

2011-2012 SMPS Research Triangle Sponsorship Opportunities

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 association has a national membership of 5,300+ marketing and business professionals, including the Research Triangle Chapter's nearly **100 active members**. In addition to our membership, our mailing list consists of nearly 300 program attendees, past speakers, guests, and potential members. You can gain **exposure** to key potential business partners and decision makers through one of our dynamic sponsorship opportunities.

Program Sponsorship Opportunities

<i>Program Sponsorship (Member)</i>	\$275.00
<i>Program Sponsorship (Non-Member)</i>	\$325.00

SMPS presents monthly networking and educational programs usually held on the second Tuesday of each month, from September to May. Depending on the program topic, attendance ranges from 50 to more than 100 people. Each program is limited to one sponsorship.

BENEFITS: Program Sponsorship

- ✓ *Exposure, exposure, exposure.* Your company logo included on all promotional materials – including the SMPS website, event registration 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.
- ✓ Table display area at the program tailored to your needs. Option to distribute informational flyers, brochures, or “freebies” at your discretion.
- ✓ Formal introduction by SMPS President, and 5 minutes to speak about your firm by representative.
- ✓ Upon your request, a copy of our attendee list for your use.
- ✓ A one-time electronic mailing to our membership sent via the SMPS Director of Communications.
- ✓ Free attendance for two company representatives, **a \$120 value.**

<i>Green Square Site Tour Sponsorship (Member)</i>	\$300.00
<i>Green Square Site Tour Sponsorship (Non-Member)</i>	\$350.00

Our site tours are an exciting event for our membership. It provides a casual atmosphere for our members to view the newest construction project in our area while networking with professionals. What a perfect way to highlight your firm's services. **(multiple sponsorships available)**

BENEFITS: Green Square Site Tour Sponsorship

- ✓ *Exposure, exposure, exposure.* Your logo included on all promotional materials – including the SMPS website, event registration 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.
- ✓ Your company logo on signage at the event.
- ✓ Formal mention by the SMPS Research Triangle President at the program.

Clients Talk Back May Program Sponsorship (Member)..... \$200.00
Clients Talk Back May Program Sponsorship (Non-Member)..... \$250.00

One of our most popular programs every year with attendance averaging more than 100 people! This event is a great turnout for members and their guests. It is an excellent way of highlighting your firm while networking with fellow industry professionals as well as our ultimate clients including municipal, healthcare and higher educational clients. (multiple sponsorships available)

BENEFITS: Clients Talk Back Sponsorship

- ✓ *Exposure, exposure, exposure.* Your company name and logo included on all promotional materials – including the SMPS website, event registration 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.**
- ✓ Your company logo on signage at the event.
- ✓ Formal mention by the SMPS Research Triangle President at the program.

Dessert Sponsorship (Member) \$100.00
Dessert Sponsorship (Non-Member) \$150.00

This sponsorship is available at every program where lunch is provided. Only one Dessert Sponsor per event.

BENEFITS: Dessert Sponsorship

- ✓ Your company logo will be displayed on a table tent on each table.
- ✓ Formal mention by the SMPS Research Triangle President at the program.

Book Sponsorship (Member)..... \$25.00
Book Sponsorship (Non-Member)..... \$50.00

Your firm can sponsor the industry-related books that are given away at various programs throughout the year. Only one Book Sponsor per event.

BENEFITS: Book Sponsorship

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



Annual Sponsorship Opportunities

The Annual Sponsorship period extends for one year from January 1, 2012 – December 31, 2013. First time annual sponsors will receive a **10% discount** if payment is received before **January 15, 2012**.

Gold Sponsorship \$1500.00

The Gold Sponsorship is an **exclusive non-competing sponsorship** – no other firm with the same service is allowed to be a Gold Sponsor.

BENEFITS: Gold Annual Sponsorship

- ✓ 2 complimentary registrations to every regular monthly program and Holiday Social (a \$1,020 value)
- ✓ Verbal recognition as Gold Sponsor at all SMPS events
- ✓ Logo on chapter website homepage
- ✓ Logo on all chapter eblasts
- ✓ Logo on signage for all monthly programs
- ✓ Option for promotional material at program check in table for all programs
- ✓ Sponsor ribbon on nametag for monthly programs (for two pre-registered attendees)
- ✓ Upon your request, a copy of our program attendee lists for your use.
- ✓ One time company e-blast to all members from SMPS Director of Communications



Silver Sponsorship \$1000.00

BENEFITS: Silver Annual Sponsorship (multiple sponsorships available)

- ✓ 1 complimentary registration to every regular monthly program and Holiday Social (a \$510 value)
- ✓ Verbal recognition as Silver Sponsor at all SMPS events
- ✓ Logo on chapter website homepage
- ✓ Logo on all chapter eblasts
- ✓ Logo on signage for all monthly programs
- ✓ Sponsor ribbon on nametag for monthly programs (for one pre-registered attendee)
- ✓ Upon your request, a copy of our program attendee lists for your use
- ✓ One time company e-blast to all members from SMPS Director of Communications

Bronze Sponsorship \$500.00

BENEFITS: Bronze Annual Sponsorship (multiple sponsorships available)

- ✓ 1 member-rate discounted registration for regular monthly programs
- ✓ Verbal recognition as Bronze Sponsor at all SMPS events
- ✓ Logo on chapter website homepage
- ✓ Logo on all chapter eblasts
- ✓ Logo on signage for all monthly programs
- ✓ Sponsor ribbon on nametag for monthly programs (for one pre-registered attendee)
- ✓ One time company e-blast to all members from SMPS Director of Communications

What's the next step?

If you are interested in any of the sponsorships listed above or would like to learn more about SMPS, please contact:

Meg Barham

President-Elect, SMPS Research Triangle Chapter

919.463.9995 ext 207 ~ MEB@TA-Inc.com

THANK YOU TO OUR 2010 – 2011 SPONSORS!

