



TORONTO CHAPTER

Strategic Partnership Partner Deck



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<https://www.mpi.org/chapters/toronto>



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2025



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ABOUT US

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.

Key Contacts

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Our Mission

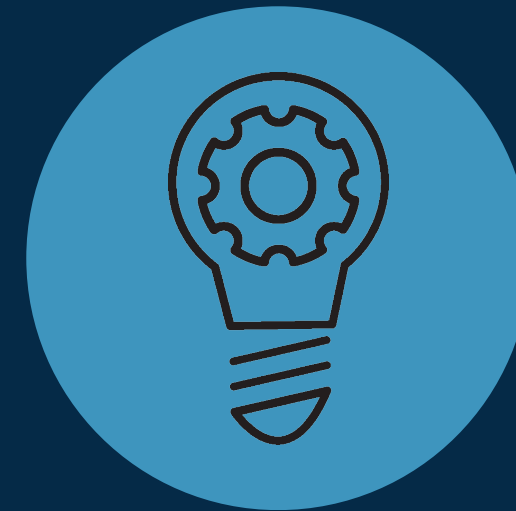
To Connect the Toronto Meeting and Event Community to:



EDUCATE



ADVOCATE



INNOVATE

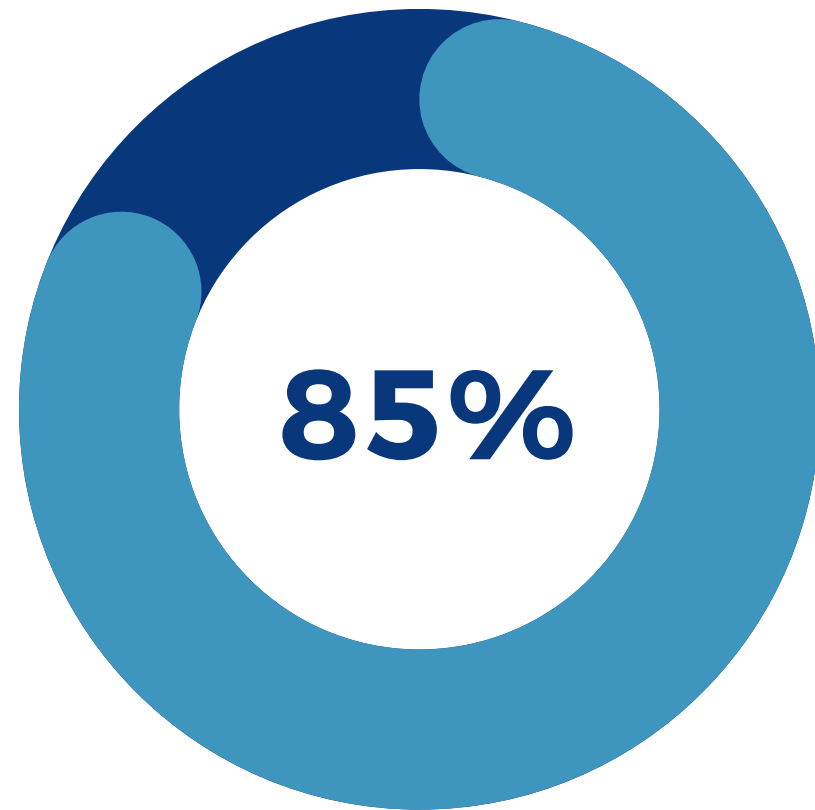


COLLABORATE

When we meet, we change the world. ®



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 Centres
- Audio/Visual
- Unique Venues
- Tourist Attractions
- Décor & Entertainment
- And much more!

340+ Members

Largest Organization of Meeting Professionals

Top 4 Property Types Used:

- Downtown Hotel
- Conference Centre
- Convention Centre
- Convention Hotel Resort

An illustration of a multi-story hotel building with a 'HOTEL' sign on top, and a city skyline with palm trees in the background.

MEASURED RESULTS!



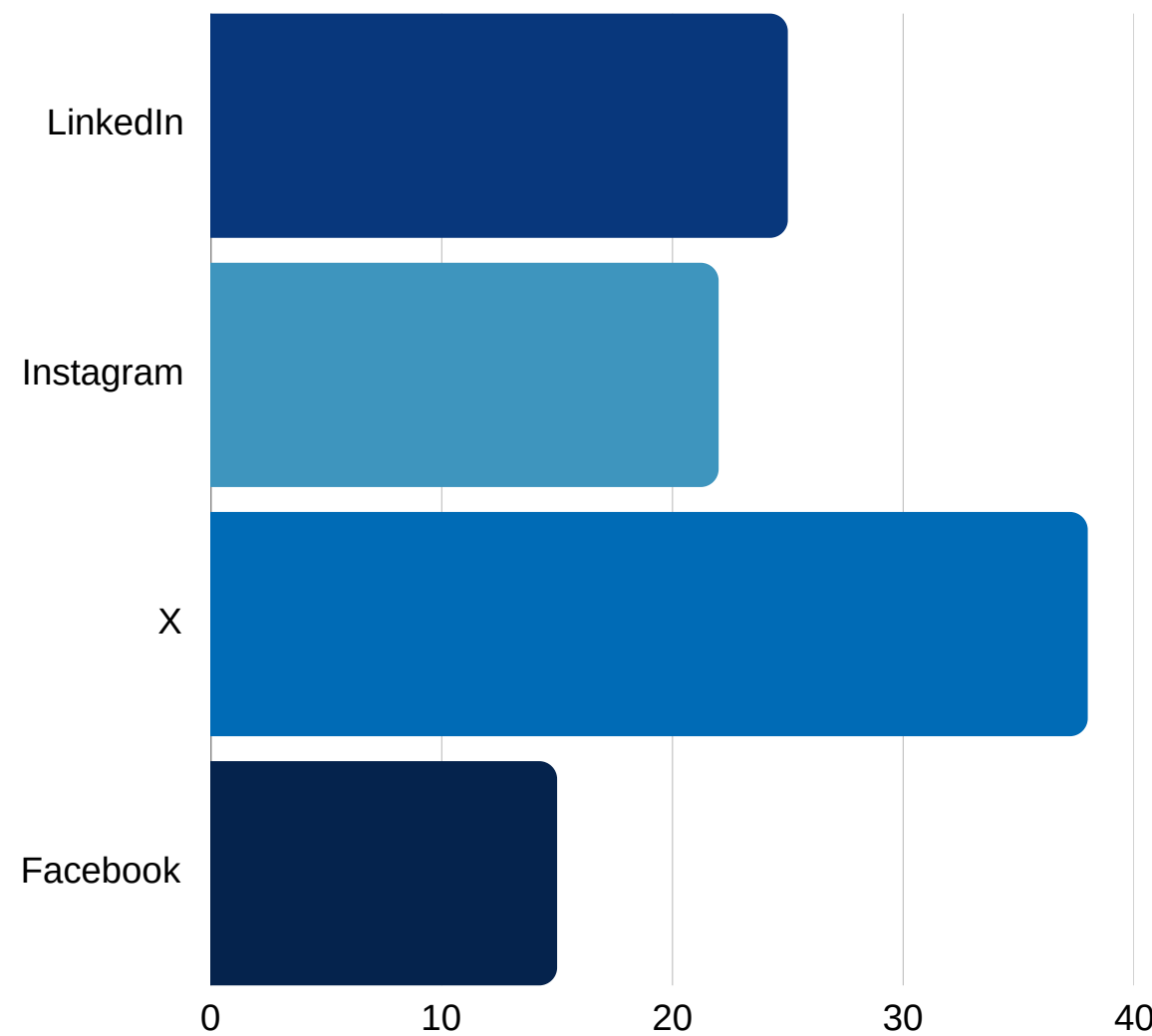
MPI Toronto Chapter Website Results:

- 2,814 PAGE VISITS | PER MONTH
- 2,353 UNIQUE PAGE VIEWS | PER MONTH
- AVERAGE SESSION DURATION | 2 MINUTES

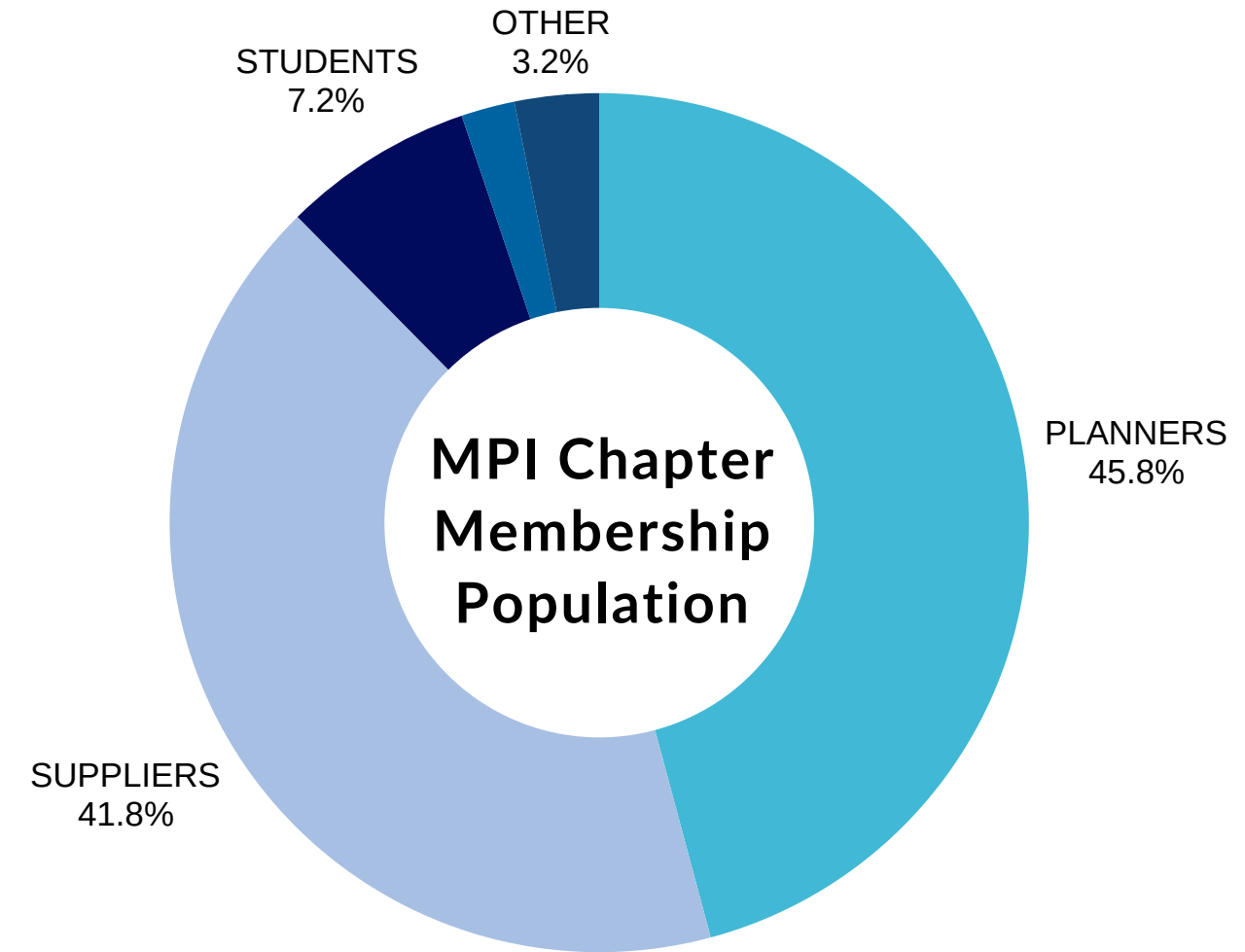
*Traffic numbers from July 1, 2023 - Nov 1, 2024



9,608+ Social Followers!



*Data from July 1, 2023 - Nov 1, 2024





2025 FISCAL CHAPTER EVENTS

- | | |
|----------------|---|
| FEB 6 | PROFESSIONAL DEVELOPMENT |
| MAR 18 | AWARDS GALA |
| MAR 24 | DEI LUNCH AND LEARN (VIRTUAL) |
| MAR 26 | AGM |
| APR 3 | GMID-GLOBAL MEETINGS INDUSTRY DAY |
| MAY 15 | PROFESSIONAL DEVELOPMENT +
VOLUNTEER RECOGNITION |
| JUN 3 | DEI LUNCH AND LEARN (VIRTUAL) |
| JUN 13 | SUMMER SOCIAL + FUNDRAISER |
| JUL 3 | GOLF |
| AUG 12 | CMEE NETWORKING BREAKFAST |
| SEP 6-9 | the EVENT |
| SEP 22 | DEI LUNCH AND LEARN (VIRTUAL) |
| OCT-TBC | JUST NETWORKING |
| NOV 10 | PROFESSIONAL DEVELOPMENT |
| DEC 2 | WINTER SOCIAL + FUNDRAISER |
| DEC 15 | DEI LUNCH AND LEARN (VIRTUAL) |

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

SUPPORTER

Contributions | Cash: \$750 - \$1,999
In-Kind: \$5,000 - \$9,999

BENEFITS:

- 1 Complimentary registration at sponsored event
- A seat at a reserved table for sponsor representative
- Included in social media posts about the sponsored event
- Logo on the registration page on the website
- Logo on-screen at sponsored event
- Verbal sponsorship recognition at sponsored event

SPOTLIGHT

Contributions | Cash: \$2000-\$4,999
In-Kind: \$10,000 - \$19,999

BENEFITS:

Enjoy all the benefits of being a Supporter, along with the additional perks listed below:

- 2 total Complimentary registrations
- 1 dedicated Social Media post of sponsorship support
- List of contact information (subject to consent)



EXPLORER

Contributions | Cash: \$5000 - \$9,999
In-Kind: \$20,000 - \$29,999

BENEFITS:

Enjoy all the benefits of the Spotlight package, along with the additional perks below:

- 3 total Complimentary registrations
- 1 Company profile with logo in E-Lite digital magazine
- 1 Email advertisement to membership
- 1 Min Podium time
- Metrics *shared upon request*

COMMUNITY

Contributions | Cash: \$10,000-\$14,999
In-Kind: \$30,000 - \$39,999

BENEFITS:

Enjoy all the benefits of the Explorer package, along with the additional perks listed below:

- 4 total Complimentary registrations at sponsored event
- Use of text “Strategic Partner of MPI Toronto Chapter” in sponsor’s company advertising and promotions for calendar year
- Strategic Partner recognition at year end
- Logo in sponsorship ad on the website and in meeting magazine
- 1 Complimentary registration to a chapter event (excluding golf)
- 2 total Company profiles with logo in E-Lite digital magazine
- 2 total Email advertisements to membership
- 1 Min Video played during sponsored event
- 2 Min Podium time

Sponsorship Packages

*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.

ALL STARS

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

Enjoy all the benefits of the Community package, along with the additional perks listed below:

BENEFITS:






- 4 - 8 Complimentary registrations at sponsored event
- Noted as Strategic Partner
- Logo in sponsorship ad on the website and in E-Lite magazine
- 3 Company profiles and logo in E-Lite digital magazine
- 4 Social Media posts exclusive within the year
- Pop Up Banner in Reception Area (provided by sponsor)
- Strategic Partner recognition at year end
- Custom Activation with Welcome Drink, Dessert Station or Booth (costs included)
- 5 Minutes Podium Time
- 3 Minute Video

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 Partner		\$15,000
Name Badges & Lanyards		\$10,000

#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, X and Facebook!

EXPERIENCES	CASH	CASH VALUE
1 Branded Graphic Social Post		\$300
1 Branded Video Social Post		\$500
1 Combo Graphic & Video Social Post		\$750
1 Branded Email Advertisement (from MPI to Members)		\$1,500






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 for their great contributions.

ANNUAL GENERAL MEETING AND VOLUNTEER RECOGNITION

EXPERIENCES	CASH	CASH VALUE
Platform		\$1000
5 Star Award (Volunteer Recognition)		\$500
30 Sec Video Play		\$750

GMID | GLOBAL MEETINGS INDUSTRY DAY







EXPERIENCES	CASH VALUE	IN KIND	DONATION
Event Partner	\$3,000		
Event Partner Package (GMID + 3 PD events)	\$10,000		
Venue Partner			
Food & Beverage Partner	\$2,000		
Audio Visual Partner			
EMCEE/Speaker			
Attendee Take-away			
ConnectUP (Student program)	\$1,500		

Event Specific Options

ASSETS	CASH VALUE
Award Sponsor for one of the following:	
<ul style="list-style-type: none"> -NORM NEILL STUDENT OF THE YEAR -NEW MEMBER OF THE YEAR -OUTSTANDIG VOLUNTEER OF THE YEAR -MENTOR OF THE YEAR -FUTURE LEADER OF THE YEAR -SUPPLIER OF THE YEAR -PLANNER OF THE YEAR -LITERARY 	\$3,000 per
Add On: 30 Sec Video	\$500
Add On: Dedicated Social Media Post on all MPI's platforms, separate from Nominee and Winner posts	\$150

AWARDS GALA

Our members are proud event professionals and leaders making a significant impact in the event industry. Join us in celebrating and recognizing our top members for their outstanding contributions.

EXPERIENCES	CASH VALUE	IN KIND	DONATION
Event Partner	\$5,000		
Venue Partner			
Food & Beverage Partner	\$2,000		
Audio Visual Partner			
EMCEE			
Entertainment			
Award Recipient Gift			

Event Specific Options

SUMMER SOCIAL + FUNDRAISER OR WINTER SOCIAL + FUNDRAISER

Join us in the celebration and uplift our event community with your valuable contributions!



EXPERIENCES	CASH VALUE	IN KIND	DONATION
Event Partner	\$5,000		
Venue Partner		✓	
Food & Beverage Partner	\$2,000	✓	
Audio Visual Partner		✓	
EMCEE		✓	
Entertainment		✓	
Silent or Live Auction Items			✓

Event Specific Options

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				✓

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

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			✓

Join us in the celebration and uplift our event community with your valuable contributions!



Event Specific Options

JUST NETWORKING

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



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				✓

Event Specific Options


Diversity, Equity & Inclusion Statement:

MPI Toronto is committed to establishing a more diverse membership and leadership in such a way that it reflects our diverse Community. We endeavour to create inclusive opportunities that spans race, ethnicity, age, gender identity, sexual orientation, and physical or mental ability.



DEI Lunch & Learn (Virtual)

Foster a Community Grounded in the Principles of Diversity, Equity and Inclusion Through Our Virtual Lunch & Learn Discussions.
Partner with Us to Connect and Grow

EXPERIENCES	IN KIND
Speaker	

WE ARE GRATEFUL TO OUR 2023 | 2024 STRATEGIC PARTNERS!

