Metrics report shared after the sponsored event(s)

Based on the contribution amount of combined event and item sponsorship, partners to be recognized within a certain level.
The In-Kind Sponsorship will be valuated based on their retail value.

Sponsorship Options

YEAR-LONG STRATEGIC PARTNERS

We believe in building relationships that have lasting impressions!
Please review the options that spark connections that match your business values and goals.

EXPERIENCES	IN KIND	VALUE
Digital Platform	✓	\$25,000
Media Partner	✓	\$20,000
Registration Partner	✓	\$20,000
Photography	✓	\$15,000
Photo Booth	✓	\$15,000

EXPERIENCES	CASH	CASH VALUE
1 Branded Graphic Social Post	✓	\$300
1 Branded Video Social Post	✓	\$500
1 Branded Video + 1 Graphic Social Post	✓	\$750
1 Branded Email Blast (from MPI to Members)	✓	\$1,500

#MPITO DIGITAL MARKETING

Spark a social splash and reach more Event Professionals through MPI's Social Channels and Email Distributions!
Our #MPITO MarketPlace Program enables Strategic Partners to boost their social impression to our 8,400+ MPI Social Followers on LinkedIn, Instagram, Twitter, and Facebook!

Event Specific Options

Join Us in the Celebration and Uplift Our Event Community with Your Valuable Contributions!

ANNUAL GENERAL MEETING & VOLUNTEER RECOGNITION

ASSETS	CASH	CASH VALUE
Platform	✓	\$1000
5 Star Award	✓	\$1000
30 Sec Video Ad	✓	\$750

GOLF TOURNAMENT

ASSETS	CASH	CASH VALUE	DONATION
Eagle Partner	✓	\$2000	
BBQ Lunch Partner	✓	\$2500	
Reception Partner	✓	\$2500	
Registration Partner	✓	\$2500	
Golf Cart Partner	✓	\$3000	
Prizes			✓



Event Specific Options

Our members are proud event professional leaders making big impacts in our Event Industry. Join the celebration and recognition of our top members recognized for their great contributions.

AWARDS GALA

ASSETS	CASH	CASH VALUE	IN KIND	DONATION	ASSETS	CASH	CASH VALUE
Event Strategic Partner	✓	\$5000			Award Sponsor for one of the following:		
AV Partner			✓		•NORM NEILL STUDENT OF THE YEAR •NEW MEMBER OF THE YEAR •OUTSTANDING VOLUNTEER OF THE YEAR •MENTOR OF THE YEAR •FUTURE LEADER OF THE YEAR •SUPPLIER OF THE YEAR •PLANNER OF THE YEAR	✓	\$3000
Entertainment			✓				
EMCEE			✓				
Award Recipient Gift				✓	Add On: 30 Sec Video	✓	\$500
					Add On: Dedicated Social Media Post on MPI social platforms, separate from Nominee and Winner posts	✓	\$150



Event Specific Options

Provide Thought Leadership, While Delivering Professional and Personal Opportunities to Connect and Engage Our Community. Join Us in Empowering the Events Community.

GMID – Global Meetings Industry Day

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner	✓	\$2500		
Networking Reception	✓	\$2000		
Connect UP	✓	\$1500		
EMCEE/Speaker	✓	\$1000	✓	
Prizes				✓
GMID & 4xPD Event Partner Package	✓	\$10,000		

Event Specific Options

Join Us in the Celebration and Uplift Our Event Community with Your Valuable Contributions!

SUMMER FUNDRAISER

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Reception/Entrance	✓	\$5000		
Engagement Activation	✓	\$2000		
30 Sec Video Ad	✓	\$1500		
AV Partner			✓	
Entertainment x 3			✓	
EMCEE			✓	
Auction Items / Gifts				✓



Event Specific Options

Join Us in the Celebration and Uplift Our Event Community with Your Valuable Contributions!

WINTER SOCIAL GALA

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Reception/Entrance	✓	\$5000		
Engagement Activation	✓	\$2000		
30 Sec Video Ad	✓	\$1500		
AV Partner			✓	
Entertainment x 3			✓	
EMCEE			✓	
Auction Items / Gifts				✓



Event Specific Options

Provide Thought Leadership, While Delivering Professional and Personal Opportunities to Connect and Engage Our Community. Join Us in Empowering the Events Community.

PROFESSIONAL DEVELOPMENT

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner (3 events)	✓	\$5000		
Event Strategic Partner (1 event)	✓	\$2000		
4xPD & GMID Event Partner Package	✓	\$10,000		
Engagement Activation	✓	\$750	✓	
Venue			✓	
Food & Beverage			✓	
EMCEE/Speaker			✓	
Auction Items / Gifts				✓



Event Specific Options

Foster a Community Grounded in the Principles of Diversity, Equity and Inclusion Through Our Just Networking Experiences. Partner with Us to Connect and Grow!

JUST NETWORKING

ASSETS	CASH	CASH VALUE	IN KIND	DONATION
Event Strategic Partner 2 x In-Person events	✓	\$3500		
Event Strategic Partner 1 x In-Person event	✓	\$2000		
Venue			✓	
Food & Beverage			✓	
Gift / Prizes / Take-Aways				✓



WE ARE GRATEFUL TO OUR 2023/2024 STRATEGIC PARTNERS!

AV-CANADA™
extraordinary presentation technologies

pinpoint.
NATIONAL PHOTOGRAPHY

D.E. SYSTEMS
SIMPLIFYING THE COMPLEX

ignite
INCENTIVES CORPORATE TRAVEL MEETINGS

metro toronto
convention centre

SENOVVA

Liberty Grand
Entertainment Complex

DESTINATION VANCOUVER

tourism calgary

Discover Saskatoon

EXPLORE EDMONTON

TREMBLANT
Mont-Tremblant, Québec

fw associates

QUÉBEC CITY
BUSINESS DESTINATION

NOTHERS
THE AWARD STORE

encore™
EVENTS THAT TRANSFORM

Business Events
EXPLORE
Waterloo Region

pc/nametag™

CIRQUE REVOLUTION

CORPORATE VIBRATIONS

GetQuorum

cp
Carol Priest
entertainment
#BeTheHighlight