

SMPS

Society for Marketing  
Professional Services

Palmetto

## 2017 ANNUAL & PROGRAM SPONSORSHIP PACKAGE

2017 SPONSORSHIP

OPPORTUNITIES

Reaching  
decision-makers  
in South Carolina's  
A/E/C Industry just  
got easier!

Why should  
your company  
BECOME **SMPS**  
AN **Palmetto**  
SPONSOR IN 2017?

1

SMPS is a national, non-profit organization formed in 1973 by marketing and business development professionals from the architectural, engineering, planning, interior design, environmental, construction industries, as well as specialty consulting firms.

2

The Society and its chapters benefit from the support of 3,700 design and building firms, encompassing 80% of *Engineering News-Record's* Top 500 Design Firms and Top 400 Contractors. The organization currently has more than 6,000 members throughout the United States and Canada.

3

With 95 members and state-wide events and programs, the SMPS Palmetto Chapter engages more than 1,600 A/E/C professionals across South Carolina. In addition, SMPS Palmetto offers several local and national benefits and services to our members, such as educational resources, networking, seminars, conferences, workshops, publications, trends and best practices in marketing and business development for the A/E/C industry.

What are you waiting for? Become a sponsor today!

SMPS

Society for Marketing  
Professional Services  
Palmetto

ANNUAL SPONSOR

← OPPORTUNITIES

**SPONSORSHIP PACKAGE OVERVIEW** *Now offering new levels of sponsorships to suit every budget!*

As an SMPS Palmetto Annual Sponsor, your company will receive exposure throughout the state of South Carolina from Charleston to Columbia and the Upstate. With three different levels of participation beginning at just \$500, becoming an SMPS Palmetto Chapter partner is one of the most cost-effective ways to improve brand recognition and awareness among Chapter members and the broader A/E/C community. Sponsorships are open to both members and non-members, and there is no limitation placed on competing firms for Annual Sponsorships. Annual sponsorships run from January 1st to December 31st.

**\$1500**

PLATINUM LEVEL

- 20 tickets per year per company to SMPS Palmetto programs
- Company logo displayed on Platinum Level Annual Sponsor signage at each program
- Company logo displayed on program flyer at each program
- Verbal Recognition at Programs/Events
- Company logo with hyperlink and 100 word narrative posted to SMPS website (logo displayed on home page and sponsor page)
- Opportunity for one company representative to have lunch with the program speaker/guest, program sponsor, and Board President at each luncheon
- Company logo displayed on PowerPoint loop at each program prior to program start
- Opportunity to display one banner stand at all events (to be provided by sponsor)
- Opportunity to introduce the program speaker and provide a 3-minute verbal company introduction at one monthly luncheon program (\*Note: Selected program must be identified in advance. Only one platinum level sponsor intro per program)

**\$1000**

GOLD LEVEL

- 10 tickets per year per company to SMPS Palmetto programs
- Company logo displayed on Gold/Silver Level Annual Sponsor signage at each program
- Company logo displayed on program flyer at each program
- Verbal Recognition at Programs/Events
- Logo with hyperlink posted to SMPS Palmetto website (sponsor page only)
- 2 opportunities for one company representative to have lunch with the program speaker/guest, program sponsor, and Board President
- Opportunity to send brief company highlight to be read at one of the monthly luncheon programs (identified in advance)

**\$500**

SILVER LEVEL

- 6 tickets per year per company to SMPS Palmetto programs
- Company logo displayed on Gold/Silver Level Annual Sponsor signage at each program
- Company logo displayed on program flyer at each program
- Verbal Recognition at Programs/Events
- Hyperlink to company website posted to SMPS Palmetto website sponsor page (no logo)

The SMPS Palmetto chapter welcomes and appreciates in-kind support as another option for sponsorship. In-kind contributions assist with Chapter operating expenses and/or any of the following:

IN-KIND SPONSOR

← OPPORTUNITIES

- Membership event giveaways
- Service donations (printing, mailing, web design, etc.)
- Media sponsorships

**\*Note:** Free lunch(es) are for in-kind sponsor company employees only, no substitutes.

SMPS

Society for Marketing  
Professional Services  
Palmetto

PROGRAM SPONSOR

← OPPORTUNITIES

### PROGRAM SPONSORSHIP OVERVIEW

South Carolina's real estate and construction market is booming, which means getting your firm's brand in front of the right people has grown substantially more complex. SMPS Palmetto offers your firm a valuable opportunity to reach premier architectural, engineering, construction and real estate development companies in Charleston, Columbia and the Upstate through our Program Sponsorship package. Through our monthly luncheon programs and workshops, SMPS Palmetto puts your company directly in front of key decision makers - Principals, CMOs, Business Developers and Marketers - all of whom purchase products and retain services for the needs of their firms. *Worried about competitors diluting your brand and message through a competing sponsorship?* With an SMPS Palmetto Program Sponsorship, you don't have to worry! Program sponsorships are limited to three non-competing firms. As an added benefit, Program Sponsors receive exclusive networking access with program speakers/panelists prior to the program for networking. By sponsoring one of SMPS Palmetto's programs, you are establishing your company as a supporter and collaborator of the organization's mission to secure profitable business relationships for A/E/C companies.

**\$250**

### PROGRAM SPONSORSHIP BENEFITS

- One free registration to sponsored program, includes meal
- Opportunity for one company representative to have lunch with the speaker/panelist(s) and Board President
- Verbal acknowledgement in introduction of program + 30 second opportunity to speak on company
- Company logo/name placed on program announcements (invitations and agendas)
- Sponsor may provide marketing materials and/or promotional products to promote their company (table will be provided at back of room, if requested in advance)

### Previous Programs at a Glance

- South Carolina Ports Logistics & Transportation Impact
- Tour of The Former Historic Claussen Bakery, Home to Mcmillan Pazdan Smith, Greenville Office
- The 30-Minute Inbound Marketing Plan: How to Market Your Company in the New Economy
- 2016 Greenville Commercial Development Panel
- Charleston Upper Peninsula Initiative
- Architectural Photography 101
- 2016 SMPS Palmetto Membership Derby
- Introduction to Adobe InDesign
- Prezi 101 Workshop: Getting Started
- Upstate Group Webinar Viewing: "Five Marketing Tools to Make Life Easy"

\*SMPS Palmetto strives to provide the most current industry-specific "hot" topics to attendees of each of our monthly programs; therefore, the list above is a small snapshot of previous programs. Please visit [smpspalmetto.org](http://smpspalmetto.org) to view our events calendar.

Questions about  
sponsorship?

Contact one of our  
Sponsorship Co-Chairs (Geoff  
Lewis or Betsy McDonald) at  
[sponsorship@smpspalmetto.org](mailto:sponsorship@smpspalmetto.org)





Society for Marketing  
Professional Services  
Palmetto



# SPONSORSHIP FORM

\_\_\_\_\_ commits to acting as a \_\_\_\_\_ for the Society for  
COMPANY NAME PROGRAM OR ANNUAL SPONSOR  
 Marketing Professional Services (SMPS) Palmetto chapter in South Carolina

Firm will have the ability to network at each program and will receive all benefits as stated in the 2017 Sponsorship Opportunities Package for the level indicated below.

**ANNUAL SPONSORSHIP**

- Platinum Level (\$1,500)
- Gold Level (\$1,000)
- Silver Level (\$500)

**PROGRAM SPONSORSHIP (\$250)**

\_\_\_\_\_  
Signature of Company Representative Date

\_\_\_\_\_  
Geoff Lewis, Sponsorship Co-Chair -or-  
Betsy McDonald, Sponsorship Co-Chair Date

\_\_\_\_\_  
Name & Title of Company Representative (Printed)

Please **e-mail** a copy of the sponsorship form and a high-resolution logo (vector format preferred) to:

Geoff Lewis or Betsy McDonald, Sponsorship Co-Chairs  
 sponsorship@smpspalmetto.org

**Payment via credit card is preferred** and can be set up by contacting one of the sponsorship co-chairs listed above.

Payments via check should be mailed to the following address. All checks should be made out to SMPS Palmetto.  
 Jennifer Henikman, SMPS Palmetto Chapter  
 P.O. Box 2407, Mount Pleasant, SC 29465

**Payment is due upon completion of this agreement form.**