



smps[®]

Fort Worth

2019
SPONSORSHIP
PACKAGES



Friends of SMPS Fort Worth

The Society for Marketing Professional Services' (SMPS) mission is to advocate for, educate, and connect leaders in the building industry. SMPS is the premiere resource for education and information about marketing professional services for the built environment. The Fort Worth chapter provides local business development, networking, and educational opportunities throughout the year, with a dash of Fort Worth style... of course!

SMPS Fort Worth has developed a diverse menu of sponsorship opportunities from which firms within the A/E/C industry may select. By sponsoring our yearly educational programming and networking events, your firm will receive maximum exposure with your current and future teaming partners. Your contribution enables us to offer more in-depth programs that strengthen the skills and talents of your marketing professionals.

No matter which level you choose, we are certain our sponsorship packages will provide your firm with a meaningful presence and message to target industry contacts at an affordable rate. Back by popular demand, we've kept the 2018 benefit levels to offer our sponsors the BEST exposure to our members and contacts. These opportunities and associated benefits are described on the following pages.

Please contact either of us to learn more about how your firm can take advantage of these sponsorship opportunities.

Sincerely,

A handwritten signature in blue ink that reads "Jodi Bird".

Jodi Bird
Sponsorship Director
C: 817.929.2482
jodi.bird33@gmail.com

A handwritten signature in blue ink that reads "Sara L. Ducas".

Lynn Ducas
President
Intertek-PSI
C: 318.771.2818
lynn.ducas@psiusa.com

BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.

PO Box 471167 Fort Worth, TX 76147

smpsfortworth.org



2019 Sponsorship Program

Mission: To advocate for, educate, and connect leaders in the building industry.

Vision: Business Transformed Through Marketing Leadership.

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C firms. Through networking, business intelligence and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.

In fact, we are the only organization dedicated to creating business opportunities in the A/E/C industry! Companies tap into a powerful national, regional and local network to form teams, secure business referrals and intelligence, and benchmark performance. SMPS was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses.

Today, SMPS represents a dynamic network of 6,000+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its chapters benefit from the support of 5,000 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.



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Why Sponsor?

SMPS boasts 6,000+ members who are active in 57+ chapters across the United States and Canada. These individuals support the SMPS mission to advocate for, educate, and connect leaders in the building industry. Gain year-round access to leaders in the A/E/C industry and support SMPS, its members, and its mission by becoming a sponsor today.

Who should consider sponsoring SMPS Fort Worth?

- A/E/C Firms
- Professional Associations
- MBE/WBE Firms
- Service Providers (Printers, Caterers)
- Press Organizations

What are the benefits of sponsoring SMPS Fort Worth?

- High Visibility - Low Cost
- Exposure to top principals, business development professionals, and marketers in the Tarrant County area
- Opportunities to address and impress at networking events and programs
- Get ahead of your competition. Be different. Lead by example.

How will my sponsorship dollars be used?

- Enhancing programming and the quality of speakers
- Increasing frequency of networking events
- Building awareness of SMPS and the value we offer
- Supporting community and volunteer opportunities

smpsfortworth.org

2019 Sponsorship Levels

\$2,500 PLATINUM (\$3,190+ Value)

- 1 SMPS individual membership.
- 2 program registrations to selected* SMPS Programs.
- Exhibitor table at each major program.
- Unlimited use of SMPS Fort Worth webinar library.
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.
- Recognition on SMPS Fort Worth website with link back to company website.
- Member pricing for all company employees (value varies)
- Verbal thank you at all events.
- Top-level logo placement on event marketing materials, programs, and sponsor sign.
- Opportunity to place company giveaways at event seating.

\$1,500 GOLD (\$1,900 Value)

- 1 program registration to selected* SMPS Programs.
- Four-time use of SMPS Fort Worth webinar library.
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.
- Recognition on SMPS Fort Worth website with link back to company website.
- Member pricing for all company employees (value varies).
- Verbal thank you at all events.
- Logo placement on event marketing materials, programs, and sponsor sign.

\$1,000 SILVER (\$1,200 Value)

- 1 program registration to selected* SMPS Fort Worth Programs.
- Recognition on SMPS Fort Worth website with link back to company website.
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.
- Verbal thank you at all events.
- Logo placement on event marketing materials, programs, and sponsor sign.

\$500 BRONZE

- Recognition on SMPS Fort Worth website with link back to company website.
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.
- Verbal thank you at all events.
- Logo placement on event marketing materials, programs, and sponsor sign.

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IN-KIND SPONSORSHIPS

- 1 program registration to selected* SMPS Fort Worth Programs.
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.
- Recognition on SMPS Fort Worth Website with link back to company website.
- Verbal thank you at all events.
- Logo placement on event marketing materials, programs, and sponsor sign.

PRINT IN-KIND SPONSORSHIP

- Provides complimentary printing of stationary, promotional material, event programs, boards, etc.

VENUE IN-KIND SPONSORSHIP

- Provides complimentary hosting for committee meetings, programs, etc.

PROMOTIONAL IN-KIND SPONSORSHIP

- Provides complimentary promotional items for programs, events, etc.

(*) - Registrations for special events and workshops offered at a discount.



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2019 Chapter Sponsor Application

Company: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Web address: _____

Sponsorship Package Desired:

- Platinum (\$2,500)
- Gold (\$1,500)
- Silver (\$1,000)
- Bronze (\$500)
- In-Kind

Please be sure to email a high quality jpeg of your company logo to Jodi Bird, jodi.bird33@gmail.com

Please check method of payment: Check Credit Card

* 1% processing fee will apply for credit cards.

Please make checks payable to SMPS Fort Worth and remit to:

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Fort Worth, TX 76147



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