

# SPONSORSHIP PROSPECTUS

2023-2024



WWW.MPI.ORG/CHAPTERS/OTTAWA

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# Partnership and Sponsorship Opportunities

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## Meeting Professionals International

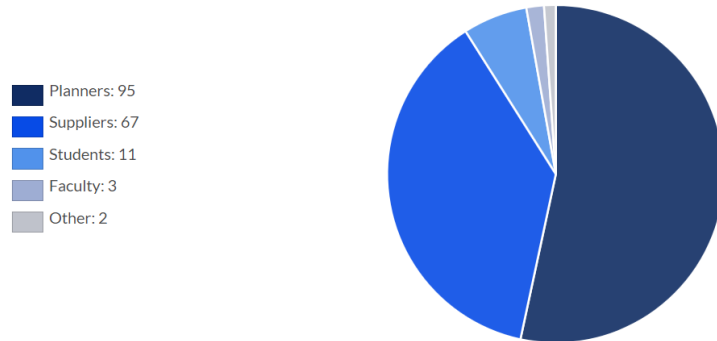
Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and the Plan Your Meetings non-traditional meeting planner audience. It has more than 90 chapters and clubs in 24 countries!

## Why partner with MPI Ottawa?

MPI Ottawa is the largest organization of meeting professionals in the National Capital Region, with over 175 members in Ottawa and Gatineau, and is the second largest MPI chapter in Canada. Our membership is composed equally of both suppliers and planners - from students to senior level professionals. Our planner professionals service the association, government, and independent markets, while our supplier professionals are involved in hotels, conference centers, audio-visual, tourism bureaus, and everything in between.

As our strategic partner, you can embrace the “Buy MPI” approach. MPI members want to work with organizations they know and can trust, and fellow members and supporters of MPI are valued based on the knowledge we all share. Let us connect you with your fellow industry professionals by collaborating with our Chapter.

MPI Chapter Membership Population



## Annual MPI Ottawa 2023 – 2024 Partnership Opportunities

### 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 e-blast				✓	✓
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					✓

### 2023-2024 Student Partnership

MPI Ottawa is invested in our Future Leaders, and we want to open doors for new opportunities. Here is your opportunity to develop five future leaders for our great industry. We will work with Algonquin College to award 5 deserving students.

Assets	All for one! \$4,000 exclusive partnership	Share with 3 Friends \$1,000 each
Logo and link on MPI Ottawa's Website	✓	✓
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 ask of student: 20 hours of volunteering with chapter in calendar year	✓	✓
Event picture with partner	✓	✓
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 Event, and one Signature Event and GMID	4	1 each
Podium time/activation at chosen event	4 mins	1 mins each
Exclusive sponsorship of evening – recognition as the sponsor that has solely covered all costs for MPI Ottawa students	✓	✓
Shared sponsorship of evening – shared recognition		✓

*\*Shared sponsorship must be sold together. This means sponsors need to work together right from the start to share this.*

## Event-Specific Sponsorship Opportunities

### Prix Prestige Awards Gala

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.

Assets	Enhancer \$3,000	Motivator \$5,500	Activator \$8,000	Champion \$10,000 <i>one available</i>
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 to event	2	3	5	Full table
Sponsor of specific award at event (five available)		✓	✓	✓
Podium Time/Activation <i>(including announcing award recipient)</i>		3 mins	4 mins	5 mins
Host nominee (s) at your table		✓	✓	✓
1 <sup>st</sup> right to renew				✓

### Charity Auction

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. The charities the chapter supports are the MPI Foundation, Ottawa School Breakfast Program, Hopewell, Ottawa Food Bank and Mission Outaouais. In 2022, we raised approximately \$33,000.

Assets	Enhancer \$3,000	Motivator \$5,500	Activator \$8,000	Champion \$10,000 <i>one available</i>
Logo and link on MPI Ottawa's Website (tiered)	✓	✓	✓	✓
MPI Ottawa social media post on LinkedIn	1	1	2	3
MPI Ottawa 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 to event	2	3	5	Full table
Podium Time/Activation		3 mins	4 mins	5 mins
Social Media take-over during Ottawa Meet week on preferred platform of choice				✓
1 <sup>st</sup> right to renew				✓

### Additional Event Sponsorships at Prix Prestige & Charity Auction

Asset	Dessert Sponsor \$5,500 <i>+ cost of dessert</i>	Reception Sponsor \$5,500 <i>+cost of one drink per guest</i>	Wine Sponsor \$5,500 <i>+cost of 2 bottles of wine per table.</i>
All motivator level assets	✓	✓	✓
Activation during dessert	✓		
Activation during reception		✓	
Activation at beginning of evening (toast)			✓

### 2024 Volunteer Appreciation Event

Every year, MPI Ottawa will have a celebration to recognize the hard work and effort that all our volunteers put forth. It is our way in saying thank you and celebrating our years achievements.

Assets	All for one! \$6,000 exclusive partnership	Share with a friend! \$3,000 each sponsor*
Logo and link on MPI Ottawa Website	✓	✓
MPI Ottawa social media post on LinkedIn	2	2 shared

MPI Ottawa social post on platform of choice	2	2 shared
Event picture with partner	✓	✓
Attendee List pre & post	✓	✓
Banner at event (provided by partner)	✓	✓
Emcee mention	✓	✓
Partner recognition on badge	✓	✓
Complimentary ticket(s) to event	4	2 each
Podium Time/Activation	4 mins	2 mins each
Exclusive sponsorship of evening – recognition as the sponsor that has solely covered all costs for MPI volunteers	✓	
Shared sponsorship of evening – shared recognition		✓

*\*Shared sponsorship must be sold together. This means both sponsors need to work together right from the start to share this.*

## Value In-Kind Sponsorships

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

<b>Builder</b> Up to \$2,500 in value	<b>Supporter</b> \$2,501 - \$5,000 in value	<b>Enhancer</b> \$5,001 - \$8,000 in value	<b>Motivator</b> \$8,001 - \$13,000 in value	<b>Activator</b> \$13,000 +
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## Website Advertising opportunities

Asset	1 month Investment	3-month investment	6-month investment
Homepage Leaderboard or Homepage sidekick	\$500	\$1,200	\$2,200
Run-of-site Leaderboard or sidekick	\$450	\$1,250	\$2,080
Feature Article	\$700		
Event Article	\$700		

### Event/Sponsorship not on this list?

No problem at all!! Just email us at [partnerships@mpiottawa.ca](mailto:partnerships@mpiottawa.ca) and we will gladly work with you to customize a sponsorship or event of your choice!

## Asset 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.

### Right to use MPI Ottawa's logo and name

As per your contract, all use of the logo and name must be approved by MPI before posting.

**Job Posting** A short description and link for application may be included. Any updates must be provided by the partner.

### Opportunity to donate item to MPI Ottawa's silent auction.

The partner must work with the Charity auction committee to provide this item. This does not mean that the partner will be considered a sponsor at the Charity Auction.

### Verbal recognition at MPI Education Events

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

### Banner advertisement on MPI Ottawa's website

Banner advertisement must be provided to MPI Ottawa at a size of 728 x 90. Banner ads can be updated every two months.

### Sponsor profile in MPI Ottawa's e-blast

Sponsor profile to be provided by partner and will be within one e-blast per year.

### Content provided by sponsor in newsletter.

Content must be provided by partner and be approved by MPI. One article per year.

### Sponsor recognition on ribbon

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.

**MPI social media post on LinkedIn/platform of 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.

**Event picture with partner**

Photos will be posted online or if required can be sent to partner upon request.

**Complimentary ticket(s) to event.**

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

**Sponsor specific awards.**

There are five awards at the Prix Prestige event. This will leave the total number of sponsor availability to five for these types of sponsorships.

**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.

