



## PROPOSAL

AMPI Partnership with Mexi-Go! Canadian Marketing Strategies  
Presented to Linda Neil

### AMPI to provide to Mexi-Go!

- Invitations to relevant AMPI events to promote the Mexi-Go! Expo (not including the cost of any booths or materials)
- AMPI to actively endorse and promote Mexi-Go! and the Expo's to their Membership in the newsletters and on [www.ampi.org](http://www.ampi.org)
- AMPI to provide a monthly editorial column and/or quarterly letter from the President; to be published on [mexi-go.ca](http://mexi-go.ca) and printed in the Mexi-Go! Magazine
- Access to real estate statistics as related to promotion of Mexican Real Estate in Canada.

### In return Mexi-Go! will provide to AMPI:

A Gold Level Sponsorship at the 2 Expos

Gold Sponsor: \$5,000 CDN value

Recognition as Gold sponsor in promotional materials

1/2 page color ad in Mexi-Go! Magazine Printed Edition - August/September 2013

Online Partner page on [www.mexi-go.ca](http://www.mexi-go.ca) with customizable content, images, video and links

Logo in the Mexi-Go! Expo Program

Logo and link on [www.mexi-goexpo.com](http://www.mexi-goexpo.com)

- Email campaign to our Canadian Realtors database with an AMPI referral promotion.
- An AMPI hosted seminar where an AMPI representative can speak to the Canadian public about the value of working with AMPI members and the ins and outs of purchasing real estate in Mexico.
- B2B opportunities for AMPI Realtors to meet directly with Canadian Realtors.
- A 25% discount off all Mexi-Go! Services including the Mexi-Go! Expo's.

Joel Hansen

Mexi-Go! Representative

June 3<sup>rd</sup> 2013

Date

AMPI Representative

June 9<sup>th</sup> 2013

Date





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### Timeline and Next Steps

#### Immediately

- Mexi-Go! press release announcing partnership to media and database
- AMPI press release announcing partnership to media and membership
- AMPI to provide logo, hyperlinks and relevant contact info for inclusion on [www.mexi-goexpo.com](http://www.mexi-goexpo.com) as well as create a partners page on [www.mexi-go.ca](http://www.mexi-go.ca)
- Mexi-Go! to provide logos, heperlinks and relevant contact information for AMPI website
- Mexi-Go! to list AMPI as a Gold Sponsor on Mexi-Go! Expo materials and in press releases and all relevant websites
- AMPI to list Mexi-Go! as a preferred service supplier and partner on AMPI website and in newsletter

#### Ongoing

- AMPI to provide monthly content or message from the President to Mexi-Go! Editorial department. (Deadline 10th of each month)
- Mexi-Go! to provide press releases and special offers for AMPI newsletter
- AMPI to promote Mexi-Go! services to its membership
- Mexi-Go! to promote AMPI referral plan to Canadian database of Realtors through email campaign
- Promote AMPI hosted seminars at the two Mexi-Go! Expos in September
- AMPI to invite Mexi-Go! to relevant AMPI events

#### September

- AMPI to host two seminars at each Expo. One focusing on Canadian Realtors and educating on the referral plan. The second is open to the public and is focused on the value of working with an AMPI certified realtor.

Joel Hansen

Mexi-Go! Representative

June 3<sup>rd</sup> 2013

Date

  
AMPI Representative

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