



Meeting Professionals International Northern California Chapter Program and Event Request for Proposal (RFP) 2010-2011

GROUP: Meeting Professionals International Northern California Chapter

CONTACT: Diane Schneiderman, CMP, Executive Director
Meeting Professionals International Northern California Chapter
2440 Camino Ramon, Suite 273
San Ramon, CA 94583
(925) 355-1912 • (925) 355-1296 (fax) • dianas@mpincc.org

RESPONSES DUE: Friday, July 23, 2010

Why Sponsor MPINCC?

Sponsors enjoy the exposure that comes with marketing to close to 1,000 members and over 2,000 non-member planners in the Bay Area's largest meeting industry organization chapter.

Your return on investment includes:

- Exposure and marketing to the 3rd largest MPI chapter in the world with close to 1,000 members, including more than 400 planners
- Our planners operate 4,000+ meetings in the US and 1,000+ meetings internationally
- Exposure and marketing to Northern California's 53 Fortune 500 Companies including Intel, Oracle, Google, Apple, Clorox and Genentech just to name a few
- Event attendance averaging 200+ members

What sorts of sponsorships are available?

We need cash and in-kind sponsorships from a few hundred dollars to our exclusive \$35,000 Diamond Level Education Sponsor.

- As a venue sponsor, you are able to bring potential clients into your site for a first hand look at meeting space or recently completed renovations and feature the food service that planners would expect when booking a meeting or event at your property.
- Platinum sponsors are able to advertise their partnerships with MPINCC all year long as we work to reach our organizational objectives together.
- And there are dozens of single event and promotion sponsor opportunities available from website banner ads and mailing labels to exhibitor packages, golf sponsorships and major event sponsors.

Where do I go from here?

Three steps:

- Take a look at our [Sponsorship Opportunities At-A-Glance](#) for a high level overview of costs and benefits.
- Dig down into the specifics at our [Sponsorship Opportunities Program Guide](#) for details and requirements.
- Most important, complete the [Sponsorship Response Form](#) or just call the MPINCC office at (925) 355-1912 for more information.

1) A. CMP UNIVERSITY:

CMP University is a Saturday morning program for industry professionals studying for the Certified Meeting Professional (CMP) exam. The program consists of 11 Saturday morning sessions (8 am-Noon) in a classroom setting with an AM beverage break. Prefer one venue but would consider splitting CMP University into two locations (one location for January-March meetings and a second location for April-June meetings) Average attendance: 15-20 per session; 30 total registered for the full program

Requirements:

- Complimentary meeting space for 11 CMP U sessions held Saturdays from January to June 2011 from 8am to Noon
- Complimentary beverage break (coffee, tea, water)
- Classroom style set (for 20 with preferred set 2 per 6')
- Wireless capabilities desired
- Complimentary use of AV equipment including lectern and wireless microphone, 1 flip chart and markers, LCD projector and screen (or allow an outside AV partner at no additional fee)
- Complimentary or discounted parking

DATES:

| | |
|---------------------------------|--------------------------|
| January 15 & January 29, 2011 | April 9 & April 30, 2011 |
| February 12 & February 26, 2011 | May 14, 2011 |
| March 12 & March 26, 2011 | June 4 & June 25, 2011 |

B. CMP Winter Refresher

A boot-camp-style full-day program from 8am to 5pm for industry professionals studying for the CMP exam – includes a morning coffee break, lunch and afternoon refreshment break.

Requirements:

- Complimentary meeting space
- Morning and Afternoon break (coffee, tea, water)
- Lunch – buffet or sit-down in a separate room
- Classroom style set (for 20 with preferred set 2 per 6')
- Wireless capabilities desired
- Complimentary use of AV equipment including lectern and wireless microphone, 1 flip chart and markers, LCD projector and screen (or allow an outside AV partner at no additional fee)
- Complimentary or discounted parking
- **Budget is \$40 per person INCLUSIVE**

DATES:

| |
|----------------------------|
| Saturday, December 4, 2010 |
|----------------------------|

2) ANNUAL GALA AND SILENT AUCTION:

The second most heavily attended event of the program year, the Annual Gala, includes a silent auction, a banquet dinner and entertainment. Attendance averages 200-300 people from the hospitality industry. A San Francisco location is recommended.

Schedule:

| | |
|---------------|--|
| 4:30-6:00 pm | President's Reception |
| 6:00-7:30 pm | Silent Auction & Reception |
| 7:30-11:00 pm | Dinner & Awards Ceremony & Installation of Incoming Board of Directors |

Requirements:

- Complimentary banquet space for a sit-down dinner for up to 300 people that will also accommodate staging
- Complimentary space for auction & reception
- Complimentary space for President's Reception approximately 35-50 people
- Up to 50 6' skirted tables for auction items, registration and misc needs
- Five complimentary sleeping rooms
- Block of 20 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Waived corkage fee
- Complimentary or discounted parking
- **Budget is \$52 per person INCLUSIVE**

DATES AVAILABLE:

June 1, 2, 7, 8, 9, 2011

3) HOLIDAY RECEPTION

The Holiday Reception is a networking and fundraising event from 5:30 to 8:30pm. The event is usually set up with heavy hors d'oeuvres and drink stations, including wine, beer and a themed drink. Seeking one location in San Francisco and one location in the South Bay.

San Francisco Reception Requirements:

- Complimentary meeting space for up to 300 people
- Thirty or more 6' skirted tables are needed for a wine reception and silent auction items
- Complimentary use of equipment, including microphone and sound system for announcements (or allow outside AV partner at no additional fee)
- Waived corkage fee
- Block of 10 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Complimentary or discounted parking, if available
- Budget is **\$40 per person INCLUSIVE**

South Bay Reception Requirements:

- Complimentary meeting space for up to 100 people
- Complimentary use of equipment, including microphone and sound system for announcements (or allow outside AV partner at no additional fee)
- Waived corkage fee
- Block of 10 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Complimentary or discounted parking, if available
- Budget is **\$40 per person INCLUSIVE**

DATES AVAILABLE:*

November 30, December 2, 2010 – South Bay
December 7, 8, 9, 2010 – San Francisco

**Preferred date is provided. Alternative dates are welcome within a one (1) week timeframe*

4) LEADERSHIP RETREAT

The two MPINCC Leadership Retreats are for approximately 35 of the Chapter's leadership, including the Board of Directors, Committee Chairs and Staff, as they gather to review and discuss the chapter's strategic plan and its implementation for the remainder of the program year. The group is comprised of Corporate, Association, Independent Meeting Planners and Supplier members. The program is typically **fully sponsored**.

Requirements for both Retreats:

- Complimentary meeting space (crescent rounds for 35 people)
- Approximately 30-35 sleeping rooms for 2 nights
- Continental breakfast and lunch for 2 days
- Meeting breaks, total of four (4)
- One evening reception for 40 guests
- Complimentary use of AV equipment including screen, LCD projector and screen, flipchart and markers, and easels (or allow outside AV partner at no additional fee)

DATES AVAILABLE:

| |
|-------------------|
| January 7-9, 2011 |
| May 13-14, 2011 |

5) PROFESSIONAL BREAKFAST PROGRAM

The Professional Breakfast Program is a morning event that takes place four times a year (usually the second Tuesday of the month) and includes networking, breakfast and an educational program.

Schedule:

| | |
|-------------|---|
| 7:30-8:00am | Registration and Networking & Breakfast |
| 8:00-9:15am | Program |
| 9:30am | Adjourn |

Requirements:

- Complimentary meeting space for up to 100-150 people for both networking and a buffet-style full breakfast and program
- The reception area should be large enough to accommodate a registration area with 3 6' skirted tables and 5 6' skirted tables for program sponsors
- Complimentary use of equipment including a lectern and microphone, skirted riser, up to 6 easels, flip charts and markers, bulletin boards, CD player or sound system to play CD's, DVD player, lavalier microphone, LCD projector and screen with technician (or allow outside AV partner at no additional fee)
- Up to 3 complimentary sleeping rooms for speakers, if needed.
- Complimentary or discounted parking, if available
- Please provide information on social responsibility initiatives, including green practices
- Budget for a full hot breakfast menu, as well as space and equipment listed above is **\$25 per person INCLUSIVE**

DATES AVAILABLE:

| | |
|--------------------|------------------|
| September 14, 2010 | January 19, 2011 |
| November 9, 2010 | April 12, 2011 |

****Preferred dates are provided. The second Tuesday of the month is the preferred pattern.***

6) PROFESSIONAL EDUCATION PROGRAM

MPINCC Professional Education Programs take place 4 to 5 times a year (normally the 3rd Wednesday of the month) and include two (2) educational workshops, a Chapter Orientation meeting, a networking reception, a luncheon with program/speaker and a Board of Directors Meeting.

Schedule:

| | | | |
|---------------|---------------------|---------------|----------------------|
| 8:30-9:00am | Registration | 10:30-11:30am | Networking Reception |
| 9:00-10:30am | Two (2) Workshops | 11:30-1:00pm | Luncheon and Program |
| 10:30-11:00am | Chapter Orientation | 1:30-3:30pm | Board Meeting |

Requirements:

- Complimentary meeting space for up to 250 people for a reception and, in a separate room, a banquet style meal, usually as a luncheon program format.
- A reception area large enough for a registration area (4 6' skirted tables) and 10 6' skirted tables for program sponsors
- Complimentary coffee before workshops and during Networking Reception
- Two meeting rooms for workshop breakout sessions (60-75 people theater or classroom)
- One meeting room for Chapter Orientation (30 people crescent rounds)
- One meeting room for a Board of Directors meeting (20 people U-shape or hollow square). Includes coffee, assorted sodas, bottled waters and healthy snacks for 20 people.
- Complimentary use of equipment including use of lecterns with microphones, skirted risers, up to 6 easels, flip charts and markers, bulletin boards, CD player or sound system to play CD's, DVD player, lavalier microphones, up to 3 LCD projectors and screens with technician (or allow outside AV partner at no additional fee)
- Up to 3 complimentary sleeping rooms for speakers, if needed
- A block of 10 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Complimentary or discounted parking, if available
- Please provide information on social responsibility initiatives, including green practices
- Budget for a full plated lunch menu as well as space, breaks, and equipment listed above is **\$40 per person INCLUSIVE**

DATES AVAILABLE:*

| | |
|-----------------------|----------------------|
| August 18 or 25, 2010 | March 16 or 23, 2011 |
| September 22, 2010 | May 18 or 25, 2011 |
| October 20, 2010 | |

****Preferred dates are provided. Third Wednesday of the month is the preferred pattern.***

7) Poker Tournament

Requirements:

- Venue for a poker tournament for approximately 100 people
- Registration area to accommodate badge pick-up and onsite registration (2 6' skirted tables)
- Area for a reception and poker tournament/tables for approximately 100 people
- Provide heavy hors d'oeuvres and drinks
- Budget is **\$40 per person INCLUSIVE**

DATES AVAILABLE:*

| |
|------------------------------------|
| November 3, 2010 or April 27, 2011 |
|------------------------------------|



NORTHERN CALIFORNIA 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

MPINCC 2010-2011 SPONSORSHIP RESPONSE FORM

Please complete the information below, indicating which dates you would like to sponsor an MPINCC event and/or other ways you would like to contribute. You may submit one response form to be considered for multiple dates and/or programs. We will respond as soon as possible to discuss a sponsorship that is right for you! Thank you.

Site/Vendor: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Email: _____

Program: _____

Date(s): _____

Sponsorship description: _____

Parking accommodations and costs: _____

Contact Person for company logo: _____

30-word description of your site or service: _____

Return this completed form to:

MPINCC - 2440 Camino Ramon - Suite 273 - San Ramon, CA 94583

Attn: Diane Schneiderman, CMP

Fax: (925) 355-1296

Questions? Call (925) 355-1912 or email info@mpincc.org