



# 2021 - 2022 SPONSORSHIP & ADVERTISING GUIDE

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PARTNERSHIP OPPORTUNITIES



**To inquire or purchase, contact:**  
[sponsorship@mpiwsc.org](mailto:sponsorship@mpiwsc.org)  
[www.mpiwsc.org](http://www.mpiwsc.org)

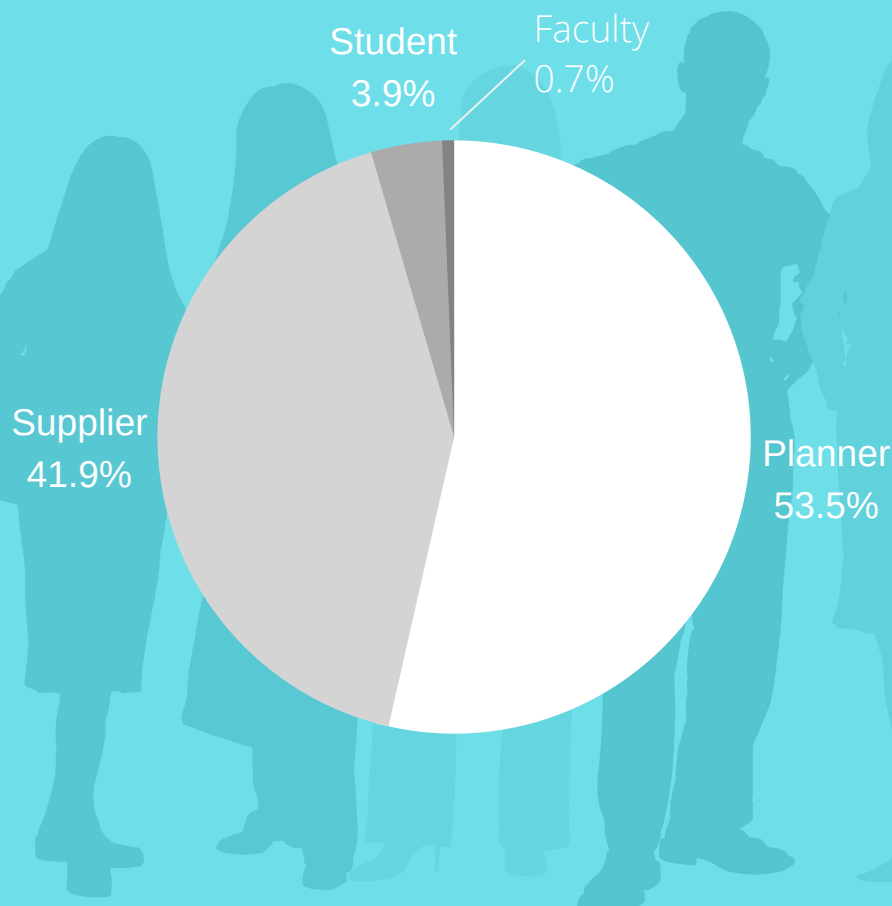
# The Value of Sponsorship

*Get your message in front of the right people*

Our 150+ chapter members have an estimated buying power of more than \$74M. Get your organization in front of these important industry professionals for maximum exposure to the meetings & events industry in Washington state.

Supporting MPIWSC through a sponsorship opportunity shows your organization's dedication to the industry and provides you with the benefits that give you opportunities to get in front of the customers that matter to you.

## Membership



## Estimated Buying Power

Planner - \$61,850,000  
Supplier - \$12,575,000

## Planning Locations

United States  
19 International Locations

# Sponsorship Packages

*Let Us Help You Achieve Your Goals*

## \$500 Essential Sponsorship

- Logo and link on MPIWSC Sponsorship webpage - 3 months
- Recognized at all MPIWSC Programs - 3 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 3 months
- Recognized as Sponsor on chapter Facebook page - 3 months
- 1 registration to an MPIWSC Educational Virtual Programs
- 1 registration for MPIWSC's Annual Chapter Awards
- 1 registrations to MPIWSC's Annual Chapter Auction (subject to years in which auction is held)
- 1-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 1 social media post via MPIWSC's Facebook or Twitter to promote your company

## \$750 Premium Sponsorship

- Logo and link on MPIWSC Sponsorship webpage - 6 months
- Recognized at all MPIWSC Programs - 6 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 6 months
- Recognized as Sponsor on chapter Facebook page - 9 months
- 2 registrations to an MPIWSC Educational Virtual Programs
- 2 registrations for MPIWSC's Annual Chapter Awards
- 2 registrations to MPIWSC's Annual Chapter Auction (subject to years in which auction is held)
- 2-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 2-month sidekick advertisement in MPIWSC's website
- 2 social media post via MPIWSC's Facebook or Twitter to promote your company

# Sponsorship Packages, cont.

*Let Us Help You Achieve Your Goals*

## **\$1,500 Silver Sponsorship**

- Logo and link on MPIWSC Sponsorship webpage - 9 months
- Recognized at all MPIWSC Programs - 9 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 9 months
- Recognized as Sponsor on chapter Facebook page - 9 months
- 3 registrations to an MPIWSC Educational Virtual Programs
- 3 registration for MPIWSC's Annual Chapter Awards
- 3 registrations to MPIWSC's Annual Chapter Auction (subject to years in which auction is held)
- 3-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 3-month sidekick advertisement in MPIWSC's website
- 3 social media post via MPIWSC's Facebook or Twitter to promote your company
- 1 article in our monthly e-mail newsletter sent to our membership by MPIWSC
- 1 registration to The Hive

## **\$2,500 Gold Sponsorship**

- Logo and link on MPIWSC Sponsorship webpage - 12 months
- Recognized at all MPIWSC Programs - 12 months
- Sponsor Ribbon on Name Badge at all in-person MPIWSC Programs - 12 months
- Recognized as Sponsor on chapter Facebook page - 12 months
- 1 registration to The Hive
- 3 registrations to an MPIWSC Educational Virtual Programs
- 3 registration for MPIWSC's Annual Chapter Awards
- 3 registration to MPIWSC's Annual Chapter Auction (subject to years in which the auction is held)
- 4-month sidebar advertisement in MPIWSC's Monthly E-Blast
- 4-month sidekick advertisement in MPIWSC's website
- 3 social media post via MPIWSC's Facebook or Twitter to promote your company
- 1 article in our monthly e-mail newsletter sent to our membership by MPIWSC

# Advertising Opportunities

*A variety of options to effectively deliver your message*

## E-Mail Advertising

- More than 1,000 subscribers to our e-mail list
- 30% average open rate, nearly 50% among MPIWSC members!
- 16% average click-through rate
- Average of 5 E-Blasts sent per month

## E-Mail Banner Ads

- 800 x 75 pixels
- Includes link to your website

<b>Top Banner</b>	<b>3 Months</b>	<b>6 Months</b>	<b>9 Months</b>	<b>12 Months</b>
Member	\$500	\$900	\$1,350	\$1,800
Non-Member	\$800	\$1,500	\$2,100	\$2,500

<b>Bottom Banner</b>	<b>3 Months</b>	<b>6 Months</b>	<b>9 Months</b>	<b>12 Months</b>
Member	\$400	\$750	\$1,100	\$1,450
Non-Member	\$700	\$1,400	\$2,000	\$2,400

## E-Mail Sidebar Ads

- 140 x 140 pixels
- Includes link to your website

<b>Sidebar</b>	<b>3 Months</b>	<b>6 Months</b>	<b>9 Months</b>	<b>12 Months</b>
Member	\$300	\$600	\$800	\$1,000
Non-Member	\$600	\$1,200	\$1,000	\$2,050

# E-Mail Advertising, cont.

## Dedicated E-Blast

Your content -- and your content *only* -- delivered in a dedicated E-Blast to our full subscriber list. You provide the content and we send out the e-mail on a mutually agreed upon date.

### Dedicated E-Blast

Member	\$1,000
Non-Member	\$1,800

## Monthly E-Blast Article

Have exciting news to share about your business? An article is a great way to share! Articles are 5-6 sentences long and can feature hyperlinks and 1 image. (The Monthly E-Blast goes out to all MPIWSC members -- about 270 members -- and has nearly a 50% open rate and 20% average click through rate.

### Article in Monthly E-Blast

Member	\$300
Non-Member	\$700

Top Banner

Sidebar Ad

Article

**MPI | WASHINGTON STATE CHAPTER**

**MEET IN SEATTLE'S BACKYARD** GET YOUR EVENTS GUIDE SEATTLE SOUTHSIDE Regional Tourism Authority

**UPCOMING EVENTS**

- SAFECO FIELD** Annual Chapter Awards Tuesday, June 26, 2018
- Showbox** John Educational Program Tuesday, July 24, 2018
- SPiN** Strength Social Thursday, August 9, 2018
- EMBASSY SUITES** Annual Chapter Auction Wednesday, September 26, 2018

**Welcome Our May New Members**  
Kelsey Burdick - The Westman Hotel | Poelle Curtis - Seattle Southside Regional Tourism Authority | Matthew Donegan-Ryan - Eventstore | Kim Fleming - Health Resources Services Institute | Michael Hall - The Skagiler | Steven Todd Jones - Balloon Designers | Maria Leung - Agency Lake Washington | Aleah Roe - Columbia Hospitality

Want to save some money when you renew your membership? Refer a friend to MPI and you'll be credited \$20! Just make sure they have your name and membership number - as an added bonus, your friend will save \$50!

**Congratulations to Hall of Leaders Inductee, Corbin Ball!**  
Long-time MPIWSC member Corbin Ball, CMR, CSP, CDE, MS, was recently chosen for induction into the Hall of Leaders by the [Event Industry Council](#). A ceremony will be held on October 16, 2018 in Las Vegas during IMEX America. Corbin is widely-known for his writing and consulting on event technology. Our chapter has an award in his honor, the Corbin Ball Industry Leader of the Year and he will be presenting it to a deserving member on June 26th of the chapter awards program. If you haven't registered yet, please do so [here](#).

**Member SPOTLIGHT - JENÉ ICEBERG**  
Jené grew up in Pasco and went to college in Ellensburg where she got her start in the Hospitality industry by taking an Introduction to Recreation and Tourism class. From there, Jené joined MPI as a student and attended the Cascadia conference in 2014. From connections she made there, Jené was offered an internship and then full-time position with Seattle Southside. She credits MPIWSC member, Jordan Hathaway, with introducing her to our network of professionals. Jené has spent the last four years doing an awesome job promoting Seattle Southside and serving MPIWSC as a volunteer in multiple roles - Auction Chair in 2016, Hire volunteer in 2017, and currently as Social Media Chair. She will continue supporting the chapter as she

**HEYDENBAUER CENTER**  
Bellevue, Washington Convention Center

**MEETINGS**

**THE POWER OF THE FEMME**

**Meeting & Events in Wine Country**

**ALDERBROOK**

**VOLUME OPPORTUNITIES**

**FAM MPI**

# Website Advertising

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

- More than 479 visitors monthly
- More than 2,000 page views per month

## Sidekick Website Ads

- 300 x 250 pixels
- Includes link to your website

Sidekick Ad	3 Months	6 Months	9 Months	12 Months
Member	\$450	\$600	\$800	\$1,200
Non-Member	\$600	\$900	\$1,200	\$1,500

## Inline Banner Website Ad

- 728 x 90 pixels
- Includes link to your website

Inline Banner	3 Months	6 Months	9 Months	12 Months
Member	\$350	\$500	\$700	\$1,000
Non-Member	\$500	\$750	\$900	\$1,250

# Website Advertising, cont.

Sidekick Ad

The screenshot shows the website for the MPI Washington State Chapter. At the top, there is a navigation bar with links for MEMBERSHIP, EDUCATION, MPI EVENTS, ABOUT, and RESOURCES. A search bar and a 'Watch MPI-TV' button are also present. The main banner features a scenic background with the MPI Washington State Chapter logo and two promotional messages: 'Join Us at Our October Educational Program' (October 30, 2018) and 'Get Involved with MPI Washington State!' (October 1, 2018). Below the banner is a navigation menu with links for ABOUT OUR CHAPTER, EDUCATION & EVENTS, GET INVOLVED, PHOTOS, CHAPTER NEWS, and ADVERTISING.

The main content area is titled 'Contact MPI Washington State Chapter' and includes a map of Olympia, WA, contact information (120 State Avenue NE #202, Olympia, WA 98501, Phone: (360) 867-8813, Email: info@mpiwsc.org), and a 'Join Our Email List' button. A 'Submit Your Content' button is also visible.

Annotations with arrows point to two specific advertisements:

- Sidekick Ad:** Points to a 'Chapter Advertisement' on the right side of the page. It features a blue background with the text 'Get tips and best practices for delivering outstanding events' and a 'GET YOUR COPY' button. Below it is another advertisement for 'wec19 TORONTO' with the text 'SAVE UP TO \$250 WHEN YOU REGISTER BY OCT. 15' and a 'REGISTER NOW' button.
- Inline Banner Ad:** Points to a banner at the bottom of the page. It features the logo for 'attendeemanagement inc' and lists services: Registration, Web Design, Badging, and Onsite. Below this is another 'wec19 TORONTO' advertisement with the same 'SAVE UP TO \$250' offer.

Inline Banner Ad



# Additional Advertising Options

## Social Media Advertising

Our social media accounts have more than 4,000 followers combined, creating a robust audience for your message.

- Facebook - 1,209 followers
- Twitter - 2,525 followers
- Instagram - 942 followers

Social Media Posts	1 Post/1 Platform	1 Post/3 Platforms
Member	\$100	\$250
Non-Member	\$500	\$750

## Supplier Showcase Package

**Supplier Showcase is an opportunity to have an elevated presence at a quarterly Education Program, which average 50 attendees. Showcase Package Includes:**

- 5 complimentary registrations to your sponsored Supplier Showcase Educational Program
- A display table by registration
- Opportunity to provide swag/collateral to be placed at all seats at an event for each attendee *[item(s) to be provided by sponsor]*
- Opportunity to host a special raffle for attendees and collect their business cards
- A brief mention (2-3 sentences) in the event specific E-Blast about your company
- A brief mention (2-3 sentences) on our website on the event-specific page

### Showcase Package

Member	\$1,000
Non-Member	\$1,500*

### Add 5-Minutes Podium Time

Member	+\$500
Non-Member	+\$500