

2018-2019 SPONSORSHIP OPPORTUNITIES

Sponsor SMPS New York

THERE'S A SPONSORSHIP OPTION FOR EVERY NEED AND EVERY BUDGET.

Sponsoring the SMPS New York Chapter is a great way to increase your firm's visibility to hundreds of marketing and business development decision-makers in the greater metropolitan area. Our regular emails reach over 4,000 AEC professionals. In addition, sponsorship rewards you with free admission to events, giving you an opportunity to introduce your firm face-to-face. SMPS New York looks forward to adding your company's name to this prestigious list of supporters!



WHY SPONSOR?

- Generate leads from thousands of firm principals, panelists, and event attendees from across the Tri-state area
- Give yourself and your team access to professional development courses specific to business, leadership, communications, and marketing best practices at all skill levels. Past topics include future designing your firm, marketing planning, and digital marketing tools.
- Build your bottom line through cost-effective marketing that delivers results!

THE COMPANY YOU'LL KEEP

Our sponsors include: AFG | BizBash | Buro Happold | Cerami & Associates | Dattner | D&B Engineering Dewberry | Emtec Consulting Engineers | Faithful+Gould | FullStack Modular | FX Collaborative | Hausman Communications | Haworth | Integrated Marketing Solutions (IMS) | Integrated Project Services (IPS) | Kohler Ronan, LLC | Langan | LERA Consulting Structural Engineers | Mancini Duffy | MMC Contractors | Nelson & Pope | O'Donnell & Naccarato | One Lux Studio | Pullman SST Inc | Schneider Electric | Simpson Gumpertz & Heger Inc (SGH) | Skanska | Stantec | Structure Tone | Van Deusen & Associates (VDA)

QUESTIONS?

Contact Brian C. Ferry, Director of Sponsorship, at brian.c.ferry@skanska.com

ANNUAL SPONSORSHIP PACKAGES

	GOLD \$3500	SILVER \$2500	BRONZE \$1500
Program Registrations (Client Panels and Professional Development Events) max 3 registrations per event	18	14	10
Tickets to the SMPS-NY Holiday Party	1	1	1
Registration to our annual symposium, THE Marketing Event (TME)	2		
Tickets to the SMPS-NY Liberty Ball	1	1	
Social Media Feature			
Free job board postings on smpsny.org Career Center			
Logo and hyperlink on SMPS-NY website			
Name and hyperlink on all SMPS-NY emails			
Logo in all event PowerPoint reels			
Logo in all event handouts			
Sponsor designation on nametags			

M/W/DBE firms and non-profit organizations receive a 20% discount off Bronze listed rates.

*Values for Gold, Silver, and Bronze packages are valued approximately at \$5300, \$4000 and \$2800 respectively and vary based on individual member vs. non-member status.

All benefits listed above are non-transferable.

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.)

EVENT SPONSORSHIP PACKAGES*

	CLIENT PANEL EVENT CO-HOST (\$1000)	CLIENT PANEL NETWORKING HOUR SPONSOR (\$600)	CLIENT PANEL EVENT SUPPORTER (\$375)	PROFESSIONAL DEVELOPMENT & LEADERSHIP EVENTS SPONSOR (\$400)
Admissions to Sponsored Event	3	2	1	1
Sponsor name included in title of program in all electronic & print promotional material				
Sponsor logo included in printed signage at coffee & snack stations, listed at "Networking Sponsor"				
Exclusive 15-minute VIP meeting with event moderator and panelists				
One page (8.5x11") advertisement to be included in our handout materials. Advertisement to be designed and produced by you, distributed by us.				
One half-page 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.				
20% registration discount code for you to distribute to colleagues that you would like to invite to the event.				
Logo and hyperlink featured on SMPSNY.org client panel program event page.				
Company name and hyperlink featured on SMPSNY.org's event page for sponsored program.				
Logo on program handouts for sponsored event.				
Company name and hyperlink listed on emails advertising sponsored event.				

* **Note:** The Events Sponsorship Packages noted above exclude our annual symposium "The Marketing Event (TME)" and Special Events. If interested in sponsoring these programs, please contact Brian C. Ferry, our Director of Sponsorship at brian.c.ferry@skanska.com.

Client Panel Sponsorships are on a first-come, first-served basis and capped at the following:

- Client Panel Event Co-Host - 1 Sponsor Per Event
- Client Panel Networking Hour Sponsor - 2 Sponsors Per Event
- Client Panel Event Supporter - Unlimited Availability



2018-2019 SPONSORSHIP COMMITMENT

CONFIRMATION FORM: Please email this completed form to: Brian C. Ferry, brian.c.ferry@skanska.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 EVENT CO-HOST (\$1000) |
| SILVER SPONSOR (\$2,500) | CLIENT PANEL NETWORKING HOUR SPONSOR (\$600) |
| BRONZE SPONSOR (\$1,500) | CLIENT PANEL EVENT SUPPORTER (\$375) |
| PROFESSIONAL DEVELOPMENT / LEADERSHIP SPONSOR (\$400) | OTHER: |

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:

Company Phone Number:

Company Email:

PAYMENT

Pay by check:

Mail check with a copy of this form to: SMPS-NY, Bowling Green Station, PO Box 77, New York, 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, brian.c.ferry@skanska.com

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

QUESTIONS

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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.