



MP POWER NIGHT 2018

Sponsorship proposal for CTO



MP POWER AWARDS

The first and the most comprehensive awards competition for
the Polish meetings industry

COMPETITION

The MP Power Awards is the one and only awards competition in Poland dedicated to the MICE sector. We are looking for the best productions and practices in every category of Meetings, Incentive, Congresses and Events.

The aim of the MP Power Awards is also to promote professionalism within the Polish meetings industry and creating awareness of its value for corporate clients.

We are on the eve of the 6th edition of the MP Power Awards. It will start during the MP Power Day conference in November 2017. There are almost 30 categories within the contest where the best event and incentive projects will be awarded, as well as best products and most influential personalities.

JURY

Winners are chosen by a jury composed of nearly 50 experts: corporate meeting planners, directors of MICE sector associations, owners of the biggest Polish MICE companies.



MP POWER AWARDS
IN NUMBERS

5

Editions of MP Power Awards

1013

Entries to the competition

73

Projects won the MP Power Awards statuette

62

Personalities were awarded for their outstanding impact for the MICE sector

MP POWER
NIGHT

Damian
Haftkiewicz
współtwórciel

Michał
Szulc
kreatywny



THE FINAL GALA

The grand finale of the MP Power Awards is the most important and most prestigious awards event for MICE professionals in Poland. This year's edition took place on March 22nd in the Służewiec Racetrack Hall. We entertained more than 800 representatives of the meetings industry – owners and directors of incentive travel agencies, event agencies, PCOs, travel management companies and corporate meeting planners.

Winners of particular categories were announced during the official part. After that, all guests were invited to the banquet and an all-night-long celebration.

The MP Power Night is an event of the highest standard thanks to our Partners and Sponsors.

THE MEETINGS WEEK POLAND

This is a week lasting marathon of conferences, training and networking events organized together by all MICE sector associations: MPI Poland, SITE Poland, SOIT, SKKP, SBE. MeetingPlanner.pl is proud to co-organize the Meetings Week Poland and to invite most engaged participants for the MP Power Night.

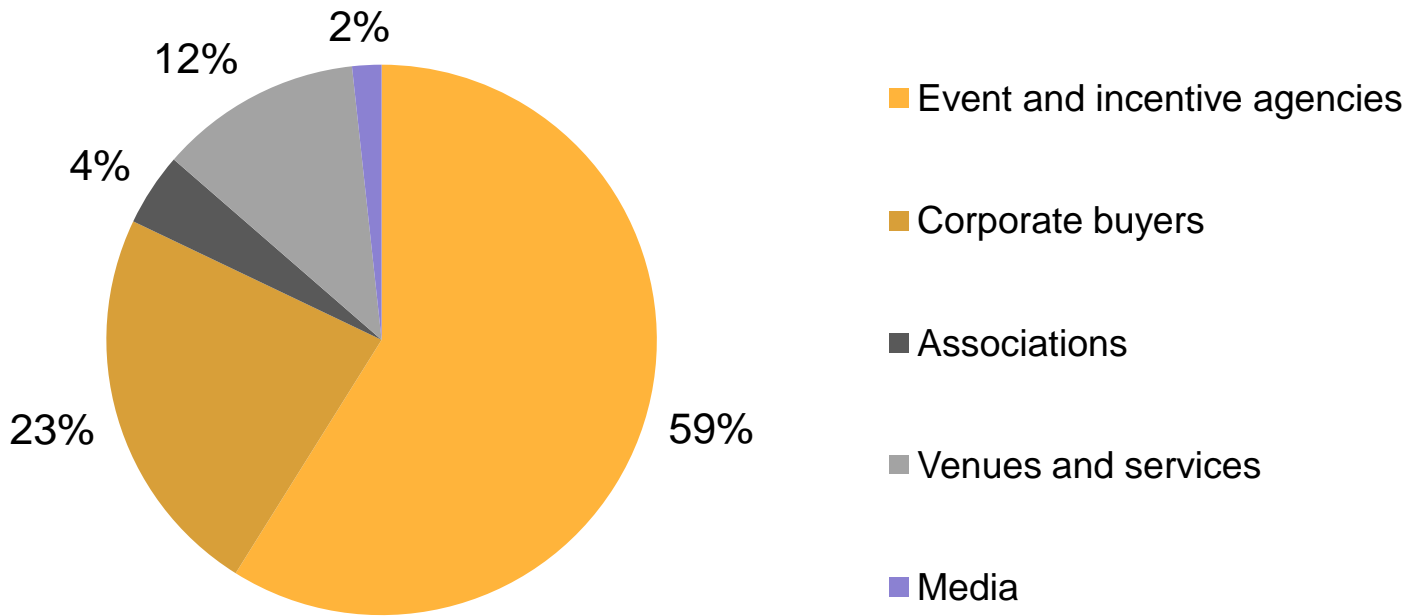
KEY FACTS ABOUT MP POWER NIGHT 2018

Date: March 23, 2018 (Friday)

City: Warsaw, Poland

Participants: approx. 800 decision makers representing each sector of the Polish meetings industry

Target group



*Participants of the MP Power Night
(data from 2017 edition)*



MARKETING OPPORTUNITIES

MP Power Night is an ideal opportunity to increase your brand awareness within the group of the biggest players in the Polish MICE market and the most valuable corporate buyers.

ON-LINE COMMUNICATION

- ❑ Logo on the MP Power Awards website
- ❑ Advertorials about the Cyprus on the MeetingPlanner.pl portal
- ❑ E-mailings to all registered participants with information about Cyprus
- ❑ Posts on MP Power Awards and MeetingPlanner.pl fan pages



BRAND EXPOSURE

- ❑ Logo on paper and electronic invitations
- ❑ Logo on the sponsorship wall
- ❑ Logo on gift bags for participants
- ❑ Logo on envelopes with names of the winners
- ❑ Logo displayed on the main screen during Partners and Sponsors presentation
- ❑ Logo displayed on side screens during the gala



PUBLICITY

- 120 sec. video advertisement on the main screen at the beginning of the event

or

- Artistic performance connected with Cyprus on the main stage at the beginning of the event

- 30 sec. video advertisement on side screens during the gala

- Cyprus promotional materials or gadgets in gift bags for participants

- Advertisement in the printed summary of the 6th edition of the MP Power Awards competition



ON SITE ACTIVITIES

- ❑ Cyprian zone at the event with attractions for participants (e.g. culinary, wine, photo booth, shows)
- ❑ Cyprian gift packs are given on the stage to all winners
- ❑ Cyprian quiz with valuable prizes during the banquet
- ❑ Hostesses in Cyprian national costumes
- ❑ The folk music band playing before the awards ceremony
- ❑ Reservation of the table for the Sponsor and its guests



THE YOUNG CREATIVE MANAGER OF THE YEAR



The Young Creative Manager of the Year is the competition for young, talented people who would like to start their career as creative managers in event and incentive agencies. To enter the competition they have to present their answer for one of three briefs prepared by Organizers. We can ask participants to create a creative idea of the event connected with your destination e.g. an incentive programme for 100 pax. on Cyprus, a medical congress for 1000 pax. in Nicosia or a promotional campaign of Cyprus at the international trade show.

SPONSORSHIP PROPOSAL

Package	Gold Sponsor (30 000 PLN)	Silver Sponsor (15 000 PLN)
Logo on the MP Power Awards website	YES	YES
Advertorials about the Cyprus on the MeetingPlanner.pl portal	2	1
E-mailings to all registered participants with information about Cyprus	2	1
Posts on MP Power Awards and MeetingPlanner.pl fan pages	2	1
Logo on paper invitations	Colourful on the obverse	Mono on the reverse side
Logo on electronic invitations	YES	YES
Logo on the sponsorship wall	YES	YES

SPONSORSHIP PROPOSAL

Package	Gold Sponsor (30 000 PLN)	Silver Sponsor (15 000 PLN)
Logo on gift bags for participants	big	standard
Logo on envelopes with names of the winners	YES	NO
Logo displayed on the main screen during Partners and Sponsors presentation	YES	YES
Logo displayed on side screens during the gala	YES	YES
120 sec. video advertisement on the main screen at the beginning of the event <i>or</i> Artistic performance connected with Cyprus on the main stage at the beginning of the event	YES	NO
30 sec. video advertisement on side screens during the gala	YES	YES

SPONSORSHIP PROPOSAL

Package	Gold Sponsor (30 000 PLN)	Silver Sponsor (15 000 PLN)
Cyprus promotional materials or gadgets in gift bags for participants	YES	YES
Advertisement in the printed summary of the 6th edition of the MP Power Awards competition	1 page	½ page
Cyprian zone at the event with attractions for participants	10 m²	4 m²
Cyprian quiz with valuable prizes during the banquet	YES	NO
Hostesses in Cyprian national costumes	3	2
The folk music band playing before the awards ceremony	YES	NO
Reservation of the table for the Sponsor and its guests	10 persons	6 persons

The Sponsor of the Young Creative Manager of the Year competition

Price:

- 5000 PLN in case of the Gold Sponsor of the MP Power Awards
- 8000 PLN in case of the Silver Sponsor of the MP Power Awards
- 10 000 PLN in case of other companies and organisations

Benefits:

- All briefs prepared for participants will be related to your destination
- Content about Sponsor's destination in all promotional activities of the competition
- Summary of nominated presentations on MeetingPlanner.pl
- Opportunity to found a prize for the winner and hand it on the main stage during MP Power Night gala
- Sponsor will have a right to use winner's creative ideas in its marketing activities

THANKS!

Any questions?

Please contact:

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