



## TEXAS HILL COUNTRY 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

Dear Partner,

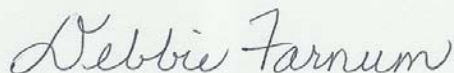
The Texas Hill Country Chapter of Meeting Professionals International (MPI-THCC) invites you to participate in our MPI THCC Partnership Program. I am pleased to re-introduce you to our sponsorship program, which has been revitalized to reflect the needs and requests of our sponsors and members. Formerly the Strategic Partnership Program, we have created a unique opportunity for you to capture the attention of MPI members, promote your organization and increase your company exposure and profile to our members.

The enclosed materials provide complete details of the new MPI-THCC Partnership Program, including the benefits of our three sponsorship levels. If your target market includes some of the biggest associations, government planners and independent planners in the state, this is an opportunity you cannot afford to miss. Each of our sponsorship levels provides a unique opportunity to put your company's name and message in front of our 400+ members on a regular basis. The sponsorship benefits, ranging from advertising, special events tickets and logo placements, will be the perfect complement to your marketing strategies. If one of the sponsorship levels isn't the right fit for you, then look at THCC's individual event sponsorships. These are still available to all of our sponsors with their own unique benefits. Details for individual event sponsorships are outlined in the Commitment Form excel spreadsheet.

For further information on how the MPI THCC Partnership Program can you help achieve your marketing goals and objectives, please contact Nancy Jeffreys, MPI-THCC Director of Strategic Alliances, via phone at 210.422.5073 or e-mail at [nancyjs@satx.rr.com](mailto:nancyjs@satx.rr.com).

Thank you in advance for your support of MPI-THCC.

Regards,



Debbie Farnum, CMP  
President  
Texas Hill Country Chapter



# TEXAS HILL COUNTRY 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 (MPI) is a global community with over 24,000 members worldwide. MPI is the largest association for the \$102.3 billion meeting and event industry and is committed to providing innovative professional development, generating industry awareness, creating business development opportunities, and positioning meetings and events as a key strategic component of an organization's success. Founded in 1972, the Dallas-based organization delivers success through its 69 chapters and clubs in 17 countries around the world.

The Texas Hill Country Chapter of Meeting Professionals International (MPI-THCC) is a regional professional organization dedicated to serving the diverse needs of meeting professionals. MPI-THCC promotes the professional advancement of the meetings industry through a commitment to excellence and by providing our membership with a variety of educational, informational, and networking opportunities. The Texas Hill Country Chapter of MPI was chartered on February 22, 1983, and incorporated in the State of Texas in 1987.

MPI- THCC had 413 members as of June 30, 2008, in the following categories:

- 54% suppliers
- 42% planners
- 4% students

Of the 42% who are planners:

- 46% association planners
- 32% corporate
- 17% third party / independent
- 5% government

Global MPI research shows that:

- MPI members collectively account for a total of \$10 billion spent on meetings per year.
- Each MPI planner member has an average budget of \$1.5 million.
- MPI planner members are responsible for more than 670,800 meetings per year.
- 20% of MPI planners are responsible for \$3+ million budgets and 22% are responsible for \$1-3 million budgets.

# *THCC Bluebonnet Sponsor*

**The Bluebonnet Sponsor provides opportunities throughout the year to highlight your product and services.**

- One banner advertisement on THCC Web site homepage ([www.mpithcc.org](http://www.mpithcc.org)) for one month.
- Special thank you from president at each monthly meeting.
- Logo displayed at each monthly meeting (Powerpoint or Signage).
- Name badge recognition (Bluebonnet Sponsor ribbons) for all program attendees from your organization.
- One advertisement with link to your Web site in THCC's electronic bi-monthly newsletter.
- Registrations for 3 people at THCC's annual Awards Gala
- One Noontime Network at your venue at the "Host" level (THCC pays \$13pp) and a display table at that meeting.\*
- One Silver Sponsorship at THCC's C.A.M.P.\*
- Recognition on THCC's Sponsor webpage under the "Partners" header using logo and link to your company/business or property.

\*Monthly Meeting and CAMP will be based on a first come/first serve basis and availability.

**Total Investment \$5,000**

These benefits are for cash donations only. No in-kind donations apply.

# *THCC Longhorn Sponsor*

**The Longhorn Sponsor provides visibility throughout the year to highlight your product and services.**

- One banner advertisement on THCC Web site homepage ([www.mpithcc.org](http://www.mpithcc.org)) for three months.
- Special thank you from president at each monthly with a twenty word description of your company / business or property..
- Logo displayed at each monthly meeting (Powerpoint or Signage).
- Name badge recognition (Longhorn Sponsor ribbons) for all program attendees from your organization.
- One Enhanced Listing on THCC's online directory.
- One advertisements with link to your Web site in THCC's electronic bi-monthly newsletter OR one set of mailings labels for one-time use.
- Registrations for 5 people at THCC's annual Awards Gala
- One Chapter Meeting at your venue at the "Venue Host" level (THCC pays \$15pp) and a display table at that meeting.\*
- One Gold Sponsorship at THCC's C.A.M.P.\*
- Recognition on THCC's Sponsor webpage under the "Partners" header using logo and link to your company/business or property.

\*Monthly Meeting and CAMP will be based on a first come/first serve basis and availability.

**Total Investment \$10,000**

These benefits are for cash donations only. No in-kind donations apply.

# *THCC Lone Star Sponsor*

**The Lone Star Sponsor provides exposure throughout the year to highlight your product and services.**

- One year paid full membership to Meeting Professionals International.
- One banner advertisement on THCC Web site homepage ([www.mpithcc.org](http://www.mpithcc.org)) for three months.
- Special thank you from president at each monthly meeting with a thirty word description of your company / business or property.
- Logo displayed at each monthly meeting (Powerpoint or Signage), included on all monthly meeting notices.
- Name badge recognition (Lone Star Sponsor ribbons) for all program attendees from your organization.
- One Enhanced Listing on THCC's online directory.
- Two advertisements with link to your Web site in THCC's electronic bi-monthly newsletter OR one set of mailings labels for one-time use.
- One table for 10 people at THCC's annual Awards Gala
- One Chapter Meeting at your venue at the "Venue Host" level (THCC pays \$15pp) and a display table at that meeting.\*
- One Platinum Sponsorship at THCC's C.A.M.P.\*
- Recognition on THCC's Sponsor webpage under the "Partners" header using logo and link to your company/business or property.

\*Monthly Meeting and CAMP will be based on a first come/first serve basis and availability.

**Total Investment \$15,000**

These benefits are for cash donations only. No in-kind donations apply.

# THCC In-Kind Program

Many of our sponsors generously provide in-kind services to the Texas Hill Country Chapter and the THCC is committed to acknowledging these sponsors. Below are the benefit levels for 3 levels of sponsorship based on the following:

- In-Kind services will be valued at 75% of retail
- Sponsorship levels will be tracked on a “rolling” year basis (i.e., if it is October, 2009, the total In-Kind for each sponsor will reflect October, 2008 through September, 2009)
- Once a Commitment Form is completed, an estimate of the value will be included. After the event of the In-Kind donation, the actual valuation will be used.

## **In-Kind Value of \$15,000 or more**

- One small banner advertisement on THCC Web site homepage ([www.mpithcc.org](http://www.mpithcc.org)) for three months.
- Special thank you from president at each monthly meeting.
- Logo displayed at each monthly meeting (Powerpoint or Signage), included on all monthly meeting notices.
- Name badge recognition (In-Kind Sponsor ribbons) for all program attendees from your organization.
- One Enhanced Listing on THCC’s online directory.
- One advertisement with link to your Web site in THCC’s electronic bi-monthly newsletter OR one set of mailings labels for one-time use.
- Recognition on THCC’s Sponsor webpage under the “Partners” header using logo and link to your company/business or property.

## **In-Kind Value of \$10,000 to \$14,999**

- One small banner advertisement on THCC Web site homepage ([www.mpithcc.org](http://www.mpithcc.org)) for two months.
- Special thank you from president at each monthly.
- Logo displayed at each monthly meeting (Powerpoint or Signage).
- Name badge recognition (In-Kind Sponsor ribbons) for all program attendees from your organization.
- One Enhanced Listing on THCC’s online directory.
- Recognition on THCC’s Sponsor webpage under the “Partners” header using logo and link to your company/business or property.

## **In-Kind Value of \$5,000 to \$9,999**

- Logo displayed at each monthly meeting (Powerpoint or Signage).
- Name badge recognition (In-Kind Sponsor ribbons) for all program attendees from your organization.
- Recognition on THCC’s Sponsor webpage under the “Partners” header using logo and link to your company/business or property.