



# 2017-2018 Sponsorship Prospectus



**A Marketplace for**

**Education**

**Human Connection**

**Career Growth**

# Welcome to the Meeting Professionals International Houston Area Chapter

Dear Partner:

Meeting Professionals International (MPI) has more than 18,500 members belonging to more than 80 chapters and clubs in 22 countries. As an affiliate of the world's most vibrant global meetings and events industry association, MPI Houston Area Chapter has nearly 300 members looking for a *Marketplace for Education, Human Connection and Career Growth*.

The leadership team of the MPI Houston Area Chapter is committed to ensuring that our chapter thrives with a healthy membership base, exceptional education, and professional development opportunities. We would like to partner with you to support the meetings community in the Houston Area and beyond.

MPI Houston annually hosts six educational meetings, four networking events and three special events. Our sponsorship opportunities offer a variety of ways to promote your organization and to show support for the meetings industry. By participating in a partnership with MPI Houston, you will gain valuable exposure to a target audience of industry professionals while strengthening your presence in the marketplace. I encourage you to take advantage of this opportunity to showcase your company to our membership base consisting of corporate, association, government, and independent meeting planners, as well as suppliers ranging from hoteliers, CVB's, AV companies, DMC's and so many more.

With a deep history of serving the Greater Houston Area with quality education, events and networking for the industry's best and brightest leaders, the MPI Houston Area Chapter represents vibrant new business opportunities for you. I invite you to review our 2017-2018 Sponsorship Prospectus as a first step in learning how to best reach our diverse and ever growing membership base. There are several sponsorship opportunities to accommodate a wide range of budgets with the goal of allowing you maximize exposure throughout the year. Each option has different marketing benefits for our partners and provides an opportunity for your organization to be promoted to our members on a regular basis.

Please do not hesitate to contact me with any questions and I look forward to creating a successful partnership. Make this your year to *BE SEEN!*

Sincerely,



**GABE GARZA**

President  
MPI Houston Area Chapter  
E [president@mpihouston.org](mailto:president@mpihouston.org)

# MPI Houston Area Chapter wants to be your sponsorship partner!

We understand that your sponsorship dollars need to count and it is important to get in front of your target audience. Partnering with MPI HAC allows your company to reach industry decision-makers. By investing with us, your brand will extend to prequalified buyers who are searching for your products specifically for their business. Let us help you make that connection count.

## Our Global Market & Buying Power

*MPI HAC is composed of planner members representing the following organizations:*

AIG	Friedkin Services Group	Marathon Oil Company
AIPN	Gerson Lehrman Group	Mattress Firm
American Productivity & Quality Center	Global Stainless Supply	McGraw Hill Financial / Platts
Aramco Services Company	Greater Houston Dental Society	McKinsey & Company, Inc.
Arena Energy	Gulf Publishing Company	MD Anderson Cancer Center
Association of Petroleum Negotiators	Halliburton	Meeting Logistics International
BMC Software, Inc.	HelmsBriscoe	Meetings and Events Management
BP America	Hess Corporation	Meetings to Incentives, Inc.
Carlson Wagonlit Travel	Hewlett-Packard	National Hospitality Solutions
CB&I	Hospitality Resources Management	Norton Rose Fulbright
CITGO Petroleum Corporation	Houston Association of Realtors	Offshore Technology Conference
ConferenceDirect	Houston Building Owners & Mgrs. Assoc.	On Point Events
Connect the Dots, Inc.	Houston Business Journal	P2 Energy Solutions
ConocoPhillips	Houston Community College	PwC
Consolidated Graphics	Houston Food Bank	Rice University
Corporate Events & Occasions	HPN Global	Schlumberger
Corporate Meetings Unlimited	IACP	Shell Oil Company
Cyberonics, Inc.	IFMA	Symantec
DM Premier Services	Insperty	Sysco Corporation
Dow Chemical Company	International Meeting Managers	TEXPERS
Effective Meetings & Logistics	Invesco	United Airlines
En Vogue Events	JB Meetings, Inc.	United Salt Corporation
Energy Transfer	Kat Sanford Productions	University of Houston
Event-Tastic!	KPMG LLP	University of Houston Law Center
ExxonMobil	Lex Mundi, Ltd.	VALIC & Western National
Forethought Financial Group, Inc.		Vision Source
		Madeleine & Associates, LLC

# We are the education resource of the Houston meetings community.

## About MPI Houston Area Chapter

With over 35 years of experience in career development education, MPI HAC continues to be the educational resource for Meeting Professionals. It has been our goal to build a rich global meeting industry. We continue to assist our members to be successful by connecting them to knowledge and ideas, offering opportunities to enhance their relationships and stay current with trends in today's marketplace.

## Our Community

Our membership is comprised of event and meeting professionals from students to senior level planners, servicing the corporate, association, government, and meeting management markets. We have supplier professionals that provide services to the entire meetings industry from hotels, restaurants, convention centers, CVB's, destination management companies, transportation services and everything in between. Through our membership, MPI HAC has been a strongly connected network in the global MPI community since 1978.

## Our Events

We know that education is an essential part of the meeting professional's career development. Our events range from luncheons with keynote speakers to evening networking gatherings with unique education opportunities to a full-day educational development conference. We offer various types of subject matter so that we can reach everyone's educational needs. We work hard to ensure a portion of our events offer CEU credits. We know our attendees have busy schedules - and that's why we conduct events at varying times of the day throughout the calendar year.

## The MPI Houston Area Chapter Advantage

- **\$390 Million** | The collective buying power of our chapter's planner members.
- **65** | The number of planner members in MPI HAC who control meeting budgets of \$1,000,000+
- **30%** | The percentage of planner members responsible for executing events for 1,000 or more attendees.
- **42** Certified Meeting Professionals
- **100%** | The amount of effort you will receive from the MPI HAC Advertising team to ensure your ROI

# MPI Houston Area Chapter Events

## MPI Houston Socialites

Social Networking Events – August, November, March, June



Our social networking events are casual, fun and open to the meetings industry

## CAP'D - Career Advancing Professional Development

Educational Luncheons – July, August, October, January, February, April



The chapter offers six annual education luncheons with a focus on topics most requested by our members. These programs begin with an hour of networking time to provide an opportunity to increase interaction with the attendees followed by a motivational, inspirational, or educational speaker.

## Taste of Houston

Fall Fundraising Event - September



Taste of Houston provides attendees the opportunity to explore new and exciting culinary trends while enjoying tasty treats prepared and showcased by local catering and beverage companies. Attendees enjoy a casual atmosphere to network amongst industry peers as well as one-on-one time with vendors.

## Jingle, Mix & Mingle

Holiday Event – December

Jingle, Mix & Mingle begins with an educational panel discussion comprised of culinary, beverage, and décor industry professionals. These individuals share their knowledge of how to bring special details to life within your events to what trends are “hot” or “not” to everything in-between. The Q&A session that concludes the panel discussion is always a riveting segway to the action packed holiday party that follows. This event combines quality education with a fun atmosphere to celebrate the holidays with other chapter members and guests.

## A Night Among the Stars

Annual Awards Celebration - May



This premiere event honors a local industry icon as well as continues the chapter’s tradition of recognizing the contributions of our volunteers that are invaluable to MPI Houston’s success. The evening includes networking with industry peers, hors d’oeuvres, beverages, board member recognition, chapter member awards, and celebrating our honoree.



## Sponsorship Opportunities & Benefits

### Social Networking Events \$250

- (1) complimentary registration
- Logo on event marketing collateral and at event location if possible
- Recognition on MPIHAC social media pages
- Option to collect planner business cards and host a prize drawing for planners in attendance

### Educational Luncheons \$500

- (3) minutes of podium time
- (2) complimentary registration
- Pre-meeting review of registration list\*
- Logo event marketing collateral and on screens at luncheon
- Banner ad on MPI HAC website for 30 days post-luncheon \*\*
- Recognition on MPIHAC social media pages
- Option to put collateral on tables
- Option to collect planner business cards and host a prize drawing for planners in attendance

### Taste of Houston \$750

- (3) minutes of podium time
- (2) complimentary registrations
- Pre-event review of registration list\*
- Logo on all event marketing collateral
- Banner Ad on MPIHAC website for 30 days post-event \*\*
- Recognition on all MPI HAC social media pages
- Option to collect planner business cards and host a prize drawing for planners in attendance

\* No less than 24 hours prior to the event, the chapter will provide the sponsor with a list of registered attendees' name, title, and company. Registered attendees' contact information will not be shared.

\*\* Banner ad will run on [www.mpihouston.org](http://www.mpihouston.org) for the noted timeframe. The chapter will provide reports based on click-throughs for each sponsor ad.

### Jingle, Mix & Mingle \$750

- (5) minutes of podium time
- (2) complimentary registrations
- Pre-event review of registration list\*
- Logo on event marketing collateral and on screens at event
- Banner ad on MPIHAC website for 60 days post-event \*\*
- Recognition on MPIHAC social media pages
- Option to put collateral on tables
- Option to collect planner business cards and host a prize drawing for planners in attendance
- First option to host VIP Planner Member "Meet the Panelists" Reception held prior to the panel discussion

### A Night Among the Stars \$1,500

- (8) complimentary tickets to event
- Event program recognition
- Banner ad on MPIHAC website for 90 days
- (1) complimentary ad in our Bayou Bulletin newsletter
- (1) complimentary ad in our Bayou Buzz upcoming events e-blast
- Pre-gala review of registration list\*
- Logo on event marketing collateral and on screens at event
- Recognition on MPIHAC social media pages
- Option to put collateral on tables
- First option to host VIP Planner Member Reception prior to event (option to collect business cards and host a prize drawing during this time only)

### A La Carte

- Would you like to customize a cash sponsorship for one or multiple events?
- Customized packages are available – please contact Juliana Wathen for more details at [directorstrategicalliance@mpihouston.org](mailto:directorstrategicalliance@mpihouston.org)

# In-Kind

## Sponsorship Donations

*A perfect opportunity to BE SEEN!* Get in front of your targeted audience; sponsor an MPI Houston Area Chapter event. There are multiple events throughout the year where your product or service would be an ideal fit.

### Opportunities include:

- Venues: Hotels / Resorts / Convention Centers / Event Centers
- Caterers & Restaurants
- Destination Management Companies (DMC)
- A/V Services Providers & Entertainment Companies
- Printing Services
- Photographer & Video Services
- Transportation Companies
- Decorations, Linen & Floral Services
- Awards
- Raffle Items

### Benefits for all in-kind sponsors include:

- Logo on all marketing collateral for event(s) your sponsorship correlates with
- Logo on screens and/or programs for event(s) your sponsorship correlates with
- Logo recognition on e-newsletter for month(s) your sponsorship correlates with
- Chapter sponsor recognition on all MPI HAC social media pages
- Chapter sponsor recognition at A Night Among the Stars
- First option for ticket to A Night Among the Stars at discounted sponsor price
- Entry into the *Annual Silver Fork Award* for all event venue sponsors

### Policy for In-Kind Sponsorship Donations:

The chapter will give 100% sponsorship credit for the retail value of the in-kind donation if the sponsorship is provided in full (no money required from the chapter, unless otherwise pre-negotiated). Should the in-kind donation not be a 100% donation, though instead a percentage of the total retail value, the chapter will give in-kind credit on a sliding scale to the donating sponsor.

# In-Kind

## Sponsorship Donation Specifics

*We rely on your partnership!* Chapter events depend upon the time and talent of both our volunteer committee members and suppliers that produce and/or provide goods and services for the chapter.

### Venues

- Hotels / Resorts
- Convention Centers
- Event Centers
- Caterers
- Restaurants

### Destination Management Companies

Are you interested in joining forces with the chapter to facilitate an incredible event, teambuilding exercise, or other creative option?

### A/V Services Providers & Entertainment Companies

- A/V Equipment / Productions
- Entertainment / Themed event options
- Lighting
- DJ / Band
- Photo Booth

### Printing Services

- Programs
- Invitations

### Photographer & Video Services

- Photos captured at all chapter events
- Web link to view all event photos with option for purchase
- Photo rights provided for MPI HAC to utilize photos on website and social media
- Ease of accessibility for mass upload of photos onto website and social media
- Videography of speaker presentations or special events
- Video production for event marketing

### Transportation Companies

- (6) Roundtrip airport transfers for educational luncheons
- (1) Roundtrip airport transfer for annual board retreat
- (1) Roundtrip airport transfer for mid-year board retreat
- (2) Roundtrip airport transfers for chapter sponsored WEC attendees
- Option to provide raffle items for special events

### Decorations, Linen & Floral Services

- Linens
- Centerpieces
- Floral
- Décor
- Accents
- Tables
- Chairs

### Awards

- Specialty Award for honoree
- (8) Chapter Member Recognition Awards
- (16) Board of Director Awards for the outgoing board members

### Raffle Items

Items for silent or live auction at special events Examples include airline tickets, hotel stays, sporting event tickets, gift cards, etc.



# Let's Get Started!

Complete the *Sponsorship Interest Form* online at [http://mpihouston.org/Sponsorship\\_Opportunities](http://mpihouston.org/Sponsorship_Opportunities) or email the form found on the following page.

Your Sponsorship Interest will be directed to the committee(s) for which you indicate you would like sponsor.

Benefit fulfillment instructions will be sent out upon receipt of a fully executed Sponsorship Commitment Contract and can be used or distributed as the sponsor sees fit throughout the terms of the agreement.

Questions? Please reach out to  
**Juliana Wathen, Director of Strategic Alliance**  
[directorstrategicalliance@mpihouston.org](mailto:directorstrategicalliance@mpihouston.org)

Thank you  
for your partnership!



# Sponsorship Interest Form

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Designation

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Direct – Office

\_\_\_\_\_  
Cell Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Web Address

Sponsorship Interest: Cash \_\_\_\_\_ In-Kind \_\_\_\_\_

Overview of offer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Budget: \$ \_\_\_\_\_ In-Kind Donation Value: \$ \_\_\_\_\_

Please complete and email this form to Juliana Wathen at [directorstrategicalliance@mpihouston.org](mailto:directorstrategicalliance@mpihouston.org) or you may complete our online form directly on our website, [http://mpihouston.org/Sponsorship\\_Opportunities](http://mpihouston.org/Sponsorship_Opportunities)