MPI Greater New York Chapter Marketplace Excellence

2022-2023

RISE UP
with MPI
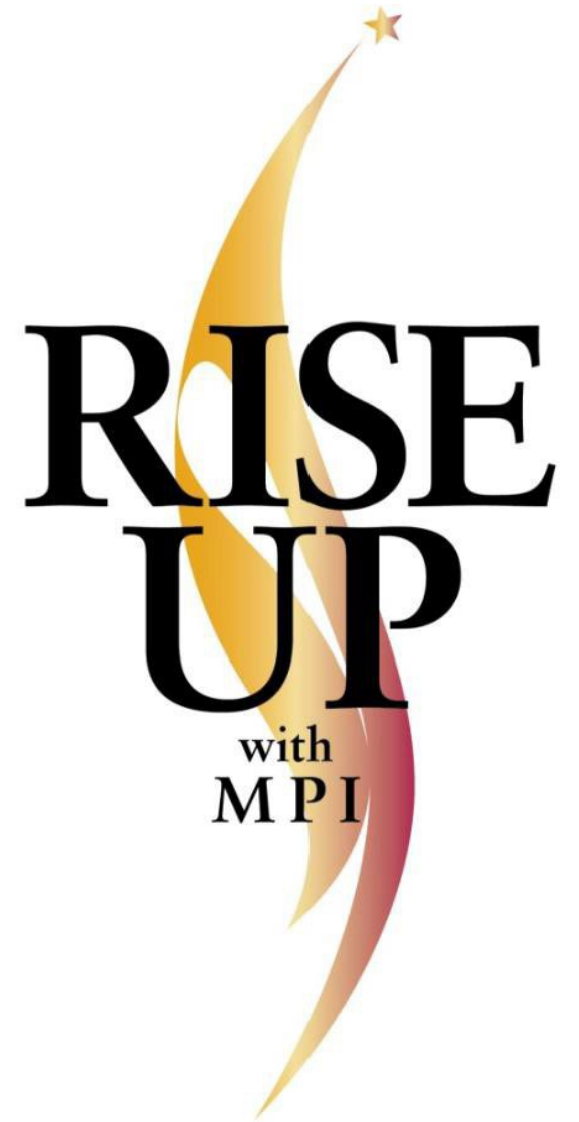
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Overview: MPIGNY Golf Outing has been running for 30 years and is the largest fundraising event each year for the chapter. The board consciously looks for ways to elevate this event year over year.

With a strong committee in place, they used survey results and focus groups to look for areas to improve and were able to implement new networking opportunities, creative sponsorships, and weave in DEI and CSR activities.

Objective:
1) Create great networking opportunities for the attendees
2) Include other experiences outside of golf to attract more attendees
3) Create an impactful overall event that will provide sponsors with the justification of returning each year.

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Results:
- Generated a profit of $45K, exceeding the budget goal.
- Added a reception the night before the golf outing and called it the **PAR-TEE**. All Planners were invited to this reception complimentary even if they were not participating the next day. This added more networking and ROI for the sponsors.
- To be more environmentally friendly they moved to an electronic registration platform, emailed a pdf of the registration list, reduced CO_2 emissions by using 1 large bus instead of several smaller busses & cars and used electric golf carts.
- Partnered with two member companies to boost social media by running a competition.
- From the revenue of the 50/50 raffle, they were able to donate $2500.00 to the MPI Foundation.
- Added a CSR activity for non-golfers, they painted murals for the Foundation for Hospital Art. As well as a wellness session and wine tasting.
- Partnered with two career coaches who offered complimentary counselling sessions during the outing.
- Added new food & beverage concepts/sponsorships.
- Strategic partnerships with location and vendors keep costs down.

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