smps®
Seattle

SMPS SEATTLE
SPONSORSHIP PACKAGE

JANUARY 1 - DECEMBER 31, 2020

PLEDGE DEADLINE: DECEMBER 1, 2019

2020 SPONSORSHIP CONTACTS:

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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 7,000 members who are active in 58 chapters across the United States and Canada. Our members are marketing and business development professionals employed by architecture, engineering, construction, planning, landscape, interior design, 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 300 members from hundreds of firms throughout Washington, Montana, Idaho and British Columbia. In August 2015 and 2018, our chapter received "Striving for Excellence" awards 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.

PEAK EXPOSURE OPPORTUNITIES

Each year, we offer members and non-members five educational presentations, three Fellows Forums, three educational workshops, and at least five networking events. Last year alone, our chapter held nearly two dozen educational and networking events attended by more than 1,200 people! As a sponsor, your firm will be recognized at each 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 among marketers and business developers in the broader A/E/C community.





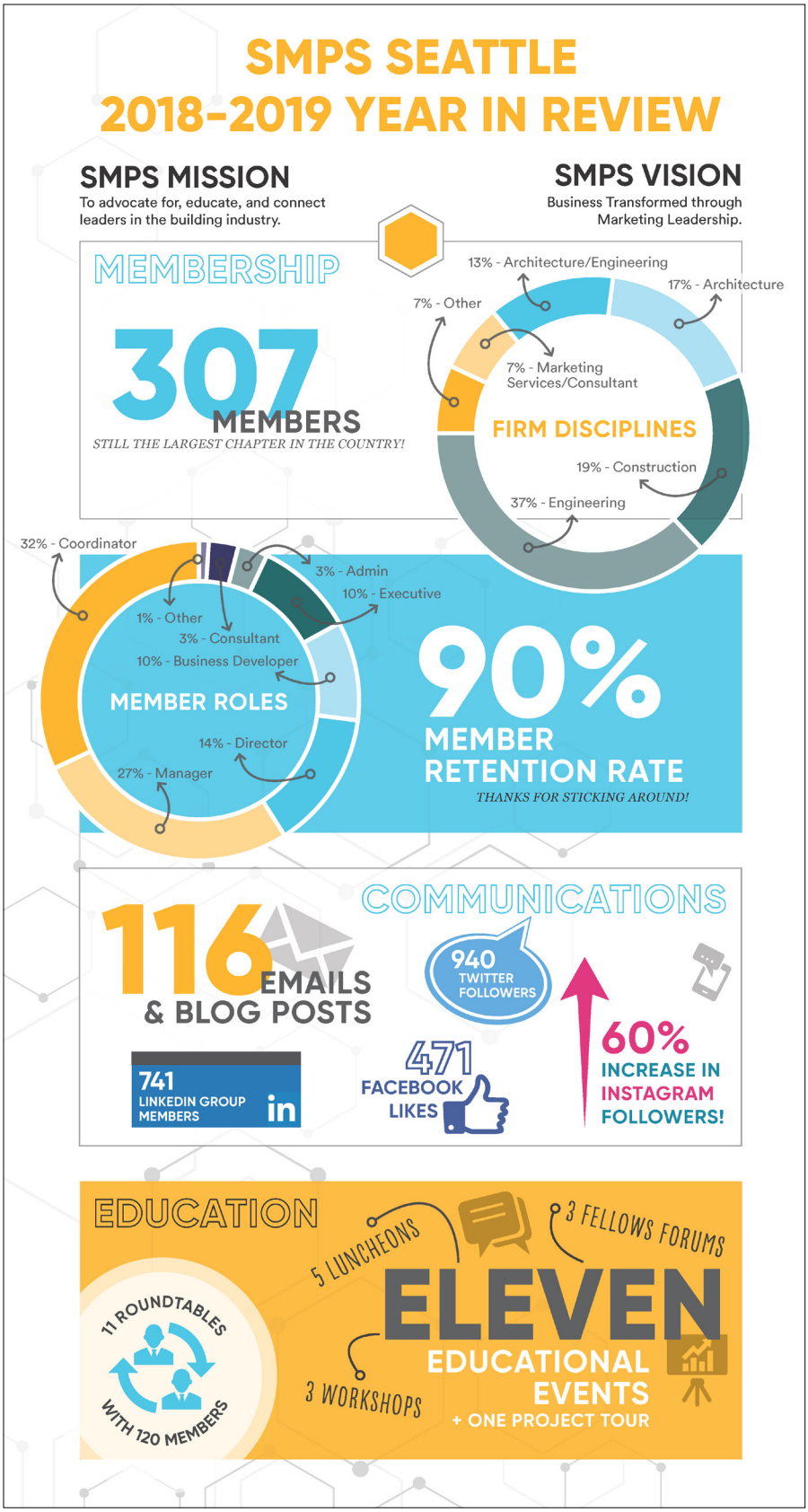


BY THE NUMBERS:

Last year, our newsletter emails went to more than 1,400 decision-makers within the A/E/C industry each week, totaling over 70,000 impressions annually.

Our website and social media channels reach thousands of members and affiliates each month, and our channels are growing. We saw a 60% increase in our Instagram followers just last year!

As a sponsor, you have tens of thousands of opportunities to be seen and recognized by our network of A/E/C Marketers and Business Developers throughout the year.



2020 SMPS SEATTLE

ANNUAL SPONSORSHIP OPPORTUNITIES

ANNUAL SPONSORSHIP PLEDGE DEADLINE: December 1, 2019

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 annually*	Two free tickets annually*
Name badge with sponsor ribbon for members at events	Platinum sponsor ribbon**	Gold sponsor ribbon**	Silver sponsor ribbon**	Bronze sponsor ribbon**

* *Reign Awards Gala, Educational Workshops, and events presented in conjunction with other associations are excluded from these sponsor benefits.*

** *Sponsorship name badge ribbons included at all Educational Lunches and most other events.*

PLEASE NOTE:
Contact sponsorship@smpsseattle.org to coordinate benefit requests.

2020 EVENT SPONSORSHIP OPPORTUNITIES

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

Sponsorship levels and events include:

Annual Reign Awards Gala (June)
- $1,000: Signature Sponsor
- $500: Supporting Sponsor*
- $250: Contributing Sponsor*
- In-kind Sponsorship Opportunities Also Available*

Additional levels to be determined at later date.

Annual Kick-Off Event (September)
- $500: Signature Sponsor
- $250: Supporting Sponsor*
- In-kind Sponsorship Opportunities Also Available*

Additional levels to be determined at later date.

Educational Events including Market Mash, and Special Events including Trivia Night, New Member Events and Fellows Forums (Year-Round)
- $250 Sponsorship Levels Available*
- $100 Sponsorship Levels Available*
- In-kind Sponsorship Opportunities Also Available*

Additional levels to be determined at later date.

* Multiple opportunities available.

2020 IN-KIND SPONSORSHIP OPPORTUNITIES

We welcome and appreciate in-kind support for our individual events or for our chapter on an annual basis. Sponsor benefits for in-kind sponsorships will vary dependent on the equivalent dollar amount.

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

FOR MORE INFO, EMAIL: SPONSORSHIP@SMPSSEATTLE.ORG





2020 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 2020 calendar year, Jan. 1 to Dec. 31.

SPONSORSHIP PLEDGE

ANNUAL LEVEL	AMOUNT
Platinum	☐ $2,000
Gold	☐ $1,500
Silver	☐ $1,000
Bronze	☐ $500
EVENT SPONSORSHIP*	PLEDGE AMOUNT*
IN-KIND SPONSORSHIP*	DONATION / VALUE*

** Event and In-Kind Sponsorships are subject to availability and must be approved and confirmed by the SMPS Seattle Board of Directors.*

FIRM NAME: _____

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

HOW TO CONFIRM YOUR SPONSORSHIP OF SMPS SEATTLE:

1. Submit this pledge form by Dec. 1, 2019, to **sponsorship@smpsseattle.org**.
2. After you've submitted your pledge form, pay online via **smpsseattle.org/Become_A_Sponsor**
   If you cannot pay online, or if you are submitting a pledge for event or in-kind sponsorship, please make arrangements with SMPS Seattle through **sponsorship@smpsseattle.org**.

Please note: Your sponsorship is not confirmed until payment is processed.