



STRATEGIC PARTNERSHIP OPPORTUNITIES

JULY 1, 2019 – JUNE 30, 2020



mpitn.strategicalliances@gmail.com



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MP*I* TENNESSEE
CHAPTER



WHY PARTNER WITH MPI TENNESSEE?



The meetings industry contributes MORE to the United States GDP than air transportation, motion picture, sound recording, performing arts, and spectator sports.

MPI Tennessee is currently recognized by MPI Global as one of the top performing chapters in the world



360+ members represent over \$185 million in buying power



Est in 1980 to provide **continuing ed, professional development, and business growth** to meeting professionals in TN and beyond



MPI Global has 17,500+ members in 52 chapters across 19 countries and is the **global authority and resource** for the meetings and events industry



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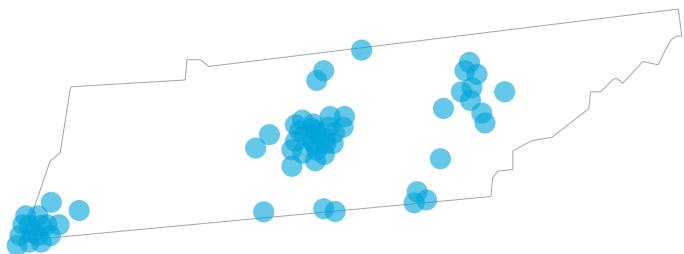
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CHAPTER PROFILE

360+

members representing all areas
of the state



RECOGNIZED AS A TOP PERFORMING CHAPTER BY MPI GLOBAL



2018 Overall
Chapter
Satisfaction Award

RISE Winner 2018

2018 Leadership
Satisfaction
Award

RISE Winner 2016

2016 RISE
Member of the
Year, former
Chapter President
Carol Norfleet,
CMP, DMCP



Educational Luncheons

9+ opportunities to share your brand & story



Additional Dedicated Events

8+ networking events throughout the year
(ie. MIX, CONNECT, Gala)



Facebook

1,562 followers



Instagram

461 followers (started Aug '18)



Twitter

2,114 followers



Email List

50% open rate



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SPONSORSHIP LEVELS*

	Mtgs/Mix Sponsorship	Gold Sponsor	Platinum Sponsor	Diamond Sponsor	A La Carte Options
	Description	One Time Benefit	Annual Benefits	Annual Benefits: our most popular package	Primary sponsor for all educational luncheons
EDUCATIONAL LUNCHEONS	Ribbon on name tag	Sponsor Ribbon	Gold Ribbon	Platinum Ribbon	Education Ribbon
	Complimentary tickets	2 (can be split; CONNECT & GMID excluded)	4 (can be split; CONNECT & GMID excluded)	6 (can be split; CONNECT & GMID excluded)	12 (can be split; GMID excluded)
	Tabletop display + 2 min mic time	1 luncheons (GMID excluded)	1 luncheons (GMID excluded)	2 luncheons (GMID excluded)	4 luncheons (GMID excluded)
	Visual & verbal recognition	During sponsored luncheon	Every luncheon	Every luncheon	Every luncheon
ONLINE PROMOTION	Website visibility	1x: Logo w/hyperlink	Monthly: Logo w/hyperlink	Monthly: Logo w/hyperlink	\$250: 1 month visibility
	PlanIt Tennessee (chapter monthly newsletter)	1x logo	Monthly logo	Monthly logo	Monthly logo with hyperlink \$250: logo in 1 month's publication (limit 2/yr)
	Dedicated E-Mail Blast to membership		1x annually	2x annually	2x annually
	Social Media mentions	thank you post in the month of sponsorship	regular monthly thank you posts	regular monthly thank you posts	each month's educational lunch post
GALA	FB, LinkedIn, and/or Twitter dedicated post	1x annually (w/hyperlink)	3x annually (w/hyperlink)	6x annually (w/hyperlink)	6x annually (w/hyperlink) \$250/post (w/hyperlink)
	Gala: visual recognition		included	included	included
	Gala: Comp tickets			2	4
	Member Price Non-Member	\$1,200 \$1,500	\$2,500 \$3,000	\$3,200 \$4,000	\$7,500 \$9,000

*The Strategic Alliances committee will reach out to you quarterly about benefit fulfillment, however it is the **responsibility of the sponsor to schedule and supply promotional materials** in a timely manner



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MIC TIME

Speak, show a promo video, or juggle- it's up to you!



TABLETOP DISPLAY

Table & optional skirting provided



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EDUCATIONAL LUNCHEONS

Average
Attendance
120-150



Top
Industry
Speakers
(shown: Michael
Dominguez, CSO, MGM
& Michelle Johnson,
President & CEO, ALHI)

Engaged
Audience



Unique
Venues



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NETWORKING MIXERS



Average
Attendance
80



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SPONSORSHIPS ALSO AVAILABLE FOR

Transportation

Individual Monthly Luncheons

Board Retreats

MIX events

CONNECT (2-day event)

Annual Gala & Awards

40th Anniversary (2020)



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