



MPI Ottawa's 2025 Sponsorship Prospectus

**AN OVERVIEW OF THE SPONSORSHIP
OPPORTUNITIES AVAILABLE THROUGH MPI
OTTAWA'S PROFESSIONAL DEVELOPMENT AND
NETWORKING EVENTS IN 2025.**

MPI Ottawa

MPI (Meeting Professionals International) Ottawa is a professional association dedicated to connecting event professionals in the Ottawa region.



2025 Sponsorship Opportunities



ANNUAL SPONSOR

The annual sponsorship grants unparalleled branding and acknowledgment privileges year-round.



EVENT-SPECIFIC SPONSOR

Event-specific sponsorships including the Prix Prestige Awards, Charity Auction, Education and Volunteer Appreciation events offer prominent branding and visibility during these high-profile programs.



WEBSITE SPONSOR

Boost your brand's exposure through our website sponsorship options, featuring prominent leaderboards and sidekicks to captivate your target audience.

**JOIN US IN MAKING MPI OTTAWA'S 2025 SPONSORSHIP PARTNERSHIPS A RESOUNDING SUCCESS.
EXPLORE THESE SPONSORSHIP LEVELS AND FIND THE PERFECT FIT FOR YOUR ORGANIZATION.**

Become a Sponsor

- **ELEVATED BRAND VISIBILITY**

Gain exposure to a highly targeted audience of meeting and event professionals through various sponsorship opportunities.

- **NETWORKING OPPORTUNITIES**

Connect with influential decision-makers and industry leaders within the MPI Ottawa community, fostering valuable business relationships.

- **THOUGHT LEADERSHIP**

Showcase your expertise and position your organization as a thought leader in the meeting and event industry through sponsorship of educational sessions and initiatives.

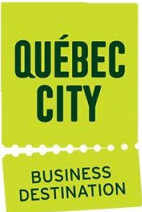
- **EXCLUSIVE BENEFITS**

Enjoy exclusive benefits, such as complimentary event tickets, podium time, and enhanced branding opportunities, tailored to your sponsorship level.

Why Partner?

The MPI Ottawa chapter represents a diverse community of event professionals in the National Capital Region, comprising over 175 members from various backgrounds. This inclusive membership, equally split between suppliers and planners, caters to a wide range of interests and expertise within the industry. MPI Ottawa is the second-largest chapter in Canada, making it a prime platform for sponsors to connect with their target audience. Our members, from students to seasoned professionals, service diverse markets, including associations, government, and independent entities. They are trusted industry partners who value the knowledge and camaraderie shared within the MPI network. As a strategic partner, you can leverage this "Buy MPI" approach, allowing us to introduce you to your fellow event professionals through our collaborative efforts.

Some of our Past Sponsors



2025 Annual Sponsor

Annual MPI Ottawa partner w/advertising

Assets	Builder \$750	Supporter \$2,000	Enhancer \$3,000	Motivator \$5,500	Activator \$8,000
Logo and Link on MPI Ottawa's website sponsor page	✓	✓	✓	✓	✓
Right to use MPI Ottawa's logo and name	✓	✓	✓	✓	✓
Opportunity to donate an item to MPI Ottawa's Charity silent auction	✓	✓	✓	✓	✓
Job Posting for 30 days on MPI Ottawa's website	1	1	2	3	4
Complimentary ticket(s) to one of MPI Ottawa's event		1	1	2	4
Banner Advertisement on MPI Ottawa's website for 30 days			1	1	2
Verbal recognition at MPI Ottawa education events			✓	✓	✓
Logo on MPI Ottawa's eblast				✓	✓
Sponsor profile in MPI Ottawa's e-blast				✓	✓
Content provided by sponsor in one MPI Ottawa's newsletter per year					✓
First right of refusal on sponsorship for following year					✓

2025 Student Sponsorship

Student Sponsorship		
Assets	All for one! \$4,000 exclusive sponsorship	Share with Friends (Up to 4)
Logo and Link on MPI Ottawa's website sponsor page	✓	✓
Student Inclusions: Maximum 5 complimentary MPI Ottawa Memberships. Each student will receive 2 complimentary registrations to 2 education events and one complimentary registration for one signature event and GMID	✓	
MPI Ottawa's ask of student: 20 hours of volunteering with chapter in the calendar year	✓	
Event photos	✓	✓
Attendee list pre & post for chosen events	✓	✓
Banner at event (provided by partner)	✓	✓
Emcee Mention	✓	✓
Partner recognition on badge	✓	✓
Complimentary ticket(s) to 2 education events and one Signature event	4	1 each
Podium time at GMID	3 mins	1 min each or shared total of 3 mins
Exclusive sponsorship	✓	
Shared sponsorship		✓

Event-Specific Sponsorships



PRIX PRESTIEGE AWARDS SPONSOR

The MPI Ottawa Prix Prestige Awards are designed to recognize excellence among chapter members for their commitment, service and involvement in the chapter or industry and the community at large. MPI Ottawa's Prix Prestige Awards are presented annually in the following categories, Planner, Supplier, New Member of the Year, Emerging Leader, and Volunteer of the year to recognize the best of the best in the meetings industry.



CHAIRTY AUCTION SPONSOR

The MPI Ottawa Charity Auction and Dinner is one of the most anticipated nights of the year to network, socialize and fundraise. It is one of the best-attended events of the year – with past years reaching up to 450 guests. MPI Ottawa is committed to giving back to both our members and our beloved community. The evening includes a live auction and silent auction with the proceeds raised benefiting charities in our community.



DESSERT, RECEPTION OR WINE SPONSOR

These additional sponsorships are available at both the Prix Prestige awards as well as the Charity Auction.

Event-Specific Sponsorship Opportunities

Prix Prestige Awards Gala

	Enhancer	Motivator	Activator	Champion \$10,000
Assets	\$3,000	\$5,500	\$8,000	one available
Logo and link on MPI Website (tiered)	✓	✓	✓	✓
MPI social media post on LinkedIn	1	1	2	3
MPI social post on platform of choice	✓	✓	✓	✓
Event picture with partner	✓	✓	✓	✓
Attendee List pre & post	✓	✓	✓	✓
Banner at event (provided by partner)	✓	✓	✓	✓
Emcee mention	✓	✓	✓	✓
Logo on screen (tiered)	✓	✓	✓	✓
Partner recognition on badge	✓	✓	✓	✓
Complimentary ticket to event	2	3	5	Full table
Sponsor of specific award at event (five available)		✓	✓	✓
Podium Time/Activation (including announcing award recipient)		3 mins	4 mins	5 mins
Host nominee (s) at your table		✓	✓	✓
1st right to renew				✓

Event-Specific Sponsorship Opportunities

Charity Auction

	Enhancer	Motivator	Activator	Champion \$10,000
Assets	\$3,000	\$5,500	\$8,000	one available
Logo and link on MPI Website (tiered)	✓	✓	✓	✓
MPI social media post on LinkedIn	1	1	2	3
MPI social post on platform of choice	1	1	2	3
Event picture with partner	✓	✓	✓	✓
Attendee List pre & post	✓	✓	✓	✓
Banner at event (provided by partner)	✓	✓	✓	✓
Emcee mention	✓	✓	✓	✓
Logo on screen (tiered)	✓	✓	✓	✓
Partner recognition on badge	✓	✓	✓	✓
Complimentary ticket(s) to event	2	3	5	Full table
Podium Time/Activation		3 mins	4 mins	5 mins
Social media takeover during Ottawa Meet Week on platform of choice				✓
1st right to renew				✓

Additional Sponsorships at Prix Prestige & Charity Auction

	Dessert Sponsor \$6,000	Reception Sponsor \$6,000	Wine Sponsor \$6,000
Assets	Cost of dessert is an additional fee	Plus the cost of an activation or one drink per guest	Plus the cost of two wine bottles per table or a total of \$2,500
All Motivator level assets	✓	✓	✓
Activation during dessert	✓		
Activation during reception		✓	
Activation at the beginning of the event (toast)			✓

Value In-Kind Sponsorship

All value in-Kind sponsorships are greatly appreciated! MPI Ottawa will work with our in-Kind sponsors to customize a pack specifically for them. They will be categorized under the following tiers and receive comparable recognition provided to other sponsors at these levels:

Builder Up to \$2,500 in value

Supporter \$2,501 - \$5,000 in value

Enhancer \$5,001 - \$8,000 in value

Motivator \$8,001 - \$13,000 in value

Activator \$13,000 or more in value

Website Advertising

Asset	1 month investment	3 month investment	6 month investment
Homepage Leaderboard or Sidekick	\$500	\$1,200	\$2,200
Run of site Leaderboard or sidekick	\$600	\$1,300	\$2,200
Feature Article	\$700		
Event Article	\$700		

Other Sponsorship Opportunities



1.VOLUNTEER APPRECIATION EVENT

2.LANYARD SPONSOR

3.CUSTOM SPONSORSHIP

4.EDUCATION EVENT SPONSOR

Glossary

INVESTMENT

No tax is charged on sponsorships. Your invoice will be emailed to you within 5 business days and payment is required within 30 days of receiving your invoice.

PODIUM TIME/ACTIVATION

At Prix Prestige, this time allotted also includes the announcement of the award winner. All other events, this time is provided to the partner speaking as well as video time. If there is an activation included, and this activation must be approved by MPI Ottawa.

COMPLIMENTARY TICKETS(S)

A link will be provided to the partner to received the allocated number of tickets to their sponsored event.

SPONSOR RECOGNITION ON NAME

BADGE

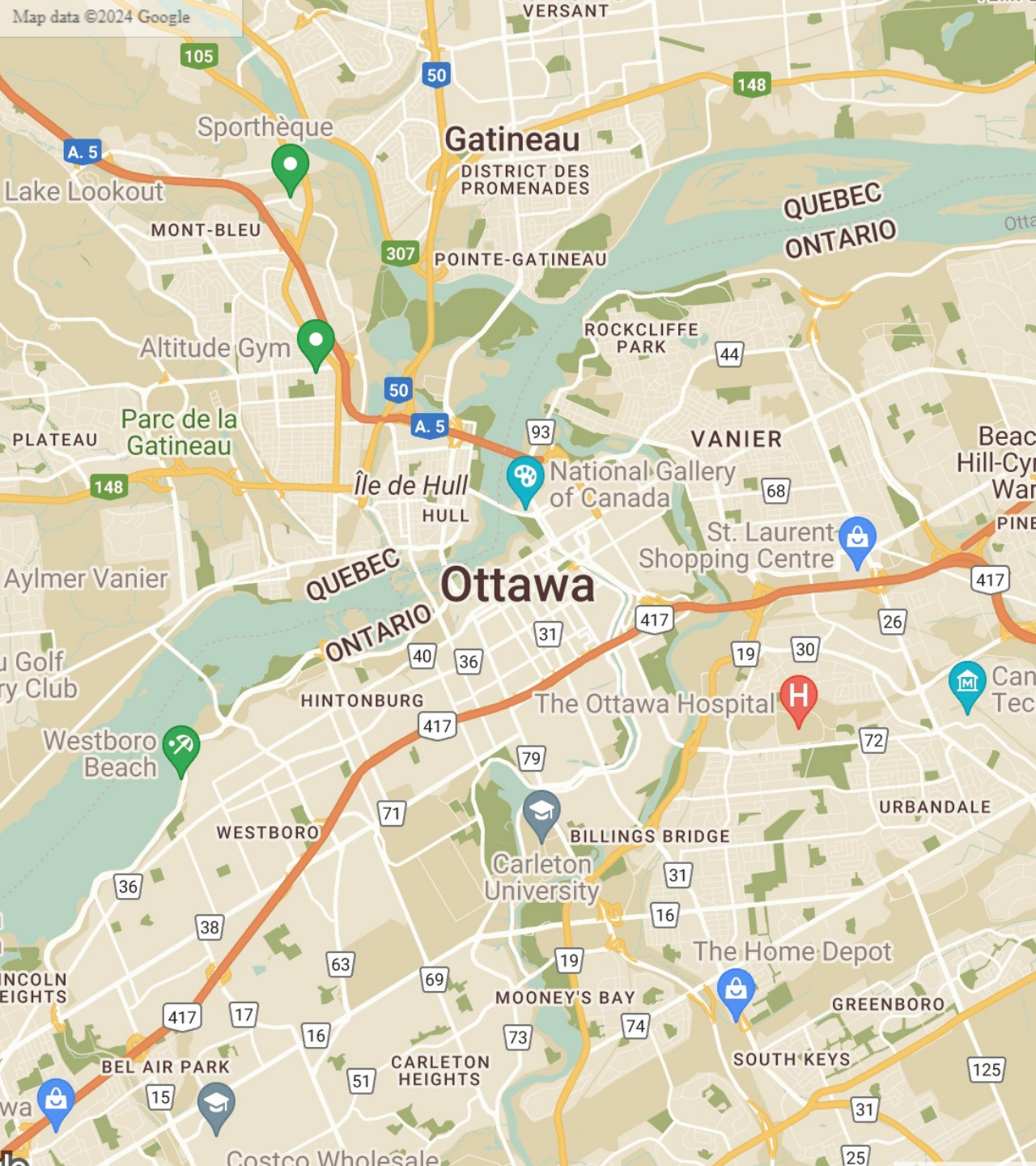
Below name and company on name tag, partner will be recognized as a sponsor and/or a sponsor ribbon will be provided for partner to attach to name tag.

VERBAL RECOGNITION

The emcee will formally thank our lead sponsors from the mic during the conference.

MPI SOCIAL MEDIA POST ON LINKEDIN/PLATFORM OR CHOICE

Dedicated sponsor post that will include all sponsors of the event. Sponsor must advise what platform at least two weeks in advance of the event.



Contact Us

MPI Ottawa Chapter

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🌐 www.mpiottawa.ca