



2023 MATPRA Media MarketPlace Sponsorship Opportunities

July 31 – August 2, 2023



**VISIT
MONTGOMERY**
MARYLAND'S CULTURAL CAPITAL™



MATPRA
MID-ATLANTIC TOURISM
PUBLIC RELATIONS ALLIANCE

A Note from the Host

The Visit Montgomery team is thrilled to welcome our DMO and media partners to Montgomery County, Maryland. We have an array of fun planned for our time together in August, a wonderful time to be next door to Washington, DC. The following sponsorship opportunities provide a variety of ways to promote your destination at the 2023 MATPRA Media Marketplace. If you don't see an opportunity that fits your destination's budget, we welcome your thoughts about how we can create an optimal opportunity for you. We hope that you will partner with Visit Montgomery by capitalizing on these packages and sharing your brand with the MATPRA audience.

Welcome Sponsorships

Welcome Bag Sponsor: \$2,000

Can be split into two \$1000 increments, or four \$500 increments, one logo per sponsor

- Canvas tote distributed to approx. 120 media and DMO representatives.
- Many attendees carry bag for duration of conference.
- Screen printed logo on bag; multiple logo placement if split.
- Logo on conference sponsorship signage.
- Logo included in conference agenda.
- Visit Montgomery has contacted a supplier and will coordinate with the sponsor to ensure logos are correct, etc.

Other Welcome Sponsorships

- Logo Water Bottle Sponsor: \$2,000 includes water bottles (1 Available)
- Gift in Tote Bag: \$500 plus the gift (6 Available)
- Hotel Keycard/Parking Sponsorship: \$2,000 (2 available)
- Lanyard: \$1,200 plus the name tags (1 available)

Monday, July 31

Opening Reception Presenting Sponsorship: \$5,000

Can be split into \$1,000 increments

- Approximately 120 media and DMO representatives
- 5 minutes to address attendees; if more than one sponsor, time split evenly
- Logo/name on cocktail napkins, spread throughout
- Logo/name on conference sponsorship signage at venue
- Logo/name on food signage
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- Social media promotion in the form of 1 destination-specific story on MATPRA Instagram and Facebook; story to be featured via #sponsor static post. If more than one sponsor, post will be shared evenly.
- Logo included in conference agenda

Welcome Dinner Presenting Sponsorship: \$10,000

Can be split into \$2,000 increments

- Approximately 120 media and DMO representatives
- 10 minutes to address attendees; if more than one sponsor, time split evenly
- Logo/name incorporated into centerpieces on dining tables
- Logo/name on conference sponsorship signage at venue
- Logo/name on food signage/menus
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- Social media promotion in the form of 1 destination-specific story on MATPRA Instagram and Facebook; story to be featured via #sponsor static post. If more than one sponsor, post will be shared evenly.
- Logo included in conference agenda

Other Opportunities Reception & Dinner Opportunities:

- **Reception Tasting Glass Sponsor:** \$1,500 plus cost of glassware for 150 people (1 Sponsorship Available)
- **Welcome Dinner Dessert Sponsor:** \$1,500, logo/name incorporated into desert design (1 Sponsorship Available)

Tuesday, August 1

Pre-Marketplace Breakfast Sponsorship: \$4,000

Can be split into \$1,000 increments

- Approx. 100 media and DMO representatives
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Social media promotion in the form of 1 destination-specific story on MATRPA Instagram and Facebook; story to be featured via #sponsor static post
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

Tuesday FAM Tour Sponsor: \$5,000

Can be split into \$1,000 increments, one sponsor per motorcoach

- 5 shuttle buses will transport attendees to FAMs
- 3 minutes to address 18-20 attendees on bus
- Logo/name on the motorcoach signage
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

Tuesday Picnic Lunch FAM Sponsor: \$3,000

Can be split into \$600 increments, one sponsor per FAM

- Guests will enjoy a picnic lunch as part of the afternoon FAMs
- 5 shuttle buses will transport attendees
- Opportunity to address 18-20 attendees during the picnic
- Logo/name displayed during the lunch
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

Tuesday Hotel Dine-Around Sponsor: \$8,000

Can be split into \$1,000 increments, one sponsor per FAM

- 6 shuttle buses will transport attendees to restaurants
- Opportunity to address 18-20 attendees on bus while in transport to restaurant
- One promo provided to attendees during dinner
- Logo/name on menu at restaurant
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

Wednesday, August 2

Wednesday Breakfast Sponsorship: \$4,000

Can be split into \$1,000 increments

- Approx. 100 media and DMO representatives
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Social media promotion in the form of 1 destination-specific story on MATRPA Instagram and Facebook; story to be featured via #sponsor static post
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

Wednesday FAM Tour Sponsor: \$5,000

Can be split into \$1,000 increments, one sponsor per motorcoach

- 5 shuttle buses will transport attendees to FAMs
- 3 minutes to address 18-20 attendees on bus
- Logo/name on the motorcoach signage
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

Concluding Lunch Sponsorship: \$4,000

Can be split into \$1,000 increments

- Approx. 100 media and DMO representatives
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Social media promotion in the form of 1 destination-specific story on MATRPA Instagram and Facebook; story to be featured via #sponsor static post
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

MoCo Made Market Sponsorship: \$4,000

Can be split into \$1,000 increments

MoCo Makers meet & greet: DMOs & media will be given three tokens to “purchase” goods from local makers, in partnership with MoCo Made program

- Approx. 100 media and DMO representatives
- Logo printed on tokens or tickets for market exchange
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

THANK YOU FOR YOUR SUPPORT

If you would like to promote your destination to MATPRA Media Marketplace attendees, please contact Visit Montgomery's Chief Strategy Officer, **Cory Van Horn**, at cvanhorn@visitmontgomery.com or **Community Engagement & Partnership Manager**, Yodit Kirubel, ykirubel@visitmontgomery.com.

- Don't see anything here that fits your budget? Please get in touch! We are open to creative ways to incorporate your destination.
- Opportunities are available on a first-come, first-served basis and will be offered to MATPRA members first.
- Verbal/written commitments are due no later than Friday, June 2, 2023.
- Any available sponsorship opportunities will open to Visit Montgomery partners beginning Monday, June 5, 2023.
- Invoicing may cross fiscal years based on request. A payment agreement will apply.
- Payment may occur via a check or credit card. A credit card fee may apply.
- If your sponsorship includes a promotional item in a welcome bag or on a table, please ship between July 10 - 28 to: Cory Van Horn, Visit Montgomery, 1801 Rockville Pike, Suite 320, Rockville, MD 20851



Cory Van Horn
Chief Strategy Officer



Yodit Kirubel
Community Engagement &
Partnership Manager