



Strategic Partnership Alliance

Program Prospectus

Effective – July, 2009 – June, 2011 – Please provide two date options for your selection

Chapter Highlights and Programs to Sponsor

Meeting Professionals International Orange County Chapter (MPIOC) is the premiere meeting and event association serving the Orange County region. The Chapter is proud of its outstanding reputation for quality educational and networking programs and service to the meeting and event community. MPIOC highlights include:

- Approximately 400 members (balanced with planners and suppliers)
- Chapter Board of 19 members and additional 50+ member volunteers providing over 10,000 service hours per year to operations and programs
- Monthly program (educational and social networking) located in the Orange County area
- Professional website serving as the Chapter’s hub of information and resources
- Representation between local members and the 24,000 member global association (MPI)
- Collaboration with other Southern California meeting and event associations (i.e. MPI Southern California, MPI San Diego, PCMA, SITE SoCal, ISES, CalSAE)

MPIOC plans and provides a variety of educational, networking and social programs throughout the year open to all members and others. The Strategic Partnership Alliance Program invites sponsors to support any of the following annual programs and services.

- Educational Monthly Meetings (5-6 per year)
- Educational Conference and Showcase (one per year)
- Social Networking Events (1-2 per year)
- Special Fundraising Events (1-2 per year)
- CMP Study Group Sessions
- Chapter Board Meetings and Retreats
- Appreciation Receptions (Volunteers, New Members, Sponsors)
- Advisory Council Meeting (1-2 per year)
- Shining Star Recognition Program (12 members per year)
- New Member Orientation Meetings
- Student Internships

Strategic Partnership Levels

“Strategic Partners” are organizations that provide contribution levels as prescribed in the following Levels Table.

Partner Level	Cash Contribution	In-Kind Contribution
Platinum Partner	\$5,000+	\$10,000+
Gold Partner	\$2,500-5,000	\$5,000-10,000
Silver Partner	\$1,000-2,500	\$2,500-5,000
Bronze Partner	\$500-1,000	\$1,000-2,500

Terms and Conditions

Sponsorship Period

Strategic Partner benefits are provided within a specific period of time (i.e. Gold = 10 months, Silver = 6 months, Bronze = 3 months) beginning from the initial donation as determined by the program coordinator.

Contract

A contract detailing the terms of sponsorship and strategic partnership is issued and signed by participating members. This contract will detail the entitled benefits to be received as well as the commitment MPIOC has to ensuring all sponsors and strategic partners are held to the guidelines set forth in the contract. The contract will be for the timeframe of one year from the contract being countersigned. Once a contract is countersigned, the strategic partner will receive a Strategic Alliance Representative to ensure that all your partner benefits are delivered.

Cancellation

MPIOC reserves the right to cancel any event or change the components of an event at it's discretion at any time. In the event of cancellation, MPIOC shall not be liable for any expenses, costs or damages incurred by the sponsor. If the sponsor desires to cancel, sponsor agrees to provide thirty (30) days written notice of cancellation prior to event.

Non-Fulfillment by Sponsor

If a sponsor does not fulfill its contracted commitment, MPIOC has the right to review the commitment made and adjust the level of sponsorship if necessary. If this does occur, MPIOC will contact the sponsor for an adjustment in benefits.

Website and Email Blast Advertising

Website and Email Blast Advertising is defined as a logo ad displayed within the official MPIOC website (generally on the home page) and body of an MPIOC issued email blast (generally scheduled twice per month). The logo ad includes a hyperlink to the sponsor's website to make it easy for individuals to access sponsor businesses.

Sponsor Opportunities

There are many different opportunities that can be supported by sponsor contributions. The following is a listing of standard opportunities. Please contact the Chapter's Director of Strategic Partnership Alliance (SPA) to consider other options for sponsorship.

- **Cash Contribution** - Cash paid to the Chapter to support any program or service
- **Venue** - Sponsorship for support an educational meeting or special event (includes providing ample meeting space, food, beverages, audio-visual services, staging, parking, and other general meeting requirements)
- **Vendor Services** – Sponsorship for a variety of meeting and event services that may be necessary to support an MPIOC program
 - Speakers and Presentations
 - Audio Visual services
 - Transportation
 - Decorative Elements (including centerpieces)
 - Printing
 - Tradeshow Services
 - Event Equipment Rental
 - Guest Gifts
 - Entertainment

Sponsor Levels

Platinum Sponsor – value of \$5,000 + (cash) or \$10,000+ (in-kind)

- Partner logo display on the MPIOC website with direct link to the Partner's website (10 months)
- Partner "on-screen" logo display at MPIOC programs (from contract execution to three months post event/program)
- Partner special recognition at the MPIOC program for which facilities and services are provided
- Partner acknowledgement in two (2) MPIOC regular non-exclusive monthly email blasts
- Partnership name tab ribbon for one (1) Partner representative
- Table top display at one (1) monthly meeting
- Printed mailing labels (two sets of Planner sticky back labels)
- One (1) complimentary registration fee to the June Installation Event (Installation and Awards)
- Partner special recognition at the June Installation Event

Gold Sponsor – value of \$2,500 - \$5,000 (cash) or \$5,000 - \$10,000 (in-kind)

- Partner logo display on the MPIOC website with direct link to the Partner's website (6 months)
- Partner "on-screen" logo display at MPIOC program for which any services are provided
- Partner special recognition at the MPIOC program for which facilities and services are provided
- Partner acknowledgement in one (1) MPIOC regular non-exclusive monthly email blasts
- Partnership name tab ribbon for one (1) Partner representative
- Printed mailing labels (One set of Planner pre-printed sticky back labels)

Silver Sponsor – value of \$1,000 - \$2,500 (cash) or \$2,500 - \$5,000 (in-kind)

- Partner logo display on the MPIOC website with direct link to the Partner's website (3 months)
- Partner "on-screen" logo display at MPIOC programs (from contract execution to three months post event/program)
- Partner special recognition at the MPIOC program for which facilities and services are provided
- Printed mailing labels (One set of Planner pre-printed sticky back labels)

Bronze Sponsor – value of \$500 - \$1,000 (cash) or \$1,000 - \$2,500 (in-kind)

- Partner "on-screen" logo display at MPIOC programs (from contract execution to three months post event/program)
- Partner special recognition at the MPIOC program for which facilities and services are provided
- Printed mailing labels (One set of Planner pre-printed sticky back labels)



Strategic Partnership Alliance (SPA) Program

Sponsor Contribution & Benefit Confirmation

CONTACT INFORMATION

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email _____

Sponsor Level Pledged _____

Program/Service to Support _____

Cash Contribution Pledged _____

In-Kind Contribution Pledged _____

SPA Special Instructions _____

Please provide supporting documentation (invoice) for the level you are providing.

Sponsor & Chapter Approvals

Signature – Authorized Sponsor Representative

Signature – Authorized MPIOC Representative

Name _____

Name _____

Title _____

Title _____

Date _____

Date _____

Please send this form to the MPIOC Director Strategic Partnership Alliance (SPA):

Debb Duff, CMP, Director, Strategic Partner Alliance
Phone (714) 254-3510 - Fax (714) 490-0150 -debb.duff@freemanco.com