

# 2017-2018 CORPORATE SPONSORSHIP OPPORTUNITIES

SMPS New York 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: Acoustic Distinctions | AFG | AKF | ALC Environmental | Andrew R. Grisafi & Compan Cerami | Dewberry | Faithful+Gould | The Harman Group | Hausman Communications  
Henderson Engineers | Hunter Roberts Construction Group | IBTS | Integrated Marketing Solutions (IMS)  
Kohler Ronan, LLC | LANGAN | LERA | Lilker | Moretrench | O'Donnell & Naccarato | Pullman SST Inc  
Shawmut Design and Construction | Simpson Gumpertz & Heger Inc. (SGH) | Stantec | Syska Hennessy Group  
|Zubatkin Owner Representation, LLC



SMPS New York · Bowling Green Station · PO Box 77 · New York, NY 10274 · [smpsny.org](http://smpsny.org)

# ANNUAL SPONSORSHIP PACKAGES

GOLD \$3500	SILVER \$2500	BRONZE \$1500	
20	15	10	Event Registrations (client panel programs, professional dev. and affiliate, max 4 registrations per event)
1	1	1	Holiday Party registration
1			Complimentary registration for the 2017 SMPS Northeast Regional Conference (NERC) - travel not included
1			THE Marketing Event (TME) registration
1	1		Registration to SMPS-NY Liberty Ball
1	1		Blog post on SMPS-NY website (topic and content to be approved by SMPS-NY)
			Free job board postings on <a href="http://smpsny.org">smpsny.org</a> 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
			Social Media mentions
			Sponsor designation on nametags

**M/WBE firms and non-profit organizations 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 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 SPONSORSHIPS

CLIENT PANEL EVENT CO-HOST (\$750/MAX 1 SPONSOR PER EVENT)

CLIENT PANEL NETWORKING HOUR SPONSOR (\$550/MAX 2 SPONSORS PER EVENT)

CLIENT PANEL EVENT SUPPORTER (\$375/UNLIMITED AVAILABILITY)

PROFESSIONAL DEVELOPMENT EVENTS SPONSOR (\$400)

LEADERSHIP EVENTS SPONSOR (\$300)

	CLIENT PANEL EVENT CO-HOST (\$750/MAX 1 SPONSOR PER EVENT)	CLIENT PANEL NETWORKING HOUR SPONSOR (\$550/MAX 2 SPONSORS PER EVENT)	CLIENT PANEL EVENT SUPPORTER (\$375/UNLIMITED AVAILABILITY)	PROFESSIONAL DEVELOPMENT EVENTS SPONSOR (\$400)	LEADERSHIP EVENTS SPONSOR (\$300)
Admissions to Sponsored Client Panel	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					
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.					
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 (for Co-Host + Networking) OR company name (for Supporter) and hyperlink on client panel program event page on SMPSNY.org for program that you are sponsoring.					
Logo on event pages and program handouts for client panel programs OR professional development events OR leadership events, as applicable. (Excludes TME)					
Company name and hyperlink listed on emails advertising client panel programs OR professional development events, as applicable. (Excludes TME)					



# 2017-2018 CORPORATE SPONSORSHIP OPPORTUNITIES

CONFIRMATION FORM: COMPLETE & EMAIL completed form to: Brian C. Ferry, [brian.c.ferry@skanska.com](mailto: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 (\$750)
SILVER SPONSOR (\$2,500)	CLIENT PANEL NETWORKING HOUR SPONSOR (\$550)
BRONZE SPONSOR (\$1,500)	CLIENT PANEL EVENT SUPPORTER (\$375)
PROFESSIONAL DEVELOPMENT EVENTS SPONSOR (\$400)	OTHER:
LEADERSHIP EVENTS SPONSOR (\$300)	

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](mailto:brian.c.ferry@skanska.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 [brian.c.ferry@skanska.com](mailto:brian.c.ferry@skanska.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.



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