SMPS

Society for Marketing Professional Services

Seattle

SMPS SEATTLE

SPONSORSHIP PACKAGE

JANUARY 1 - DECEMBER 31, 2018

SPONSORSHIP CONTACTS

Amy Pugh
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Amanda Erickson
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Sellen Construction
206.682.7770
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Thank you for considering sponsorship of the SMPS Seattle Chapter. This is your chance to partner with one of the fastest-growing chapters in the nation for peak exposure and relationship-building opportunities!

ABOUT SMPS

SMPS, the Society for Marketing Professional Services, is the only non-profit marketing organization dedicated to creating business opportunities and enhancing the careers of marketing professionals in the architecture, engineering and construction (A/E/C) industries. The organization began in 1973 when a small group of professional service firm leaders recognized a need to sharpen their skills, pool resources and work together to help tackle the complexities of marketing. Today, SMPS has more than 6,000 members who are active in 60 chapters across the United States and Canada. Our members are marketing and business development professionals employed by architecture, engineering, planning, interior design, construction, legal, accounting and specialty consulting firms.

WHY SPONSOR SMPS SEATTLE?

The SMPS Seattle chapter is one of the oldest, largest and fastest-growing SMPS chapters in the country. Our network comprises more than 260 members from approximately 200 of western Washington's architecture, engineering and construction firms. In August 2015, our chapter received a "Striving for Excellence" award from SMPS Headquarters in recognition of the diversity and vast amount of educational, networking and scholarship programs we offer members. In addition, we have a non-member network of 1,400-plus people who regularly receive our communications. Here's why you should partner with SMPS Seattle as a sponsor:

PARTNERSHIP & RELATIONSHIP BUILDING

Support of our Seattle chapter not only links your name to the only non-profit for A/E/C marketing professional services in western Washington, it makes you a partner in every event we host each year, generating increased and highly positive visibility for your company. We can only provide these services to our industry and community with your support.

PEAK EXPOSURE OPPORTUNITIES

Each year, we offer members and non-members approximately 10 educational presentations, four open forums, quarterly educational workshops, and a minimum of six networking events to attend. Last year alone, our chapter held 29 educational and networking events attended by more than 1,250 people. As a sponsor, your logo or firm name will be recognized at every one of these events.

A DIVERSE RANGE OF SPONSORSHIP OPTIONS

With multiple levels of annual sponsorship opportunities beginning at $500, and a variety of event sponsorship opportunities, becoming an SMPS Seattle chapter partner is one of the most cost-effective ways to improve brand recognition, awareness and relationship building among chapter members and the broader A/E/C community.





SMPS Society for Marketing Professional Services Seattle

Learn more: www.smpsseattle.org

SMPS Seattle 2016-2017 Year in Review

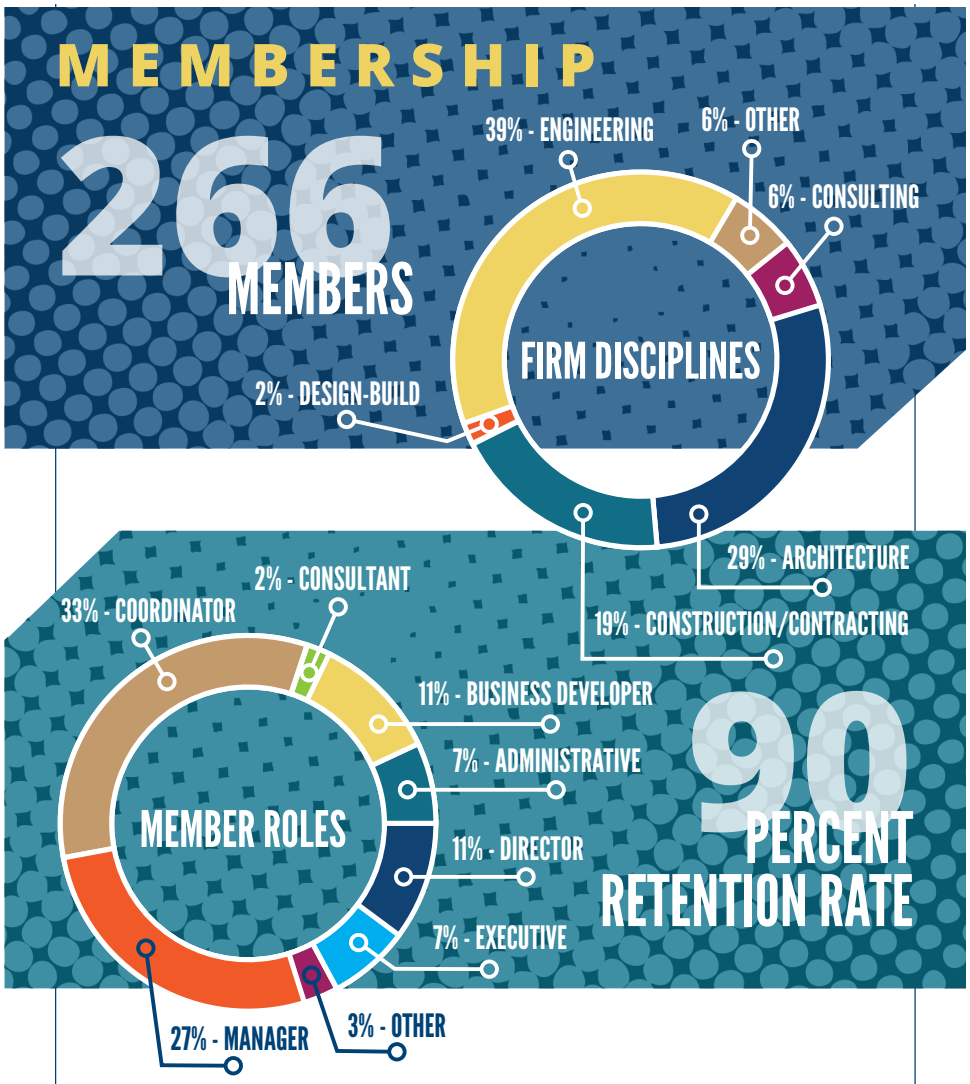
Let's look at the math:

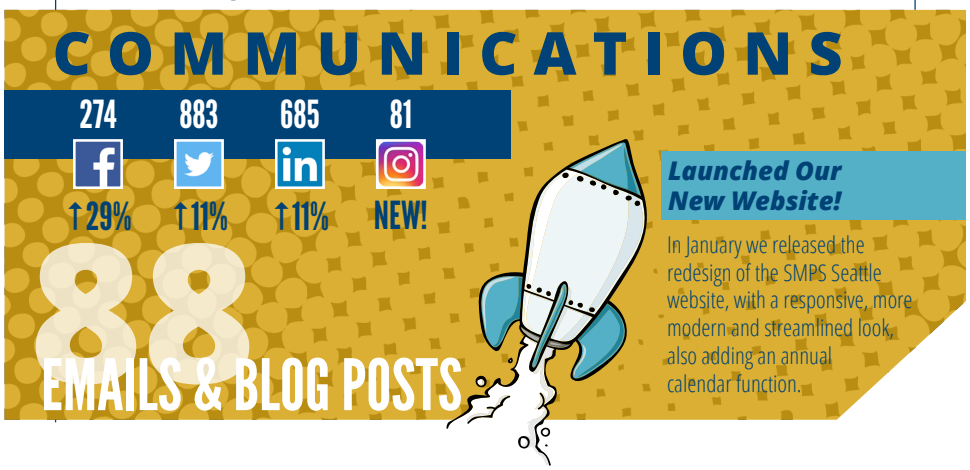
Last year, our newsletter emails went to more than 1,400 decision-makers within the A/E/C industry, totaling over 75,000 impressions annually.

Our website receives over 90,000 page views annually, and that number is growing! In early 2017, we launched a new website. As a result, we are seeing a 17% increase in annual traffic on our site.

Last year, our chapter held 29 educational and networking events attended by more than 1,250 people.

That's over 111,000 opportunities to be seen by an audience important to your business!





SMPS Society for Marketing Professional Services Seattle

Learn more: www.smpsseattle.org

2018 SMPS SEATTLE ANNUAL SPONSORSHIP OPPORTUNITIES

ANNUAL SPONSORSHIP PLEDGE DEADLINE: December 15, 2017

BENEFITS	PLATINUM $2,000	GOLD $1,500	SILVER $1,000	BRONZE $500
Brief speaking opportunity (max. 3-4 min.) at one event of your choice throughout the year*	✓			
Company logo that links to your firm's website always posted on the SMPS Seattle home page	✓			
Opportunity to provide company promotional materials at SMPS Seattle events*	At unlimited number of events*	Two times per year*		
Sponsor Spotlight: Opportunity to write guest blog for the SMPS Seattle website	Two times per year	One time per year		
Free posting/s on the SMPS Seattle job bank	Two free postings per year	One free posting per year		
Recognition on SMPS Seattle social media channels (Twitter, Facebook and LinkedIn)	Three times per year	Two times per year	One time per year	
Company logo displayed prominently on signage at each SMPS Seattle event	✓	✓	✓	Firm name written only, no logo
Company logo on SMPS Seattle weekly email newsletter (every Thursday)	✓	✓	✓	Firm name written only, no logo
Company logo and link to website posted on the sponsorship page of the SMPS Seattle website	✓	✓	✓	✓
FREE Registration to SMPS Seattle events**	One free ticket to ALL events**	One free ticket to one event per month**	Four free tickets to be used at event/s of your choice**	Two free tickets to be used at event/s of your choice**
Name badge with sponsor ribbon for members at events	Platinum sponsor ribbon	Gold sponsor ribbon	Silver sponsor ribbon	Bronze sponsor ribbon

** Reign Awards Gala and Annual Kick-Off are events that are excluded from these sponsor benefits.*
*** All educational workshops and the Reign Awards Gala are excluded from any free ticket use.*

2018 EVENT SPONSORSHIP OPPORTUNITIES

Individual event sponsorships are available throughout the year at a number of price levels, ranging from $100 to $750. When you sponsor a specific event, sponsorship benefits include, but are not limited to: logo and name recognition as presenting sponsor on event promotional items and free ticket(s) to the event.

SMPS Seattle will release our event sponsorship opportunities after the sponsor drive completes. If you would like more information on what these might entail prior to their release, or if you have any event sponsorship ideas, please get in touch with us. We welcome any opportunities and ideas for sponsor partnership.

Contact: Amy Pugh, SMPS Seattle President, DCI Engineers, 206.332.1900, apugh@dci-engineers.com
Amanda Erickson, SMPS Seattle Past President, Sellen Construction, 206.682.7770, amandae@sellen.com

2018 IN-KIND SPONSORSHIP OPPORTUNITIES

We welcome and appreciate in-kind support as a sponsorship opportunity for all of our events or the full calendar year. Sponsor benefits for in-kind sponsorships will vary dependent on the equivalent dollar amount. Contact Amy Pugh or Amanda Erickson for more information on how to give an in-kind sponsorship.

Your in-kind contribution could include, but is not limited to, any of the following options:

- Service donations, such as printing, graphics, photography, audio-visual, etc.
- Raffle/prize item donations
- Facility use
- Food and beverage refreshments

QUESTIONS?

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2018 ANNUAL SPONSORSHIP PLEDGE FORM

THANK YOU FOR CHOOSING TO SUPPORT SMPS SEATTLE!

Your sponsorship will help us continue to provide marketing professionals in the architecture, engineering and construction industry with outstanding programs, educational opportunities and networking events. This sponsorship will be for the 2018 calendar year, Jan. 1 to Dec. 31. Please complete this form and send it with your contribution to the address below.

SPONSORSHIP PLEDGE

ANNUAL LEVEL	AMOUNT	CHECK ONE
Platinum	$2,000	
Gold	$1,500	
Silver	$1,000	
Bronze	$500	

FIRM NAME: _____

CREDIT CARD INFORMATION (You may also call Heidi Maki to relay credit card information.)

No: _____

Expiration Date: _____ 3 or 4 digit code: _____

Billing Address (city, state, zip): _____

Name on Card: _____

Signature: _____ Date: _____

PRIMARY FIRM CONTACT INFORMATION

Name: _____

Title: _____

Address: _____

Phone: _____

Email: _____

Is someone in your firm an SMPS member? (not required for sponsorship) Yes No

If not, would you like to be contacted regarding membership? Yes No

PLEASE SUBMIT THIS PLEDGE FORM BY DEC. 15, 2017, AND PAYMENT TO HEIDI MAKI

Payment can be submitted by credit card or check now or at a later date.

Heidi Maki, SMPS Seattle Treasurer
c/o Swenson Say Faget
2124 Third Avenue, Suite 100
Seattle, WA 98121
206.956.3738 | hmaki@ssfengineers.com
(Checks are made payable to SMPS Seattle.)