



STRATEGIC PARTNERSHIP OPPORTUNITIES

JULY 1, 2019 – JUNE 30, 2020



mpitn.strategicalliances@gmail.com



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MPI

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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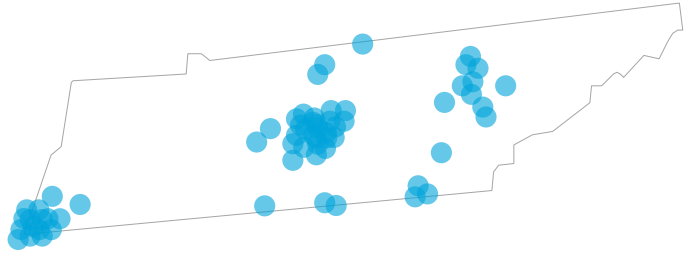


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CHAPTER PROFILE

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 Lunches

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	Only MPI Tennessee Members are eligible
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	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	
	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	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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