



Strategic Partnership & Advertising Kit 2023-2024

Gain a direct connection with the premier meeting professionals in the Sacramento/Sierra Nevada region!

THE MPISSN CHAPTER ADVANTAGE

- **\$54 Million** | The collective buying power of our chapter's planner members
- **48%** | The percentage of planner members responsible for executing events of 500+ attendees
- **73%** | The number of planner members in MPISSN who control meeting budgets of \$250,000+

WHY ADVERTISE WITH US

Becoming an MPISSN sponsor provides a variety of opportunities and sales tools through events, exhibiting, networking, and advertising that will help you increase your exposure and access to MPISSN members and beyond. Secure market shares for your company and show customers and competitors that business is strong when you appear in the official communication pieces of MPISSN. Located in this packet you will find information on.

- Key Partner Annual Sponsorships
- Event and Education Sponsorships
- Digital Advertising - Website, Email, Newsletter, Facebook

MPISSN WANTS TO BE YOUR ADVERTISING PARTNER

We understand that your advertising dollars need to count, and it is important to get in front of your target audience. Advertising with MPISSN allows your company to reach industry decision-makers. Our strategic sponsorship opportunities are a cost efficient and effective way to increase exposure of your venue and services to decision makers and key influencers.



Upcoming Events

(dates subject to change)

September 12

Education Event

October 19

Coffee, Cocktails & Content

November 9

Education Event

January 25

Coffee, Cocktails & Content

February 27

Crab Feed & Auction

March 20

Education Event

April 10

GMID & Golf Tournament

May 9

Coffee, Cocktails & Content



OUR GLOBAL MARKET & BUYING POWER

MPISSN members represent over 70 companies in the region responsible for thousands of meetings and events annually. MPISSN is composed of planner members that benefit from learning about supplier resources and your company can gain exposure to them with various sponsorships.

Member organizations such as the following:

Advocacy & Management Group, Inc. • Alegria Destination & Events • Association of California Symphony Orchestras • Association of CA Water Agencies • Balanced Body, Inc. • Bobrow Associates, Inc. • C Carter Meeting Management • CA Grain & Feed Association • CA Society of Association Executives • CA Trucking Association • CalCIMA • CA Advocates Management Services • CA Assisted Living Association • CA Association of Boutique & Breakfast Inns • CA Building Industry Association • CA Farm Bureau Federation • CA Grocers Association • CA Hotel & Lodging Association • CA Independent Petroleum Association • CA Medical Association • CA Municipal Utilities Association • CA Society of Enrolled Agents (CSEA) • CSUS • CalRecycle • Child Support Directors Association • UC Berkeley • Events! • Foundation for CA Community Colleges • Frontline Education Health-ISAC • Judicial Council of CA • MedForce • Medtronic • Moulding & Millwork Producers Association • Moxy Strategies • ORRganized Events • ServiceNow • Shaw Yoder Antwih Schmelzer & Lange • Sulema Peterson & Associates • The Annuity Store • UC Davis Global Affairs • UC Davis Eye Center • Western Manufactured Housing Communities Association • Your Meeting Pro

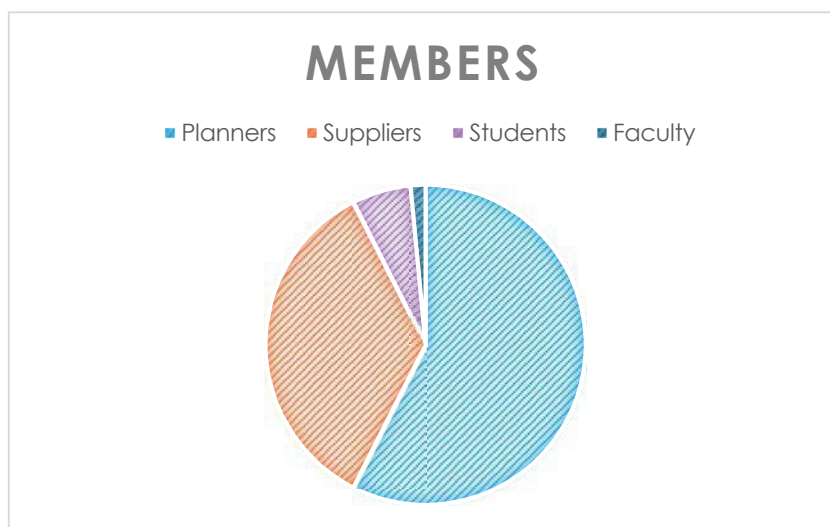


ABOUT OUR CHAPTER

The Sacramento/Sierra Nevada chapter of MPI strives to lead the future of the meetings and event industry by sharing knowledge and ideas, building relationships and fostering a vibrant marketplace. Founded in 1985, the chapter serves meeting professionals throughout the expansive Sacramento Valley and the northeastern Sierra/Nevada region including Sacramento, Lake Tahoe, and Reno.

When you join MPI Sacramento/Sierra Nevada, you become part of an organization dedicated to your personal and career success. You'll connect with the innovative learning, passionate people and big ideas that will empower you to become an agent of change and reinvent the world.

MPI CHAPTER MEMBERSHIP POPULATION



MPISSN KEY PARTNER ANNUAL SPONSORSHIP OPPORTUNITIES

Please note that all Key Partners must have someone from their company as a member of MPISSN to receive special pricing listed above. MPISSN will include an Affiliate Membership for members of a different MPI chapter at an additional \$75 per sponsorship category. The non-member rate is an additional \$550 for each sponsorship category and will include a one-year (starting on the first day of any calendar month) Preferred Supplier membership with MPISSN.

\$5,000 Diamond

- Three (3) marketing email advertisements sent by MPISSN to our 1,000+ contacts
- Recognized raffle sponsor for up to two (2) raffle items
- \$250 discount on one (1) reserved table for a selected event based on availability*
- Banner ad on chapter website for two (2) quarters based on availability
- Company logo with link posted on chapter multiple high traffic landing pages as well as all workshop and education program event pages
- "Key Partner" nametag ribbon at all chapter events
- One (1) spotlight blog in the Connects Digital Newsletter

\$3,500 Emerald

- Two (2) marketing email advertisements sent by MPISSN to our 1,000+ contacts
- Recognized raffle sponsor for up to two (2) raffle items
- \$250 discount on one (1) reserved table for a selected event based on availability*
- Banner ad on chapter website for one (1) quarter
- Company logo with link posted on chapter multiple high traffic landing pages as well as all workshop and education program event pages
- "Key Partner" nametag ribbon at all chapter events

\$2,500 Ruby

- One (1) marketing email advertisement sent by MPISSN to our 1,000+ contacts
- Recognized raffle sponsor for one (1) raffle items
- \$250 discount on one (1) reserved table for a selected event based on availability*
- Company logo with link posted on chapter multiple high traffic landing pages as well as all workshop and education program event pages
- "Key Partner" nametag ribbon at all chapter events

\$1,000 Sapphire

- One (1) marketing email advertisement sent by MPISSN to our 1,000+ contacts
- Company logo with link posted on chapter multiple high traffic landing pages as well as all workshop and education program event pages
- Banner ad on chapter website for one (1) quarter
- "Key Partner" nametag ribbon at all chapter events

\$500 Pearl

- Four (4) Education Program Registrations
- One (1) marketing email advertisement sent by MPISSN to our 1,000+ contacts
- Company logo with link posted on chapter multiple high traffic landing pages as well as all workshop and education program event pages
- "Key Partner" nametag ribbon at all chapter events

**Annual Gala or Crab Feed at \$250 value; discount applied to total cost of sponsored table*

Benefits are annual from contract signing date. The cost of membership dues, trade show registration, and advertising does not count toward any sponsorship level. MPISSN reserves the right to edit benefits packages at any time with notification to sponsors. Call or e-mail **Christina Bauders** cbauders@compass.management to customize partnership packages.

MPISSN EVENT SPONSORSHIP OPPORTUNITIES

MPISSN educational workshops and/or special event sponsorship opportunities are exclusive and open to only one company per event with the exception of Annual Key Partner sponsorships.

All sponsors: Receive recognition at the event for any level of sponsorship

Title Sponsorship:

- Email blast Featured Advertorial as Title Sponsor
- Recognized on Event signage
- Post-event attendee list (Name, Company, City, State)
- Connects Spotlight
- Five minutes of podium time @ event (maximum 1 per event)
- One Thank You Social Media Post

Per Event	Education Events	Sip & Swirl Member Only	Crab Feed	Annual Gala	GMID & Golf Tournament <i>Coming Soon</i>	Coffee, Cocktails & Content
Title Sponsor	\$3500	\$1500	\$5000	\$5000	TBA	\$500
Featured Exhibitor Advertorial (up to 2)	\$250	\$250	\$350	\$350	TBA	\$250
Event Signage	\$500	\$500	\$500	\$500	TBA	N/A
Post-Event Attendee List	\$75	\$75	\$75	\$75	TBA	\$75
Food	\$2000	\$1500	\$3500	\$3000	TBA	\$250
Badges	\$100	\$100	\$100	\$100	TBA	N/A
Raffle/Auction Items (MPISSN provides or In Kind)	\$75-\$500	\$75-\$500	\$100-\$750	\$100-\$750	TBA	N/A
Bar/Beverages	\$750	\$1500	\$1500	\$1500	TBA	\$300
A/V & WiFi	\$1000	\$1000	\$1500	\$1500	TBA	N/A
Entertainment	N/A	\$1500	\$1500	\$1500	TBA	N/A
Speaker Fees	\$1250	N/A	N/A	\$1250	N/A	N/A
Reserved Table (discount is applied to total cost of sponsored table including registrations)	N/A	N/A	\$250	\$250	N/A	N/A

WE ARE OPEN TO CUSTOMIZED AND IN-KIND SPONSORSHIPS

Branded Lanyards • Tradeshow bag • Pens • Wine • Raffle Items • Dessert • Parking • Courtesy Room Rate • Table Decorations • Linens • Photo Booth • Favors • Ride Share • and more!