

Thank you to our 2015-16  
Corporate Sponsors

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Architectural & Interior Design

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2016-2017

# CORPORATE SPONSORSHIP OPPORTUNITIES

SMPS New York (SMPS-NY) is your key to connecting with marketers, leaders, and business developers of Architecture, Engineering, Interior Design, Landscape Architecture, and Construction firms in New York City. Reach the influencers and decision makers of professional services firms today by becoming a corporate sponsor of SMPS-NY.

## WHY SPONSOR SMPS-NY?

- Gain access to more than 4,000 principals, marketers, professionals, and decision-makers in architecture, engineering, construction, real estate, and development in the NY/NJ/LI & Westchester regions
- Receive recognition at industry events
- Cultivate new and existing relationships face-to-face, the most effective way to get your foot in the door with potential clients
- Build your bottom line through cost-effective marketing that delivers results!



## THE COMPANY YOU'LL KEEP

Our sponsors include: AFG Group | AKF Group LLC | ARC | Arbuckle Industries | Cerami & Associates Inc. | Ashok Sinha Photography Commercial Observer | Dewberry | Dominick R. Pilla Associates | Engineering News-Record | HDR | HLB Lighting Design | Henderson Engineers | Hunter Roberts Construction Group | Langan Engineering & Environmental Services Inc | Liiker Associates Consulting Engineers | Louis Berger | Microdesk | O'Donnell & Naccarato | SOM | Shen Milsom & Wilke | Simpson Gumpertz & Heger Inc. | Stantec Consulting Services Inc | STUDIOS Architecture | VOA Associates Incorporated | Woodard & Curran



2016-2017

# CORPORATE SPONSORSHIP OPPORTUNITIES

ANNUAL SPONSORSHIP PACKAGES	GOLD \$3500	SILVER \$2500	BRONZE \$1500
Event Registrations (client panel programs, professional dev. and affiliate, max 4 registrations per event)	20	15	10
Holiday Party registration	1	1	1
Complimentary registration for the 2017 SMPS Northeast Regional Conference (NERC) - travel not included	1		
THE Marketing Event (TME) registration	1		
Registration to SMPS-NY Awards Gala	1	1	
Sponsor Appreciation event registration	3	2	1
Free job board postings on smpsny.org Career Center			
Blog post on SMPS-NY website (topic and content to be approved by SMPS-NY)	1	1	
Logo and hyperlink on SMPS-NY website			
Name and hyperlink on all SMPS-NY emails			
Logo in all program/professional development event PowerPoint reels			
Logo in all program/professional development handouts			
Social Media mentions			
Sponsor designation on nametags			

M/WBE receive a 20% discount off Bronze listed rates.

\*Values for Gold, Silver, and Bronze packages are valued approximately at \$5490, \$4225 and \$2800 respectively and varies based on individual member vs. non-member status.

All benefits listed above are non-transferable. The SMPS-NY Chapter year runs from September 1, 2016, to August 31, 2017.

## IN-KIND SPONSORSHIPS

We welcome and appreciate in-kind support of our chapter. Appropriate recognition of in-kind sponsorships is provided depending on the event format, including your logo on the SMPS-NY website, verbal recognition, sponsor name badges, etc. Your in-kind contribution may assist with chapter operating expenses or any of the following:

- Membership event give-a-ways
- Raffle donations for the Chapter Holiday Party
- Service donations (printing, graphics, event photography, etc.)

Ready to sponsor? Email Brian C. Ferry to get started:  
brianferrywrites@gmail.com



# 2016-2017 CORPORATE SPONSORSHIP OPPORTUNITIES



## EVENT SPONSORSHIPS

CLIENT PANEL EVENT SPONSOR (\$500/MAX 2 SPONSORS PER EVENT)  
 CLIENT PANEL EVENT SUPPORTER (\$250)  
 CLIENT PANEL ADVERTISING SPONSOR (\$1,500/MAX 2)  
 PROFESSIONAL DEVELOPMENT EVENT SPONSOR (\$750)  
 LEADERSHIP EVENTS SPONSORSHIP (\$600)  
 LANYARD SPONSOR (\$1,000/MAX 6)  
 SPIRITS WITH SMPS-NY EVENTS SPONSOR (\$500/MAX 4)

Table to display your company's material at one client panel program and copy of event attendee list.	■						
One page (8.5x11) advertisement to be included in our handout materials. Advertisement to be designed and produced by you, distributed by us.	■						
Stand alone slide (designed by you) in PowerPoint reel for all client panel programs.	■		■				
Logo (for sponsor)/company name (for supporter) and hyperlink on client panel program event page on SMPSNY.org for program that you are sponsoring. Logo in footer of presentation slides.	■	■	■				
20% code for event registration for you to distribute to colleagues that you would like to invite to the event.	■						
Registration for client panel programs OR professional development events, as applicable. (Excludes TME)	■		■	■	■	■	
							* One registration per event
Logo on event pages and program handouts for client panel programs OR professional development events OR leadership events OR spirits, as applicable. (Excludes TME)	■	■	■	■	■	■	■
Company name and hyperlink listed on emails advertising client panel programs OR professional development events, as applicable. (Excludes TME)	■	■	■	■	■		
Sponsor Appreciation event registration.			■	■		■	
							* One registration per event
Logo on handouts and 1/2 page advertisement (designed by you) included in handout for each of the client panel programs.			■				
Logo on lanyards to be used at client panel programs and professional development events. (Excludes TME)						■	
Logo on coasters used at our New York, Westchester, New Jersey and Long Island Spirits events. Logo on Spirits signage displayed at each of our NY, WCR, NJ and LI Spirits events.							■





2016-2017

# CORPORATE SPONSORSHIP OPPORTUNITIES

**CONFIRMATION FORM: COMPLETE & EMAIL completed form to Brian C. Ferry, [brianferrywrites@gmail.com](mailto:brianferrywrites@gmail.com)**

I hereby confirm the intent of \_\_\_\_\_ (firm name) to sponsor the Society for Marketing Professional Services, New York Area Chapter at the following level:

- |                           |  |   |
|---------------------------|--|---|
| GOLD SPONSOR (\$3,500)    | CLIENT PANEL: AUDIO VISUAL SPONSOR (\$1,500) | PROFESSIONAL DEVELOPMENT EVENTS SPONSOR (\$750) |
| SILVER SPONSOR (\$2,500)  | CLIENT PANEL: ADVERTISING SPONSOR (\$1,500)  | LEADERSHIP EVENTS SPONSOR (\$600)               |
| BRONZE SPONSOR (\$1,500)  | CLIENT PANEL: EVENT SPONSOR (\$500)          | SPIRITS EVENTS SPONSOR (\$500)                  |
| LANYARD SPONSOR (\$1,000) | CLIENT PANEL SUPPORTER (\$250)               | OTHER (See comments below)                      |

By signing below, I confirm that I understand that sponsorship benefits go into effect upon receipt of payment.

By (signature):

Date:

Printed Name:

Company Address:

City, State, Zip:

Company URL:

Company Twitter Handle:

Company Facebook:

Company LinkedIn:

Company Instagram:

Contact Phone Number:

Contact Email:

## PAYMENT

Pay by check: MAIL check with a copy of this form to SMPS-NY, Bowling Green Station, PO Box 77, NY, NY 10274-0077

Pay by credit card, (check one):      AMEX      Visa      Mastercard

Signature:

Name on Card:

Card Number:

Expiration Date:

## LOGISTICS

EMAIL firm logos to Brian C. Ferry, [brianferrywrites@gmail.com](mailto:brianferrywrites@gmail.com)

- Company Logo (typical) in EPS or other vector file format (NOTE: .jpg, .tiff, .gif, .png or other raster formats will not be accepted)
- Company Logo (perfect square) in EPS or other vector file format for use on our website and other collateral materials (NOTE: .jpg, .tiff, .gif, .png or other raster formats will not be accepted)

## QUESTIONS

Contact Brian C. Ferry, director of sponsorship, at [brianferrywrites@gmail.com](mailto:brianferrywrites@gmail.com)

## THANK YOU FOR YOUR PARTICIPATION AND GENEROUS SUPPORT!

Payments and contributions to the New York Area Chapter of SMPS are not tax deductible as charitable contributions for federal income tax purposes. However, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.

