



WHY BECOME A BUSINESS PARTNER WITH MPI WESTFIELD?

The Meeting Professionals International WestField Chapter (MPIWC) was founded in 1989. It was believed that there needed to be an education and networking source to directly serve meeting professionals, both planner and supplier, in Westchester, NY and Fairfield, CT counties. MPI was that source.

With a large base of planner members in our chapter such as MasterCard, Pitney Bowes, Bank of America, Pfizer, Bayer, Deloitte and Pepsi-Cola (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 Dolce International, Marriott Hotels, Hilton, Starwood Hotels, Hyatt, Disney, Fairmont, Langham and more.

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

- Membership represents approximately 200 Meeting Industry Professionals with an affiliate database of over 1000
Planner membership is 50% and suppliers represent 50%, both from the Westchester and Fairfield County area
Many of the members represent companies based in Connecticut, New York City, nationally or globally

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 18,000 members belonging to 70 chapters and clubs worldwide. For additional information, visit mpiweb.org.

2015-2016 STRATEGIC ALLIANCE PARTNERSHIP OPPORTUNITIES

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2015 – 2016 PROGRAM DATES

- Wednesday, August 19th – Presidential Reception – Paloma Grill
Thursday, September 10th – September Educational Program – Hilton Stamford
Thursday, October 8 – October Educational Program – Crowne Plaza Stamford
Thursday, November TBD – November – possibly a Networking Mingle – TBD
Thursday, December TBD – Holiday Networking Event – Location TBD
Thursday, January 7th – January Educational Program – Location TBD
Thursday, February 25th – February Educational Program – Location TBD
Thursday, March TBD – March – possibly a Networking Mingle – TBD
Thursday, April 16th – MeetNow Reimagined – Location TBD
Thursday, May TBD – May- possibly a Networking Mingle – TBD
Thursday, June TBD – Golf Classic/Fundraiser/Annual Awards Event – Location TBD

# Monthly Educational Meetings

Held in: September, October, January, February, and April

## Venue Host Partner - Limit 7 In-Kind Sponsorships Available

Host a meeting at your property or facility. We'll include your logo on the chapter website and promotional materials for the meeting, acknowledgement of sponsorship at the beginning of the program as well as podium time (3-5 minutes) prior to the program. Includes table top for collateral display.

Host Venue to provide:

- Food and Beverage to support the program
- 2 comp sleeping rooms for speaker for one night each or 1 sleeping room for 2 nights (If applicable)
- All meeting space comp (Board Meeting, General Session, Dining)
- Room set-up to meet individual monthly meeting specs to include podium and staging
- Board meeting break service
- Polycom phone and power strip (Board Meeting)
- Hi-speed internet access (Board Meeting and General Session)
- Registration table w/ power strip
- Linens, centerpieces and décor as appropriate per meeting requirements
- Complimentary parking
- Complimentary coat check
- Additional A/V may be required

In addition to attached list of In-Kind entitlements, Host Venue Sponsor will receive:

- 2 complimentary admissions to program or event (must be redeemed for the sponsored event)

## Marquis Sponsor - 6 – 10 Cash Sponsorships Available - minimum of Silver level required, higher level of sponsorship available in this category

Monthly meetings are educational or special events (i.e. fund-raising auction, annual awards event) and provide an excellent atmosphere for networking. Held in locations within Westchester and Fairfield counties, these programs are held times a year (educational) and 4 times a year (special events) and are either luncheons, breakfasts or evening events featuring topical educational programming or social networking and fundraising components. You will receive a table top display for marketing collateral. Note: A/V is not included in sponsorship. Costs will be associated with A/V elements if not provided by an In-Kind Partner.

## In-Kind Partner - Variety of Sponsorship Levels Available

In-kind sponsorships are available for the categories below for each monthly educational meeting.

- Linens
- Décor
- Entertainment
- Beverage donation (with Host venue approval)
- Awards
- Printing/signage
- Door prize
- Furniture

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## Special Events and Social Events

Held in: August, December and June

## Venue Host Partner - Limit 4 In-Kind Sponsorships Available

Host a program at your property or facility. We'll include your logo on the chapter website and promotional materials for the meeting, acknowledgement of sponsorship at the beginning of the program as well as podium time (3-5 minutes) prior to the program. Includes table top for collateral display.

Host Venue to provide:

- Food and Beverage to support the program
- 2 comp sleeping rooms for speaker for one night each or 1 sleeping room for 2 nights (If applicable)
- All meeting space comp (Board Meeting, General Session, Dining)
- Room set-up to meet individual monthly meeting specs to include podium and staging
- Board meeting break service
- Polycom phone and power strip (Board Meeting)
- Hi-speed internet access (Board Meeting and General Session)
- Registration table w/ power strip
- Linens, centerpieces and décor as appropriate per meeting requirements
- Complimentary parking
- Complimentary coat check
- Additional A/V may be required

In addition to attached list of In-Kind entitlements, Host Venue Sponsor will receive:

- 2 complimentary admissions to program or event (must be redeemed for the sponsored event)

**Marquis Sponsor - 4 – 8 Cash Sponsorships Available - minimum of Silver level required, higher level of sponsorship available in this category**

Special events or Social Events (i.e. Summer Classic Outing, Holiday Networking Event, fund-raising auction, Annual Awards event, community outreach, social networking event) and provide an excellent atmosphere for networking. Held in locations within Westchester and Fairfield counties, these programs are held 4-8 times a year and are either luncheons, breakfasts or evening events. You will receive a table top display for marketing collateral. Note: A/V is not included in sponsorship. Costs will be associated with A/V elements if not provided by an In-Kind Partner.

**Golf Classic Outing 2016 – June**

**Venue Host Partner - Limit 1 In-Kind Sponsorship Available**

Your venue can be an important part of this evening attended by members, friends and family of the WestField Chapter. Kick off the New Year and win fabulous prizes at great bargains at this event – all to benefit a wonderful cause. 2016 proceeds to benefit MPI – WestField Chapter Member Assistance Program & MPI Foundation.

A venue may expect to benefit from hosting a MPI special event in the following ways:

- Our current membership comprises of 50 % meeting planners and 50% suppliers.
- Average industry experience of attendees is 10 years.
- MPI planner members collectively account for over 1,000 events and meetings per year.

**Food and Beverage Requirements**

Historically, we plan a cocktail reception (open bar and hors d'oeuvres) and buffet dinner including open bar.

**Function Space Requirements**

- Registration area to accommodate two 6' x 3' skirted tables with four chairs, access to electrical outlet
- One 6' x 3' skirted table for sponsor of event, if multiple sponsors, may need additional tables.
- Reception area to accommodate passed hors d'oeuvres and bar service.
- Dinner room to be set banquet style, 8 or 10 people per round. Tables fully set with silverware and glass service. (flexible)
- Standard A/V includes lectern, screen, video / data projector, lectern microphone, wireless lavaliere microphone, wireless hand-held microphone, CD player, house sound patch. (This is provided by our AV Strategic Alliance partners.)

**Schedule of Events**

Registration: 5:30 pm – 6:30 pm  
Reception: 5:30 pm – 7:00 pm  
Dinner: 7:00 pm – 9:00 pm  
Speaker Presentations throughout  
Dessert: 8:00 pm (may be served while event is occurring)

(This schedule is flexible, based on our location)

**Chapter Board of Directors Meeting Specifications**

One board room: 3:00 pm – 5:30 pm for 15 pp. The site audio visual needs for this meeting include LCD projector, screen, phone line for polycom, internet access for all attendees, power strips

**In addition to the established In-Kind level benefits Sponsor will receive:**

- Exposure to 80 -100+ association, corporate, healthcare, and/or independent meeting professionals that can either make a recommendation and/or decision on site and service selection
- Sponsorship recognition to attendees on-site through marketing piece and signage
- Sponsorship recognition pre-, during, and post-conference on Chapter Website
- You will have the opportunity to invite two staff members to attend the event on a complimentary basis.

**Sponsor/In-Kind Partner - Variety of Sponsorship Levels Available**

In-Kind sponsorships available for the categories listed below.

- Linens
- Décor
- Entertainment
- Beverage Donation (with Host venue approval)
- Printing/signage
- Door prize(s)
- Furniture

## Holiday Networking Celebration – December

### Venue Host Partner - Limit 1 Sponsorship Available

Ring in the holidays with your friends and colleagues at our annual holiday party. Our space requirements would be to accommodate a heavy cocktail party/dinner for up to 100 guests. We typically have up towards three 6' tables of auction items. Each year a charity is selected and attendees bring gifts, books, pajamas, etc. to help those in need during the holidays. This night is a true networking special event, and starts the holiday season off with good cheer for all.

A venue may expect to benefit from hosting a MPI special event in the following ways:

- Our current membership comprises of 50 % meeting planners and 50% suppliers.
- Average industry experience of attendees is 10 years.
- MPI planner members collectively account for over 1,000 events and meetings per year.

### Food and Beverage Requirements

Historically, we plan a cocktail reception (open bar and hors d'oeuvres) and buffet dinner including open bar.

### Function Space Requirements

- Registration area to accommodate two 6' x 3' skirted tables with four chairs, access to electrical outlet, and coat rack (as needed). One 6' x 3' skirted table for sponsor of event, if multiple sponsors, may need additional tables.
- Reception area to accommodate passed hors d'oeuvres and bar service.
- Dinner room to be set banquet style, 8 or 10 people per round. Tables fully set with silverware and glass service. (flexible)
- Standard A/V includes lectern, screen, video / data projector, lectern microphone, wireless lavalier microphone, wireless hand-held microphone, CD player, house sound patch. (This is provided by our AV Strategic Alliance partners.)

### Schedule of Events

Registration: 5:30 pm – 6:30 pm

Reception: 5:30 pm – 7:00 pm

Dinner: 7:00 pm – 9:00 pm

Speaker Presentations throughout

Dessert: 8:00 pm (may be served while event is occurring)

(This schedule is flexible, based on our location)

### Chapter Board of Directors Meeting Specifications

One board room: 3:00 pm – 5:30 pm for 15 pp. The site audio visual needs for this meeting include LCD projector, screen, phone line for polycom, internet access for all attendees, power strips

### In addition to the established In-Kind level benefits Sponsor will receive:

- Exposure to 60 - 100+ association, corporate, healthcare, and/or independent meeting professionals that can either make a recommendation and/or decision on site and service selection
- Sponsorship recognition to attendees on-site through marketing piece and signage
- Sponsorship recognition pre-, during, and post-conference on Chapter Website
- You will have the opportunity to invite two staff members to attend the event on a complimentary basis.

### In-Kind Partner Variety of Sponsorship Levels Available

In-Kind sponsorships are available for the categories below.

- Linens
- Décor
- Entertainment
- Beverage Donation (with Host venue approval)
- Printing
- Door prize(s)
- Furniture

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## March Fundraiser

### Venue Host Partner - Limit 1 In-Kind Sponsorship Available

Your venue can be an important part of this evening attended by members, friends and family of the WestField Chapter. Win fabulous prizes at great bargains at our annual fundraiser – all to benefit a wonderful cause. 2016 proceeds to benefit MPI – WestField Chapter Member Assistance Program & MPI Foundation.

A venue may expect to benefit from hosting a MPI special event in the following ways:

- Our current membership comprises of 50 % meeting planners and 50% suppliers.
- Average industry experience of attendees is 10 years.
- MPI planner members collectively account for over 1,000 events and meetings per year.

**Food and Beverage Requirements**

Historically, we plan a cocktail reception (open bar and hors d'oeuvres) and buffet dinner including open bar service.

**Function Space Requirements**

- Registration area to accommodate two 6' x 3' skirted tables with four chairs, access to electrical outlet, and coat rack (as needed). One 6' x 3' skirted table for sponsor of event, if multiple sponsors, may need additional tables.
- Reception area to accommodate passed hors d'oeuvres and bar service.
- Dinner room to be set banquet style, 8 or 10 people per round. Tables fully set with silverware and glass service. (flexible)
- Auction space to include at least 20 6ft tables to display auction items double sided
- Standard A/V includes lectern, screen, video / data projector, lectern microphone, wireless lavalier microphone, wireless hand-held microphone, CD player, house sound patch. (This is provided by our AV Strategic Alliance partners.)

**Schedule of Events**

Registration: 5:30 pm – 6:30 pm  
 Reception: 5:30 pm – 7:00 pm  
 Dinner: 7:00 pm – 9:00 pm  
 Speaker Presentations throughout  
 Dessert: 8:00 pm (may be served while event is occurring)

(This schedule is flexible, based on our location)

**Chapter Board of Directors Meeting Specifications**

One board room: 3:00 pm – 5:30 pm for 15 pp. The site audio visual needs for this meeting include LCD projector, screen, phone line for polycom, internet access for all attendees, power strips

**In addition to the established In-Kind level benefits Sponsor will receive:**

- Exposure to 80 - 100+ association, corporate, healthcare, and/or independent meeting professionals that can either make a recommendation and/or decision on site and service selection
- Sponsorship recognition to attendees on-site through marketing piece and signage
- Sponsorship recognition pre-, during, and post-conference on Chapter Website
- You will have the opportunity to invite two staff members to attend the event on a complimentary basis.

**Sponsor/In-Kind Partner - Variety of Sponsorship Levels Available**

In-Kind sponsorships available for the categories listed below.

- Linens
- Décor
- Entertainment
- Beverage Donation (with Host venue approval)
- Printing/signage
- Door prize(s)
- Furniture

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**Annual Awards and Board Installation – June\***  
**\*May be held in conjunction with Golf Classic and Fundraiser**

**Venue Host Partner - Limit 1 Sponsorship Available**

This is a special night celebrating our chapter where members are recognized for their accomplishments and the new Board of Directors is installed. We honor the year's top winners in selected categories, including a President's Award, and we also recognize our generous sponsors and supporters of the Chapter.

A venue may expect to benefit from hosting a MPI special event in the following ways:

- Our current membership comprises of 50 % meeting planners and 50% suppliers.
- Average industry experience of attendees is 10 years.
- MPI planner members collectively account for over 1,000 events and meetings per year.

**Food and Beverage Requirements**

Historically, we plan a cocktail reception (open bar and hors d'oeuvres) and plated dinner including wine service and open bar.

**Function Space Requirements**

- Registration area to accommodate two 6' x 3' skirted tables with four chairs, access to electrical outlet
- One 6' x 3' skirted table for sponsor of event, if multiple sponsors, may need additional tables.
- Reception area to accommodate passed hors d'oeuvres and bar service.
- Dinner room to be set banquet style, 8 people per round crescent style. Tables fully set with silverware and glass service. (flexible)
- Standard A/V includes lectern, screen, video / data projector, lectern microphone, wireless lavalier microphone, wireless hand-held microphone, CD player, house sound patch. (This is provided by our AV Strategic Alliance partners.)

**Schedule of Events**

Registration: 5:30 pm – 6:30 pm  
Volunteer Pre -Reception: 5:30 pm – 6:00 pm  
Reception: 5:30 pm – 7:00 pm  
Dinner: 7:00 pm – 8:00 pm  
Awards Presentation: 8:00 pm – 9:30 pm  
Dessert: 8:00 pm (may be served while event is occurring)

(This schedule is flexible, based on our location)

**Chapter Board of Directors Meeting Specifications**

One board room: 3:00 pm – 5:30 pm for 15 pp. The site audio visual needs for this meeting include LCD projector, screen, phone line for polycom, internet access for all attendees, power strips

**In addition to the established In-Kind level benefits Sponsor will receive:**

- Exposure to 80 - 100+ association, corporate, healthcare, and/or independent meeting professionals that can either make a recommendation and/or decision on site and service selection
- Sponsorship recognition to attendees on-site through marketing piece and signage
- Sponsorship recognition pre-, during, and post-conference on Chapter Website
- You will have the opportunity to invite two staff members to attend the event on a complimentary basis.

**In-Kind Partner - Variety of Sponsorship Levels Available**

In-Kind sponsorships are available for the categories below.

- Linens
- Décor
- Entertainment
- Beverage Donation (with Host venue approval)
- Awards
- Printing/signage
- Door prize(s)
- Furniture

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**Chapter Leadership Retreats**  
**Mid-Year (December/January)**  
**Annual (May/June)**

**Mid Year (January) – Platinum Level - Black Diamond level In-Kind Sponsorship Available**  
**Annual (May/June) – Platinum Level – Black Diamond level In-Kind Sponsorship Available**

Partner for each Board Retreat will receive established SAP level benefits. Partner to provide full sponsorship of all elements below for 20-25 people:

Looking for a Thursday-Saturday pattern  
Preferred dates: December/January & May or June

**SLEEPING ROOM REQUIREMENTS:**

Day 1(Thursday):	20-25 rooms (singles)
Day 2(Friday):	20-25 rooms (singles)
Day 3(Saturday):	checkout

**FOOD AND BEVERAGE REQUIREMENTS:**

**Day 1:**

1:00pm-2:00pm	Lunch for 10 people
PM Break	For 20-25 people
6:00pm – 9:00pm	Dinner in restaurant or private area (could be off-site) -20+ people

**Day 2:**

7:30am-8:00am	Breakfast (in hotel restaurant or meeting room)
8:00am-5:00pm	Meeting for 25
Morning	AM Break
12:00pm- 1:00pm	Lunch for 25
Afternoon	PM Break
6:00pm–7:00pm	Reception
7:00pm- 9:00pm	Dinner in restaurant or private area (could be off-site)

**Day 3:**

7:00am-8:00am	Breakfast (in hotel restaurant or meeting room)
8:15am-5:00pm	Meeting
Morning	AM Break
12:00pm-1:00pm	Lunch Buffet (Area in Restaurant, separate room or working lunch)
Afternoon	PM Break
5:00pm	End of Retreat

**MEETING ROOM REQUIREMENTS:**

**Day 1:** Boardroom for up to 10 for executive board on day 1

**Day 1, 2 and 3:** Meeting Room to be set in crescent rounds of 5 for up to 25 maximum

Standard audio visual equipment of LCD, screen, possible microphone, power strips on each table, internet access for all, phone line for polycom, 5-8 flipcharts(1 per table and 2 in front)

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**Board Orientation/Transition Meeting – April and May**

**Venue Host Partner - 1 In-Kind Sponsorship Available**

- Meeting Room in crescent rounds to accommodate 20-25 ppl (1:00pm-6:30pm or 5:00 – 9:00pm)
- No Sleeping Rooms
- Light/Minimal Food and beverage during meeting and light reception at 6:30pm
- Standard audio visual equipment of LCD, screen, internet connection for all, (2) flipcharts w/ markers, power strips on each table, phone line for polycom

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**Leadership Training Sessions - 3 Times Annually**

**Venue Host Partner - 3 In-Kind Sponsorships Available**

- Meeting Room to accommodate 10-20 ppl (6:00pm-8:00pm)
- No Sleeping Rooms
- Light/Minimal Food and beverage
- Standard audio visual equipment of LCD, screen, internet connection for all, flipchart w/ markers, power strips on each table, phone line for polycom

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**Audio-Visual/Production Sponsorships**

**In-Kind Partner - Variety of Sponsorship Levels Available**

In-Kind sponsorships are available for the categories below.

We are hoping that our Audio Visual Partners will volunteer to sponsor 3-4 of our Programs (Education and Special Events) during our fiscal year - July 1-June 30. Services would include:

- LCD, Screen or plasmas, Polycom and power strips for each monthly Board meeting
- All presentation services for monthly program: microphones, staging, confidence monitors, LCD, Screen, technician, powerstrips, etc.

We anticipate partnering to build the best and most current and creative presentations available.

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**Transportation Sponsorships**

**In-Kind Partner - Variety of Sponsorship Levels Available**

In-Kind sponsorships are available for the categories below.

- **Ride Share Program:** Designed to save fuel, reduce pollution, reduce greenhouse gasses AND make new friends! This sponsor will arrange for transportation from a designated location to and from each monthly program. Includes educational programs and special events and takes place in the months of August, September, October, November, December, January, February, March, April, May and June.
- **Program Speaker or Facilitator Transportation:** Transportation of the featured speaker or facilitator to and from the airport of their home or office to the hotel or program destination for the ten programs to take place in August, September, October, November, December, January, February, March, April, May and June.

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## Americans with Disabilities Act Compliance

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

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## Corporate Social Responsibility Practices

MPI WestField Chapter strives to become more compliant in our CSR efforts. With that in mind, we hope to partner with like-minded venues.

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

**For additional information on the MPI WestField Chapter Strategic Alliance Partnership Opportunities, please call Bonnie Cunningham at 203-461-9218 or email [cunninghambj@optonline.net](mailto:cunninghambj@optonline.net).**

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## Strategic Alliance Partnership Rules of Engagement

All partnership reservations will be considered on a first-come, first-served basis and partners must complete the enclosed sponsorship agreement/invoice for consideration. The MPI WestField Chapter reserves the right to approve and assign all partnerships. Remittance for financial partnerships is due with signed agreement. Partnerships shall not be considered official or exclusive and promotion of partners and designated benefits shall not begin until payment is received. Upon acceptance of partnership, MPI WestField Chapter shall issue a statement confirming the partnership. The finalizing of details associated with the partnership will subsequently be finalized between the partner and MPI WestField committee members associated with said partnership including but not limited to: Business Development, Communications, Membership, and Programs.

The levels of sponsorship are cumulative and valid for one fiscal year (July 1 – June 30). Recognition of partners shall be the sole responsibility of the MPI WestField Chapter. Fulfillment of benefits shall be the responsibility of the MPI WestField Chapter provided that the partner provides necessary logos and artwork within the established guidelines and deadlines established below. MPI WestField Chapter will make best efforts but is not obligated to fulfill benefits for artwork received outside of the established deadlines. MPI WestField Chapter's recognition and promotion of Strategic Alliance Partners in no way constitutes the chapter's endorsement of any partner, its products, services, or facilities. Complimentary program tickets are offered as entitlement to cash sponsors only and must be redeemed during fiscal year of sponsorship. Entitlements are subject to change.

Please complete and return this form by email to Bonnie Cunningham at [cunninghambj@optonline.net](mailto:cunninghambj@optonline.net). For additional information relating to Strategic Alliance Partnerships for the MPI WestField Chapter, please contact Bonnie Cunningham at 203 461 9218 or visit [www.mpiwc.org](http://www.mpiwc.org)

### 2015-2016 Strategic Alliance Partnership Level Entitlements - In-Kind Donors

Note: The value of an In-Kind contribution is defined as 100% the retail value and will dictate partnership level.

Level of Partnership	Bi-Weekly e-News	Website	Quarterly e-Newsletter	Acknowledgement
<b>Friend</b> (\$0 - \$999)	*Logo Link (1 month)	*Logo Link (1 month)	Logo Link - 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website
<b>Copper</b> (\$1,000 - \$1,499)	*Logo Link (2 months)	*Logo Link (2 months)	Logo Link - 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website **(1) set of member labels
<b>Silver</b> (\$1,500 - \$2,999)	*Logo Link (3 months)	*Logo Link (3 months)	Logo Link - 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website **(1) set of member labels ***Podium time at sponsored event (3 minutes)



<b>Gold</b> (\$3,000 - \$4,999)	*Logo Link (4 months)	*Logo Link (4 months)	Logo Link - 2 Quarterly Submissions	Awards Event Recognition SAP Listing on Website **(2) sets of member labels ***Podium time at sponsored event (4 minutes)
<b>Platinum</b> (\$5,000 - \$9,999)	*Logo Link (6 months)	*Logo Link (6 months)	Logo Link - 2 Quarterly Submissions First Level “Advertorial” in 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website **(2) sets of member labels ***Podium time at sponsored event (5 minutes)
<b>Executive Platinum</b> (\$10,000 - \$14,999)	*Logo Link (8 months)	*Logo Link (8 months)	Logo Link - 3 Quarterly Submissions First Level “Advertorial” in 2 Quarterly Submissions	Awards Event Recognition SAP Listing on Website **(3) sets of member labels ***Podium time at sponsored event (8 minutes)
<b>Diamond</b> (\$15,000 - \$19,999)	*Logo Link (10 months)	*Logo Link (10 months)	Logo Link - 4 Quarterly Submissions Second Level “Advertorial” in 3 Quarterly Submissions	Awards Event Recognition SAP Listing on Website **(3) sets of member labels ***Podium time at sponsored events (10 minutes)
<b>Black Diamond</b> (\$20,000+)	*Logo Link (12 months)	*Logo Link (12 month)	Banner Ad/Logo Link - 4 Quarterly Submissions Second Level “Advertorial” in 3 Quarterly Submissions	Awards Event Recognition SAP Listing on Website **(4) sets of member labels ***Podium time at 2 events (sponsored + 1 additional at 5 min. each)

\*Inserts, articles or profiles to be provided by sponsor

\*\*ANY mailing sent WITH ANY MENTION of MPI WestField must be approved by our VP Communications for brand compliance. Please submit a draft to the VP Communications no later than 30 days prior to intended mailing. Please allow 7-10 days for approval of draft. Please send draft to vpcommunications@mpiw.com. For any questions regarding this please contact Brandon Glen, VP of Marketing & Communications at Brandon.glen@hilton.com.

\*\*\*Podium time must be coordinated with VP of Finance and Business Development and Director of Program Logistics and/or Director of Special Events.

### 2015-2016 Strategic Alliance Partnership Level Entitlements – Cash Donors

Level of Partnership	Bi-Weekly e-News	Website	Quarterly e-Newsletter	Program Tickets	Acknowledgement
<b>Friend</b> (\$0 - \$999)	Logo Link (1 month)	Logo Link (1 month)	Logo Link - 1 Quarterly Submission	-----	Awards Event Recognition SAP Listing on Website
<b>Copper</b> (\$1,000 - \$1,499)	Logo Link (2 months)	Logo Link (2 months)	Logo Link - 1 Quarterly Submission	*1 ticket to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website **(1) set of member labels
<b>Silver</b> (\$1,500 - \$2,999)	Logo Link (3 months)	Logo Link (3 months)	Logo Link - 1 Quarterly Submission	*1 ticket to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website **(1) set of member labels ***Podium time at sponsored event (3 minutes)

<b>Gold</b> (\$3,000 - \$4,999)	Logo Link (4 months)	Logo Link (4 months)	Logo Link - 2 Quarterly Submissions	*2 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website **(2) sets of member labels ***Podium time at sponsored event (4 minutes)
<b>Platinum</b> (\$5,000 - \$9,999)	Logo Link (6 months)	Logo Link (6 months)	Logo Link - 2 Quarterly Submissions First Level "Advertorial" in 1 Quarterly Submission	*3 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website **(2) sets of member labels ***Podium time at sponsored event (5 minutes)
<b>Executive Platinum</b> (\$10,000 - \$14,999)	Logo Link (8 months)	Logo Link (8 months)	Logo Link - 3 Quarterly Submissions First Level "Advertorial" in 2 Quarterly Submissions	*3 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website **(3) sets of member labels ***Podium time at sponsored event (8 minutes)
<b>Diamond</b> (\$15,000 - \$19,999)	Logo Link (10 months)	Logo Link (10 months)	Logo Link - 4 Quarterly Submissions Second Level "Advertorial" in 3 Quarterly Submissions	*4 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website **(3) sets of member labels ***Podium time at sponsored events (10 minutes)
<b>Black Diamond</b> (\$20,000+)	Logo Link (12 months)	Logo Link (12 months)	Banner Ad/Logo Link - 4 Quarterly Submissions Second Level "Advertorial" in 3 Quarterly Submissions	*4 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website **(4) sets of member labels ***Podium time at 2 events (sponsored + 1 additional at 5 min. each)

\*Complimentary program tickets are offered as entitlement to cash sponsors only and must be redeemed during the fiscal year of sponsorship. Complimentary tickets are redeemable for events priced at \$55 or less. Entitlements are subject to change.

\*\*ANY mailing sent WITH ANY MENTION of MPI WestField must be approved by our VP Communications for brand compliance. Please submit a draft to the VP Communications no later than 30 days prior to intended mailing. Please allow 7-10 days for approval of draft. Please send draft to vpcommunications@mpiw.org. For any questions regarding this please contact Brandon Glen, VP Marketing & Communications at brangon.glen@hilton.com.

\*\*\*Podium time must be coordinated with VP of Finance and Business Development and Director of Program Logistics and/or Director of Special Events.

## Logo Link/Banner Ad/Advertorial Definition and Artwork Guidelines

**Logo Links** = Logos in square shape on Home page and internal pages of website, Bi-Weekly e-News and Quarterly e-Newsletter. URL is imbedded to all logos

**Banner Ads** = Wide horizontal ads for the top of "Central" landing pages on website on the "Home, Member Resources, Events, Volunteers, Business Opportunities" pages. URL is embedded to all banner ads

**Advertorials** = Editorial type advertisement as described below on Quarterly e-Newsletter and Website

Please email your Logo Link, Banner Ad artwork or advertorial at the time the contract (Advertising or Strategic Alliance Partnership Form) is completed or no later than 60 days prior to the event date of advertising or sponsorship. **Please note:** MPI – WestField Chapter may refuse the right of fulfillment if these guidelines and deadlines are not adhered to.

1. **Logo Links: Website (Home Page & Interior Pages) / Bi-Weekly e-News / Quarterly e-Newsletter:**  
Logo/Link File Format/Size for website, e-news and electronic newsletter: Please submit either (a) high resolution, commercial print quality (minimum 300 dpi) logo in jpeg, tiff, or pdf format. Format should be no more than 300 pixels wide or 300 pixels tall (b) creative banner ad (developed by sponsor) not to exceed 622 pixels wide x 750 pixels tall in jpeg format. If FLASH is the preferred format, please embed the URL you want it to link to "click on" and not on "rollover"
2. **Website Banner Ads: (5 Landing Pages – Home, Member Resources, Events, Volunteers, And Business Opportunities):** Please submit artwork 698 pixels wide by 319 pixels high in jpeg format (72-100 dpi). If FLASH is the preferred format, please embed the URL you want it to link to "on click" and not on "rollover". Please provide URL hyperlink for linking. Please note: placement of banner ads are on a first- come, first-served basis for page, quarterly issue and length of placement
3. **Website Home Page Banner Ad:** Please submit artwork 698 pixels wide by 319 pixels high in jpeg format (72-100 dpi). If FLASH is the preferred format, please embed the URL you want it to link to "click on" and not on "rollover". Please provide URL hyperlink for linking. Please note: placement of banner ads are on a first- come, first- served basis for quarterly issue and length of placement
4. **Advertorials: (Quarterly e-Newsletter linked to Website)**
  1. **1st level fulfillment:** 2 images, 1 email link, 1 website link, one 750-word article (max)
  2. **2nd level fulfillment:** 3 images, 1 email link, 1 website link, one embedded video (i.e. from YouTube, Daily Motion), 1 1500-word article (max)

Please send ALL Strategic Alliance Partnership related artwork to Bonnie Cunningham at [cunninghambj@optonline.net](mailto:cunninghambj@optonline.net).

Please send ALL Advertising related artwork to Jennifer Jacobson at [Advertising@mpiwc.org](mailto:Advertising@mpiwc.org)