



SPONSORSHIP OPPORTUNITIES

SMPS-NY LIBERTY BALL

**Honoring Excellence in
Marketing Communications and
Professional Development**





SMPS-NY

For more than four decades, SMPS New York has been driven by a spirit of passion, creativity, and excellence. This year, we proudly continue this legacy with our 2025 Liberty Awards - a night dedicated to honoring the remarkable journeys, achievements and innovations of our members.

The Society for Marketing Professional Services (SMPS) is a non-profit organization that advances the marketing and business development professions within the AEC industry. The SMPS-NY Chapter, founded in 1983, has been a driving force in shaping the future of marketing in the region, offering its members valuable resources, educational opportunities, and networking events to promote growth and excellence.

MENTOR LEVEL SPONSORSHIP OPPORTUNITY!

We are thrilled to continue our new tradition to provide the chance to **sponsor protégés in the SMPS-NY Mentorship Program** by covering their registration fees for the Liberty Ball.

Now in its **sixteenth year**, the Mentorship Program reflects SMPS-NY's dedication to helping AEC marketers and business developers grow personally and professionally. We welcome professionals at every career stage to join us as either mentors or mentees.

This sponsorship opportunity lets companies demonstrate their commitment to fostering new talents and promoting professional growth. **For further details, please see the Mentor Level Package.**



LIBERTY BALL SPONSORSHIP PACKAGES

	MENTOR \$2,500	PATRON \$1,750	PARTNER \$1,250	SUPPORTER \$750	FRIEND \$300
Complimentary event ticket registrations	3	2	1	1	
Logo on step and repeat banner	✓	✓	✓	✓	
Social media and email promotion in the lead-up to and recap of event	✓	✓	✓		✓
Opening remarks • MENTOR- during the protege graduation • PATRON- during the MCA, PAA	✓	✓			
Verbal recognition to all attendees at start/end of program	✓	✓	✓	✓	
Name one of four specialty cocktails					✓
Logo on bar signage					✓



LIBERTY BALL SPONSORSHIP COMMITMENT

I hereby confirm the intent of (firm name)
to sponsor the Society for Marketing Professional Services - New York at the following level:

MENTOR - 1 AVAILABLE (\$2,500)

SUPPORTER - UNLIMITED (\$750)

PATRON - 1 AVAILABLE (\$1,750)

FRIEND - 4 AVAILABLE (\$300)

PARTNER - 4 AVAILABLE (\$1,250)

SIGNATURE

PRINT NAME

DATE

CONTACT PHONE NUMBER

CONTACT EMAIL

FIRM WEBSITE

PAYMENT OPTIONS

- **Pay by check, invoice or credit card by phone:** Email smpsny.treasurer@smpsny.org for instructions.
- **Pay by credit card online:** Please visit our website at www.smpsny.org. Once there, select "EVENTS" from the top menu, proceed to "2025 SMPS-NY Annual Liberty Ball," click on "Register Now," login, enter your information, and proceed to payment.

LOGISTICS

- Email your company logo in standard format and a square version in EPS format.
- Please Note: .jpg, .tiff, .gif, .png or other raster formats will not be accepted)
- Forward all assets and address any sponsorship related inquiries to Michelle Dugliss, our Director of Sponsorship, via email at sponsor@smpsny.org.

Please note: Payments and contributions to SMPS-NY 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.

THANK YOU FOR YOUR PARTICIPATION AND GENEROUS SUPPORT!

smpsny.org