



SPONSORSHIP OPPORTUNITIES 2020/2021



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The mission of the Society for Marketing Professional Services (SMPS) is to **advocate for, educate, and connect leaders in the building industry**. SMPS's vision is Business Transformed through Marketing Leadership. The core purpose of the society is to enrich knowledge and advance practices that build business for professional services firms. The core values that guide the behavior of SMPS are innovation, integrity, lifelong learning, relationships, and service.

Why Sponsor SMPS Philadelphia?

By sponsoring SMPS Philadelphia you are increasing your firm's visibility and establishing your firm as a supporter of our mission, which is to increase the value that professional marketers bring to their firms within the A/E/C industry. Throughout the program year, the Philadelphia Chapter provides educational sessions, mentoring opportunities, client panel discussions, and hosts other events for the professional and educational advancement of those who market, sell, and manage professional services for the built and natural environments.

Your sponsorship allows us to produce quality programming, mentor our members, increase the frequency of networking and business development events, build awareness of SMPS and its value to A/E/C professionals, and to support community involvement.



Networking



Visibility



Brand Promotion



Industry Leadership








Lead Generation



Community Support

SMPS Philadelphia is diverse and dynamic, just like our city and region. Founded in 1982, we have grown to become one of the top 18 chapters in the country, with **140+ members** representing more than **100 firms**.

Our members comprise of marketing, business development and communications professionals who understand the connection between building relationships and securing new business. Through the networking and shared market intelligence available to them through chapter programming, they gain a competitive advantage in positioning their firms successfully in the marketplace.

	 Platinum	 Gold	 Silver	 M/W/DBE Certified	 Individual Event
Cost	\$1,750 (\$750 less than last year)	\$1,000 (\$500 less than last year)	\$500 (\$250 less than last year)	\$300 (new opportunity)	\$150 member firms / \$250 non-member firms per event (\$50 less than last year)
Membership: Reimbursement for up to one person	✓	✓			
Complimentary Event Registrations	✓ Up to 2 people for each Chapter event	✓ 1 person for professional development and social events*	✓ 1 person for up to 10 professional development and social events*	✓ 1 person for up to 5 professional development and social events*	✓ Up to 2 people for the sponsored event
Access to speakers: One question to client panelists	✓				✓
Logo Visibility: On Chapter website, email newsletter, on screen during video events, and on printed event program and nametags when applicable	✓	✓	✓	✓	✓ Logo also on event invitations and reminder
Firm profile: On Chapter website	✓				
Job Postings: Complimentary 3-month listing on Chapter Job Bank	✓ Unlimited listings	✓ 1 listing			
Social: Sponsor thank you on SMPS Philadelphia's Twitter, LinkedIn, and Facebook	✓	✓	✓	✓	✓
Video: Video shared on SMPS Philadelphia's social media (up to 2 minutes)	✓				✓
Advertisement: Share a marketing packet with attendees during events	✓			✓	✓
Signage: Option available for in-person events					✓ Pop-up display

*Panel programs excluded

In-Kind Sponsors

We welcome and appreciate in-kind support of our chapter. Appropriate recognition of in-kind sponsorships is provided depending on the event format.

QUESTIONS?

Contact Sponsorship Director, Danielle Donnelly at danielle@abpcx.com.

2020/2021 Events Preview

This year may look different, but we are still planning a diverse selection of quality programming. As an annual sponsor you will gain access to valuable educational and networking events. Here are some topics to look forward to.

Fall Programs

- ◇ Intersection Between Water + Transportation (Joint WTS event)
- ◇ Leveraging the Edge: When Marketing Matters the Most
- ◇ Measure What Matters
- ◇ Proposal Formatting

Winter Programs

- ◇ A/E/C Trivia Holiday Event
- ◇ Healthcare Client Panel (AIA Joint event)
- ◇ Book Club
- ◇ Culture Code
- ◇ Life Sciences Client Panel / Case Study (AIA Joint event)
- ◇ Philly's Phinest Marketing Communications Awards

Spring Programs

- ◇ Thought Leadership/External Communications
- ◇ Building a Dream Marketing Team
- ◇ Industrial Development Client Panel
- ◇ 50 Shades of Leadership
- ◇ Golf Clinic



Client Panels



Education



Networking

2020/2021 Sponsorship Commitment Form

Logistics:

Please email this completed form along with your firm logo (EPS is preferred), website link, and for Platinum-level sponsors, a 100 word or less firm profile, to Danielle Donnelly at danielle@abpcx.com.

Sponsorship Level:

- Platinum - \$1,500 Gold - \$1,000 Silver - \$500 M/W/DBE Certified - \$300
- Interest in future event or in-kind sponsorship opportunities

Payment Options:

- Check Payable to SMPS Philadelphia

Mail to: Dayna Abbott, 1514 S 9th Street Unit 201 Philadelphia PA 19147 | Abbottde24@live.com

- Credit Card

Type of Card Visa MC AmEx

Account Number: _____

Expiration Date: _____

Security Code: _____

Billing Address: _____

Sponsor Information:

Firm Name: _____

Firm Website: _____

Contact Name and Title: _____

Email: _____

Telephone: _____

Firm Address: _____

Authorized Signature: _____

Your signature connotes your understanding that payment is due upon signing. For credit card payments, you are authorizing SMPS Philadelphia to charge your credit card for the amount listed above.

Thank you for your participation and generous support of the SMPS Philadelphia chapter!

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