

SMPS-TC 2014-2015 Sponsorship Opportunities



What is SMPS?

The Society for Marketing Professional Services (SMPS) is a national organization and a premier provider of marketing and business development resources for the architecture, engineering and construction (A/E/C) industry sectors. Our organization focuses entirely on promoting and advancing the profession through education, networking and career development. **Our membership consists of firm principals, business development executives, marketing directors, managers, coordinators and assistants.**

SMPS-TC has a database of more than 1,000 people that frequently make buying decisions for the services you provide. From September to June, the chapter offers monthly educational events, professional development seminars and social events customized for seasoned and emerging business development and marketing professionals. Approximately 50-75 professionals typically attend the luncheon and professional development programs. **These meetings and events give sponsors a premier opportunity to introduce products and/or services to a concentrated market.**

Why Become a Sponsor?

- High visibility for low cost
- Exposure to over 1,000 principals, marketers, professionals and decision-makers in architecture, engineering, construction, real estate, and development
- Opportunity to address and impress at networking events and programs
- Stand out from the competition and lead by example
- Build your bottom line through cost-effective marketing that delivers results!

Who Should Sponsor?

- A/E/C firms
- Accounting software suppliers
- Consulting Firms
- Binding equipment retailers
- Promotional product retailers
- Catering companies
- Contact management software
- Graphic design firms
- Market research companies
- Office equipment suppliers
- Presentation equipment retailers
- Printing and signage firms

What Sponsorship Opportunities Are Available?

- Gold Sponsorship
- Silver Sponsorship
- Bronze Sponsorship
- Educational/Professional Development Event Sponsorship
- Marketing Coordinator/Networking Event Sponsorship



Sponsorship Levels

With five different levels of participation, beginning at just \$100 becoming a SMPS Twin Cities Chapter partner is one of the most cost-effective ways to improve brand recognition and awareness among Chapter members and the broader community.

Gold Sponsorship

\$750

- Six free registrations to an educational program
- Prominent signage and promotional materials at all Chapter events
- Chapter website recognition (logo and link to your website)
- Three minute introduction at two luncheon programs and one professional development seminar
- Recognition on marketing materials
- Promotional table space at luncheon programs
- Registration for all events for one non-member at a member rate

If someone in your firm is a member of SMPS-TC this sponsorship is only \$700!

Value: \$1,200

Silver Sponsorship

\$500

- Three free registrations to an educational program
- Prominent signage and promotional materials at all Chapter events
- Chapter website recognition (logo and link to your website)
- Three minute introduction at one luncheon program
- Recognition on marketing materials
- Promotional table at one selected educational program
- Registration for all events for one non-member at a member rate

If someone in your firm is a member of SMPS-TC this sponsorship is only \$450!

Value: \$750

Bronze Sponsorship

\$300

- Two free registrations to a Marketing Coordinator or Networking Event
- Prominent signage and promotional materials at all Chapter events
- Chapter website recognition
- Recognition on marketing materials

If someone in your firm is a member of SMPS-TC this sponsorship is only \$270!

Value: \$500



Program Sponsorship (Select one educational or professional development program) \$250

- Prominent signage and promotional materials at one program
- Verbal recognition at SMPS-TC program
- 1 free registration to the sponsored program
- Recognition on program marketing materials
- Chapter website recognition from event page (logo and link to your website)
- Promotional table at the sponsored program
- Reserved seating at speaker’s table at luncheon program

If someone in your firm is a member of SMPS-TC this sponsorship is only \$200!

Value: \$350

Marketing Coordinator or Networking Event Sponsorship \$100

- Verbal recognition at SMPS-TC social event
- Recognition on social event marketing materials
- 3-5 minute introduction at the event
- Chapter website recognition from event page (logo and link to your website)
- One free registration to the sponsored program

If someone in your firm is a member of SMPS-TC this sponsorship is only \$90!

Value: \$250

In-Kind Contributions

In addition to routine costs, SMPS-TC has a variety of expenses for website design, audio/visual and technical needs, printing and mailing expenses, signage design and production needs, and promotional activities. If you or your firm has equipment or expertise in any of these areas, please consider donating your time and/or resources as an alternative to financial sponsorship. We love creative ideas and welcome your thoughts on tailoring a sponsorship!



Please indicate your sponsorship level:

Sponsorship Level	Cost*	Discount: (member firm)	Please Check Here:
Gold Sponsorship	\$750	\$700	
Silver Sponsorship	\$500	\$450	
Bronze Sponsorship	\$300	\$270	
Program Sponsorship	\$250	\$200	
Marketing Coordinator/Networking Sponsorship	\$100	\$90	

Date: _____

Company: _____

Contact Name: _____

Phone: _____

E-mail: _____

Signature: _____

Check #: _____ (Payable to SMPS Twin Cities)

Check Amount: _____

Payment is due with this signed agreement and should be sent to the SMPS Twin Cities office (address below).

No invoices will be sent.

Logos in .eps format should be emailed to Jeremy Morris at jmorris@amengtest.com

For Program Sponsorship – please indicate 1st and 2nd choices for program month (see attached SMPS program schedule):

1st _____ 2nd _____

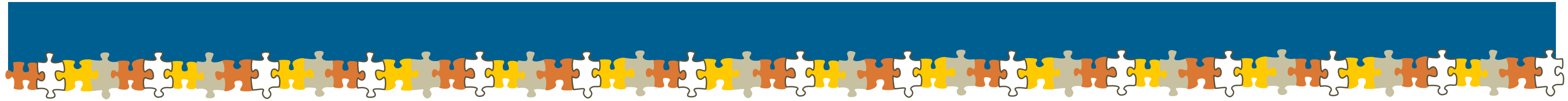
For questions regarding sponsorship, please contact:

Joe Breiter
Sponsorship Chair
SMPS Twin Cities
218.316.3636
joe.breiter@wsn.us.com

Please send signed agreement and payment to:

SMPS Twin Cities
c/o Ann Kvaal, Chapter Administrator
1027 West Roselawn Avenue
Roseville, MN 55113

*Although payments and contributions to the Twin Cities Chapter of SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.



	Non-Member Firm	Member Firm	Value	Registration to educational or professional development program	Registration to marketing coordinator or networking/ social event	Prominent signage and promotional materials at all chapter events	Chapter website recognition (logo and link to your website)	Three minute introduction at educational programs and one professional development (PD) seminar	Recognition on marketing materials	Verbal recognition as sponsor at program welcome	Promotional table space at luncheon programs	Registration for all events for one non-member at a member rate
Gold Sponsor	\$750	\$700	\$1,200	6 passes total*		X	X	2 educational programs and 1 PD seminar	X	All programs	All programs	1 attendee per program
Silver Sponsor	\$500	\$450	\$750	3 passes total*		X	X	1 educational program	X	All programs	One selected program	1 attendee per program
Bronze Sponsor	\$300	\$270	\$500		2 passes total*	X	X		X	All programs		
Educational Program Sponsor	\$250	\$200	\$350	1 pass to the sponsored program		Of sponsored program	Of sponsored program		Of sponsored program	At the sponsored program	At the sponsored program	
Marketing Coordinator or Networking Event Sponsor	\$100	\$90	\$250		1 pass to the sponsored program		Of sponsored program		Of sponsored program	At the sponsored program		

*Passes can be used once at any time for one year from the point of contract.

For more information on sponsorship, please contact Joe Breiter, SMPS-TC Sponsorship Chair at 218.316.3636 or joe.breiter@wsn.us.com

www.smeps-tc.org

2014-2015 Event Calendar



September

10th – Education Program: Lean Into It!

25th – Marketing Insight Series: Marketing by Design - with Tom Fisher, Dean of College of Design at the University of Minnesota...

October

8th – Education Program: Cultivating a Business Development Culture

23rd – Professional Development Program: The New Leadership: Four Styles to Grow (partnering with ACEC/MN)

November

5th – Education Program: What's Your Plan? Social Media with Intent

Get Connected: Refresh Your 2014 Networking Through SMPS

December

3rd – Education Program: International Marketing

January

7th – Education Program: Special Event Planning and ROI

22nd – Marketing Insight Series: PPT Maximization - What you Don't Know

February

4th – Education Program: Industrial Market Panel

March

4th – Education Program: Marketing Team Planning

22nd – Professional Development Series: How and When to Use Adobe Illustrator

April

1st – Education Program: Interview Strategies and Client Feedback

May

6th – Education Program: Teaming, Best Practices

19th – Marketing Insight Series: Strengths Finder Workshops

June

3rd – Education Program: Knowledge Management

*Dates and topics subject to change visit www.smps-tc.org for updates.



Gold Sponsor



Gold Sponsor



Gold Sponsor



Silver Sponsors



Photography Sponsor

SMPS

Society for Marketing
Professional Services
Twin Cities

Get Connected. Be Involved.

