

Making the Most of Your Sponsorship

SMPS Research Triangle Sponsorship Opportunities 2009 – 2010

The Society for Marketing Professional Services (SMPS) is a national, non-profit organization that promotes the professional and educational advancement of professional service marketers primarily in the Architectural, Engineering, and Construction (A/E/C) industries. The Research Triangle Chapter has **100 active members**. In addition to our membership, our mailing list consists of approximately 250 regular program attendees, past speakers, guests, and potential members.

Program Sponsorship **Now Only \$275.00**

SMPS presents monthly networking and educational programs that are usually on the second Tuesday of each month, from September to May. Depending on the program topic, attendance ranges from 50 to 90 people.

Take advantage of our Stimulus Rate Plan... a savings of \$50!

BENEFITS: Program Sponsorship

- (1) *Exposure, exposure, exposure.* Your company name, logo, and website URL included on all promotional materials – including the SMPS website, direct mailings (if applicable), printed advertisements (if applicable), and email blasts. **Promotional materials are sent to our entire mailing list – over 300 local A/E/C professionals.**
- (2) Table display area at the program tailored to your needs. Option to distribute informational flyers, brochures, or “freebies” at your discretion.
- (3) Formal introduction by SMPS President, and 5-10 minutes to speak about your firm.
- (4) Upon your request, a copy of our membership mailing list for your use.
- (5) A one-time electronic mailing to our membership sent via the SMPS Director of Communications.
- (6) Free attendance for two company representatives, **a \$110 value.**

Dessert Sponsorship **Only \$100.00**

The Research Triangle Chapter is introducing a new delicious option to our sponsors. This sponsorship is available at every program where lunch or breakfast is provided.

BENEFITS: Dessert Sponsorship

- (1) Your company logo will be displayed on a placard on each table.
- (2) Formal mention by the SMPS Research Triangle President at the program.

Book Sponsorship **Only \$50.00**

Another new way to be a sponsor! Your firm can sponsor the industry-related books that are given away at various programs throughout the year.

BENEFITS: Book Sponsorship

- (1) Your company name/logo will be displayed on the registration table with the book.
- (2) Your firm will get a formal mention by the SMPS Research Triangle President at the program.

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Marketing Mixer SponsorshipOnly \$100.00

SMPS holds less formal networking events called "Marketing Mixers" throughout the year. This is a casual affair where members and guests in the A/E/C industry can network and "talk shop." Attendance typically ranges between 20 to 40 members and guests.

BENEFITS: Marketing Mixer Sponsorship

- (1) Your company name, logo, and website URL included on all promotional materials – including the SMPS website and email blasts. **Promotional emails are sent to our entire mailing list – over 300 local A/E/C professionals.**
- (2) Formal introduction by an SMPS Board Member.
- (3) Table display area for company literature, brochures, etc.
- (4) Upon your request, contact list of all Mixer attendees.

What's the next step?

If you are interested in any level of sponsorship, or would like to learn more about SMPS, please contact:

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