

 **MPI**
NEW JERSEY
CHAPTER
GIVE. GET. GROW.
Join us and be connected!



**SHINE THE SPOTLIGHT ON YOUR COMPANY
AND MAXIMIZE YOUR TARGETED MARKET EXPOSURE!**



**2017-2018
SPONSORSHIP OPPORTUNITIES**

www.mpinewjersey.org

2017-2018 SPONSORSHIP AND MARKETING OPPORTUNITIES



give.
get.
grow.

WHY SPONSOR WITH THE MPI NEW JERSEY CHAPTER?

With \$474 million dollars in annual chapter buying power, you can't afford to miss this opportunity.

More than half of our membership (58%) is comprised of corporate, association, medical, financial, and third-party planners for your company to connect with face to face and through our digital marketing platforms all year long!

MAXIMIZE YOUR EXPOSURE WITH THESE SPONSOR OPPORTUNITIES:

- Monthly Education Programs
- Chapter "Meet Up" Networking Events
- Annual Special Events
- Annual "More Than Just Golf" Event
- Board of Directors Bi-Annual Retreats
- Volunteer Appreciation Event
- CMP/CMM Recognition Event
- Chapter Awards Celebration Event
- Community Outreach Programs

TO SECURE YOUR SPONSORSHIP:

1. Select which event(s) you want to participate in as a sponsor.
2. Select the level of commitment your company is comfortable with financially.
3. Contact our Chapter Administrator to select sponsor benefits based on the sponsor level that best accommodates your marketing needs.

COOPERATIVE SPONSORSHIPS

If you want to share a sponsorship with a peer company, we welcome cooperative sponsorships. Please contact our Chapter Administrator to learn more about this opportunity.

IN-KIND SPONSORSHIPS

Opportunities are available to support our chapter programs and events with services such as: Venue, Catering, A/V, Event Décor, Print Marketing, Photography, Signage & more. Interested? Contact us to learn more.



For more information, please contact
Heather Kresge, Chapter Administrator
Email: admin@mpinewjersey.org
Telephone/Text: 570-620-8491
www.mpinewjersey.org

2017-2018 SPONSORSHIP AND MARKETING OPPORTUNITIES



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BENEFITS OF SPONSORSHIP INCLUDE:

(BENEFIT SELECTIONS WILL BE BASED ON SPONSOR LEVEL.)

- Face time with qualified buyers based in New Jersey
- Marketing exposure on the chapter website and in chapter emails
- Spotlight post on our Social Media platforms
- Reserved seating (or table) at a Chapter Education Program
- Personal Introductions
- Exhibit table at sponsored Education Program and/or Special Event
- Attendee list for post-event marketing
- Stage recognition (3 minutes) at sponsored Education Program
- Introduce Education Program Topic/Speaker
- Article or Advertorial inclusion in "Onsite Online" chapter blog
- Standalone email advertisement
- Provide promotional giveaways in "swag bags" at chapter event and Prize Giveaways
- Take over our social media page for one day with posts



GIVE MORE. GET MORE.

DIAMOND PARTNERSHIP

\$15K or more investment

GOLD PARTNERSHIP

\$10K investment

SILVER PARTNERSHIP

\$5K investment

BRONZE PARTNERSHIP

\$1K TO \$2.5K investment

Every sponsorship package will be customized so you can select the benefits that mean the most to YOU!

EDUCATION PROGRAM SPONSORSHIPS

September, October and November 2017
January, February, March, and May 2018

SPECIAL EVENT SPONSORSHIPS

October 2017 and June 2018

CMP /CMM RECOGNITION EVENT SPONSORSHIP

April 2018

BOARD OF DIRECTOR RETREAT SPONSORSHIPS

January 2018 and May 2018

(Please note: Dates and programs subject to change.)

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"SHARE YOUR CITY" SPONSORSHIP

A SPECIAL SPONSORSHIP FOR A CVB AND THEIR DESTINATION PARTNERS TO PARTICIPATE IN TOGETHER!

YOU'RE INVITED TO PARTICIPATE IN OUR "CVB PARTNER" SHOWCASE.

We are proud to offer a highly affordable and effective opportunity to showcase your city or destination with the anchor of a CVB and the opportunity to bring along destination partners to cooperatively share in the expense and Share Your City!

Planners make up 58% of our chapter membership. If New Jersey is one of your markets, taking advantage of this special "Share Your City" sponsorship package presents an efficient way to get valuable face time with MPI New Jersey Chapter planners who've already booked upcoming meetings, conferences and/or conventions in your destination OR may be potential future customers who simply need to meet you in person. We believe this opportunity is the most efficient way to respect our planners time and encourage them to participate and attend the education program.

We hope you'll join us and get connected!

SHARE YOUR CITY SPONSOR FEE: \$5,000.00

WHAT YOU GET (SELECT 6)

- Face time with qualified buyers based in New Jersey
- Annual recognition as a Silver Chapter Partner
- Marketing exposure on the chapter website and in chapter emails on our Facebook page
- Reserved table of 6 seats at the sponsored Chapter Education Program (Invite planners to sit at your table!)
- Social Media Day: Take over our social media page for one day with up to 6 marketing posts
- Personal Introductions
- Time before and after the program to schedule meetings with planners
- Exhibit table at sponsored Education Program
- Attendee list for post-event marketing
- Spotlight time (3 minutes maximum) on stage at sponsored Education Program (1 presenter only)
- Marketing video reels shared on our Social Media platforms
- Advertorial inclusion in "Onsite Online" chapter blog
- Standalone email advertisement
- Provide promotional collateral at chapter event
- Destination prize giveaways



**ONLY 2
SPOTS
AVAILABLE!**

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2017-2018 IN-KIND SPONSORSHIP BENEFITS MENU

BENEFITS FOR EACH LEVEL OF IN-KIND SPONSORSHIP INCLUDES:

- Company logo/hyperlink to website on event page of sponsored program or listed as year-round partner
- Company logo included on the screen at program your company is supporting
- Company logo/hyperlink in promotions of program your company is supporting

IN-KIND SPONSOR AND PARTNERSHIP LEVELS:

MPI New Jersey Chapter Premier Partner
Select 12 Benefits
(Value of \$15,000+)

MPI New Jersey Chapter Partner
Select 9 Benefits
(Value of \$10,000+)

MPI New Jersey Chapter Supporter
Select 6 Benefits
(Value of \$5,000+)

Friends of MPI New Jersey Chapter
Select 3 Benefits
(Value of \$1,000+)



IN-KIND BENEFITS MENU

- Reserved seating at Sponsored Program
- Seating at the President's Table
- Attendee mailing list for post-event marketing
- Social Media "Spotlight" Post
- Square banner advertisement on website for one (1) month

BENEFITS BELOW COUNT AS TWO (2) ITEMS:

- One (1) registration to the Educational Program of your choice
- Standalone email advertisement
- Banner advertisement in email promotion
- Square banner advertisement on website for three (3) months
- Stage recognition (3 minutes) at sponsored program
- Article or advertorial inclusion in "Onsite •Online" chapter blog
- Social Media Takeover: 4 posts. 1 day.

For more information, please contact Heather Kresge, Chapter Administrator
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