



# GREATER NEW YORK CHAPTER

M E E T I N G   P R O F E S S I O N A L S   I N T E R N A T I O N A L

Meeting Professionals International Greater New York Chapter (MPIGNY) is thrilled that you are interested in becoming a strategic partner of ours. Without our partners, we couldn't create the incredible variety of programs for our diverse membership, provide scholarships to those in need, or continue to be a leading group in the New York hospitality industry.

## **WHY BECOME A BUSINESS PARTNER WITH MPI GREATER NEW YORK?**

The Meeting Professionals International Greater New York Chapter (MPIGNY) was founded in 1977. When MPI was first founded, there was some concern that it would be viewed as a Chicago organization, so leaders in the east decided to create a chapter, which became known as The Greater New York Chapter.

With a large base of planner members in our chapter such as PricewaterhouseCoopers, Estée Lauder Companies, MetLife, Marsh & McLennan and KPMG (to name only a few), we bring a vast array of meeting planning professionals to the table. Not to be ignored are the equally powerful supplier members we have including NYC & Company, Marriott Hotels, Hilton, Starwood Hotels, Hyatt, and more.

### **As a Business Partner, you will gain exposure to the right buyers:**

- Membership is just under 1,000 representing Meeting Industry Professionals
- Planner membership is approximately 50% of the total, with 50% of that number identified as corporate planners

Meeting Professionals International (MPI), the meetings and events industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. Total MPI membership is comprised of more than 24,000 members belonging to 70 chapters and clubs worldwide. For additional information, visit [www.mpiweb.org](http://www.mpiweb.org)

We are looking forward to partnering with you. Please keep in mind that we are focused on building a program that works to meet your goals as a sponsor. Our packages are flexible and we welcome the opportunity to engage in a dialogue with you about joining our family!

## 2010-2011 Strategic Alliance Partnership Level Entitlements

All benefits of the levels below, plus your company name, logo and recognition of partnership in every event communication.

Level of Partnership	Weekly e-newsletter	Website	Publication	Events	Annual Acknowledgement
<b>Friend</b> (\$0 - \$999)	-----	-----	Listing in quarterly "thank you" column	-----	Awards Event Recognition "Thank You" Email blast
<b>Copper</b> (\$1,000 - \$2,499)	Banner Ad (1 month)	Banner Ad (1 month)	Listing in quarterly "thank you" column	2 tickets to educational programs	Awards Event Recognition "Thank You" Email blast
<b>Bronze</b> (\$2,500 - \$4,999)	Banner Ad (2 months)	Banner Ad (2 months)	Listing in quarterly "thank you" column	2 tickets to educational programs	Awards Event Recognition "Thank You" Email blast Member labels on request
<b>Silver</b> (\$5,000 - \$9,999)	Banner Ad (3 months)	Banner Ad (3 months)	½ page ad in quarterly publication  Listing in quarterly "thank you" column	2 tickets to educational programs  2 tickets to annual awards event	Awards Event Recognition "Thank You" Email blast Member labels on request *Podium time at sponsored event (3 minutes)
<b>Gold</b> (\$10,000 - \$14,999)	Banner Ad (4 months)	Banner Ad (4 months)	(2) ½ page ads in quarterly publication  ½ page in annual awards event journal  Listing in quarterly "thank you" column	4 tickets to educational programs  4 tickets to annual awards event	Awards Event Recognition "Thank You" Email blast Member labels on request *Podium time at sponsored event (3 minutes)
<b>Platinum</b> (\$15,000 - \$19,999)	Banner Ad (6 months)	Banner Ad (6 months)	(2) ½ page ads in quarterly publication  ½ page in annual awards event journal  Listing in quarterly "thank you" column	4 tickets to educational programs  6 tickets to annual awards event	Awards Event Recognition "Thank You" Email blast Member labels on request *Podium time at one event of your choice (3 minutes)
<b>Executive Platinum</b> (\$20,000 - \$24,999)	Banner Ad (9 months)	Banner Ad (9 months)	(3) ½ page ads in quarterly publication  Full page ad in annual awards event journal  Listing in quarterly "thank you" column	6 tickets to educational programs  8 tickets to annual awards event	Awards Event Recognition "Thank You" Email blast Member labels on request *Podium time at two events (3 minutes)
<b>Diamond</b> (\$25,000 & Up)	Banner Ad (11 months)	Banner Ad (11 months)	(1) Back cover and (2) ½ page ads in quarterly publication  Inside cover of annual awards event journal  Listing in quarterly "thank you" column	8 tickets to educational programs  Table of (10) to annual awards event	Awards Event Recognition "Thank You" Email blast Member labels on request *Podium time at two events (3 minutes)

**Benefits are negotiable and subject to change**

## IMPORTANT NOTES FOR SPONSORS

Any facility used for housing, meeting and/or special functions must be in compliance with the Americans with Disabilities Act regulations.

The levels of sponsorship are cumulative for one year based on the MPI Greater New York chapter fiscal year of July 1-June 30. Entitlements and sponsor levels are subject to change without notice. Please visit [www.mpigny.org](http://www.mpigny.org) for current benefits and partner levels.

You are considered a sponsor if you provide preferential pricing or concessions (such as complimentary meeting space or complimentary food and beverage) to MPIGNY. The value of the services not included in the prices paid by MPIGNY is used to calculate your sponsor level.

**SPONSOR PRESENTATIONS:** Limited to one presentation per event. Must be scheduled through SAP.

**MAILING LISTS:** Mailing labels are for single-use only per set. All mailing material must be approved in advance by MPIGNY per our mailing list rental policy.

**LOGOS:** High-resolution, commercial print quality (minimum 300 DPI) .JPG or .TIF.

Complimentary educational program tickets offered as entitlement to cash sponsors only and must be redeemed during fiscal year of sponsorship. Not valid for NYMIX. Entitlements are subject to change.

MPIGNY reserves the right to combine prize/auction item donations to create packages.

*Our chapter is focused on building a partnering relationship with our sponsors, and we welcome the opportunity to discuss how we can help you meet your goals. Our benefits can be flexible – please ask us how we can help you get the best return on your sponsorship investment!*

**For additional information on the MPI Greater New York Chapter Strategic Alliance Program, please call Sara Davis, CMP at 212-834-1454 or email [sara.davis@capitalone.com](mailto:sara.davis@capitalone.com)**