



# KENTUCKY BLUEGRASS CHAPTER

**STRATEGIC PARTNERSHIP  
OPPORTUNITIES**



[info@mpikbc.org](mailto:info@mpikbc.org)



[www.kbcmpi.org](http://www.kbcmpi.org)



[@mpikbc](https://www.instagram.com/mpikbc)

# Why MPI Kentucky Bluegrass Chapter?

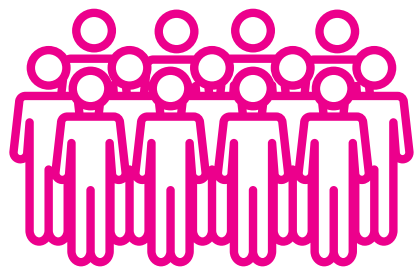
Membership Data as of 2021

TOP PERFORMING



2021 CHAPTER AWARD

ONE OF THE 22 GLOBAL CHAPTERS  
NAMED A 'TOP PERFORMING' CHAPTER



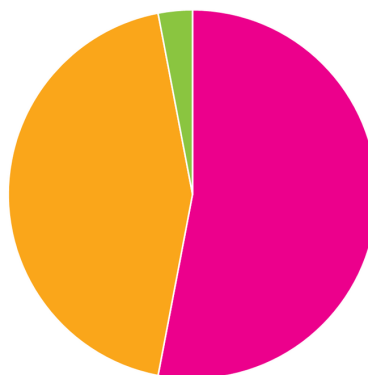
**100+**  
MEMBERS

**44%**  
SUPPLIERS



**\$34+ MILLION**  
ANNUAL CHAPTER  
MEMBER BUYING POWER

**4%**  
OTHER



**53%**  
PLANNERS

## WHAT PROPERTY TYPES DO MPI KENTUCKY BLUEGRASS PLANNER MEMBERS BOOK?

**59%**



DOWNTOWN &  
CONVENTION  
HOTELS

**44%**



CONVENTION &  
CONFERENCE  
CENTERS

**25%**



RESORTS

**20%**



SUBURBAN  
HOTELS

**16%**



CAMPUS,  
CRUISE  
& OTHER

**12%**



AIRPORT  
HOTELS



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# Strategic Partnership Packages

	Type of Partnership	Event Sponsor <i>(one-time benefit)</i>	Silver Sponsor <i>(annual benefit)</i>	Gold Sponsor <i>(annual benefit)</i>	Diamond Sponsor <i>(annual benefit)</i>	Platinum Sponsor <i>(annual benefit)</i>
EDUCATIONAL EVENTS	Sponsor Ribbon on Name Badge	Included	Included	Included	Included	Included
	Ability to Distribute Promotional Material at Event	1 Educational Event	2 Educational Events	1 Signature Event	3 Signature Events	2 Educational & 3 Signature Events
	Tabletop Display at Event and 2 Minutes of Microphone Time	1 Educational Event	2 Educational Events	1 Signature Event	3 Signature Events	2 Educational & 3 Signature Events
	Visual & Verbal Recognition	1 Educational Event	2 Educational Events	1 Signature Event	3 Signature Events	2 Educational & 3 Signature Events
	Complimentary Event Tickets	1	2	-----	-----	2
SIGNATURE EVENTS	Complimentary Event Tickets	-----	-----	1	2	3
	Visual & Verbal Recognition	-----	-----	-----	Included	Included
ONLINE PROMOTION	Website Visibility (includes logo hyperlink to sponsor website)	1 Month	1 Month	6 Months	12 Months	12 Months
	Logo Visibility in MPI KBC Chapter E-Newsletter	1 Quarterly Newsletter	2 Quarterly Newsletters	2 Quarterly Newsletters	3 Quarterly Newsletters	All Quarterly Newsletters for Year
	Dedicated E-Blast to Membership <i>(sponsor to provide copy and artwork)</i>	-----	1 E-Blast	1 E-Blast	2 E-Blasts	2 E-Blasts
	Social Media Shout-outs	'Thank You' Post the Month of Sponsorship	'Thank You' Post the Months of Sponsorship	Monthly 'Thank You' Posts for Sponsorship	Monthly 'Thank You' Posts for Sponsorship	Monthly 'Thank You' Posts for Sponsorship
	Dedicated Social Media (includes hyperlink to sponsor social media)	1 Post	2 Posts	3 Posts	4 Posts	6 Posts
	Partnership Investment (MPI member - local or global)	\$500.00	\$750.00	\$1,000.00	\$3,000.00	\$5,000.00
	Partnership Investment (non-member)	\$1,000.00	\$1,500.00	\$2,000.00	\$4,000.00	\$7,000.00

Annual Partnerships can be split into 2 payments. First payment due at signing of Strategic Partnership Agreement and 2nd payment due on first day of the 7th month of partnership term.



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# Advertising Opportunities

You can reach our MPI Kentucky Bluegrass Chapter and beyond with advertising on our website, in our quarterly newsletter or through our social media. Advertising opportunities are available to venues, services or products that serve the event or hospitality industry. Member and non-member rates are available.

## WEBSITE ADVERTISING

Inline Banner

1 Month = \$75      6 Months = \$300  
3 Months = \$150      12 Months = \$450

728 x 90 Pixels

Sidekick Banner

1 Month = \$100      6 Months = \$400  
3 Months = \$200      12 Months = \$600

300 x 250 Pixels

## E-NEWSLETTER, E-BLAST & SOCIAL MEDIA ADVERTISING

Quarterly E-Newsletter  
Sidekick Banner

1 Quarter = \$50      3 Quarters = \$125  
2 Quarters = \$75      4 Quarters = \$150

120 x 120 Pixels

Quarterly  
E-Newsletter Article

\$200  
(1) Article Submission to Promote Venue, Service or  
Product to Run in (1) Issue of E-Newsletter

Social  
Media Post

\$50 per post  
(1) Post on MPI KBC Instagram or Facebook  
Promoting Venue, Service or Product

Email  
Marketing

\$250  
(1) Dedicated E-blast to MPI KBC Mailing List

All artwork, photos and copy to be provided by advertiser. All artwork, photos and copy are subject to approval of MPI Kentucky Bluegrass Chapter.

## In-Kind Sponsorship Opportunities

MPI Kentucky Bluegrass Chapter has many in-kind sponsorship opportunities that would allow you to place your business in front of our members and your potential future customers.

For current opportunities, please visit [www.kbcmpi.org](http://www.kbcmpi.org) and click on the 'Sponsors' option. If you do not see an opportunity that fits your venue, service or product, email [info@mpikbc.org](mailto:info@mpikbc.org) so we can customize an opportunity for you.



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# What's Next?

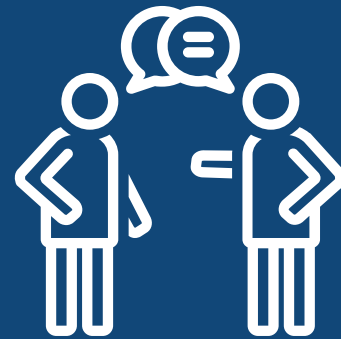


## *first*

Contact us to let us know you are interested. We love to hear from our industry peers.

## *second*

Let's set up a time to talk about our Strategic Partnership Opportunities and answer any questions you have.



## *third*

Make it official! We'll send you a Strategic Partnership Agreement. Once the dotted line is signed, the collaboration begins!



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# *Thank you*

WE LOOK FORWARD TO  
PARTNERING WITH YOU!



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