

# 2019-2020 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@cnygroup.com](mailto:brian.c.ferry@cnygroup.com)



## ANNUAL CORPORATE SPONSORSHIP PACKAGES

	GOLD \$4000 (a \$6,415 value!)	SILVER \$2800 (a \$3,970 value!)	BRONZE \$1600 (a \$2,260 value!)
<b><u>Primary Benefits</u></b>			
Program Registrations (Program Panels, Leadership Lunches, & Professional Development events) max 3 per event	18	14	10
Personalized 15% discount code for Program attendance of your choosing (upon request; excludes Special Events)	4	2	1
Complimentary SMPS Society membership (individual)			
Complimentary mailing to SMPS-NY electronic mailing list (eBlast created by you, sent by us)			
Advertorial on smpsny.org blog			
Guest review of an SMPS-NY program			
Complimentary tickets to SMPS-NY Liberty Ball	2	1	
Complimentary tickets to SMPS-NY Holiday Party	3	2	1
Complimentary Holiday Party raffle tickets	4	3	2
<b><u>Secondary Benefits</u></b>			
Social Media Features	4	2	1
Free postings on smpsny.org Job Board	4	2	1
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.**

All benefits listed above are non-transferable.

## PANEL PROGRAM SPONSORSHIP PACKAGES\*

	CO-HOST \$1,200	NETWORKING \$650	SUPPORTER \$375
Complimentary program registrations	3	2	1
Sponsor name included in "Program Title, presented by FIRM NAME and SMPS-NY" for all electronic & print promotional material			
Sponsor representative may deliver a 2-minute opening remark on the presentation topic			
Sponsor logo included in printed signage at coffee & snack stations, listed at "Networking Sponsor"			
Exclusive 15-minute VIP meeting with event moderator and panelists			
Space on registration table for one-page sales collateral at the event (max 8.5x11")			
Full page (8.5x11") advertisement to be included in our handout materials. Advertisement to be designed and produced by you, distributed by us.			
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.			
Logo on program handouts for sponsored event.			
Company name and hyperlink listed on emails advertising sponsored event.			

## PD & LEADERSHIP SPONSORSHIP PACKAGES

	PATRON \$800
Complimentary program registrations to each PD and Leadership event (excludes CPSM Bootcamp)	1
Logo on program handouts for all PD and Leadership program events	
Company name and hyperlink listed on emails advertising sponsored event and on website promoting sponsored event	

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

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



## 2019-2020 SPONSORSHIP COMMITMENT

**CONFIRMATION FORM:** Please email this completed form to: Brian C. Ferry, [brian.c.ferry@cnygroup.com](mailto:brian.c.ferry@cnygroup.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 (\$4,000)                               | PROGRAM PANEL CO-HOST (\$1,200)          |
| SILVER SPONSOR (\$2,800)                             | PROGRAM PANEL NETWORKING SPONSOR (\$650) |
| BRONZE SPONSOR (\$1,600)                             | PROGRAM PANEL SUPPORTER (\$375)          |
| PROFESSIONAL DEVELOPMENT / LEADERSHIP PATRON (\$800) | 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@cnygroup.com](mailto:brian.c.ferry@cnygroup.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

Contact Brian C. Ferry, Director of Sponsorship, at [brian.c.ferry@cnygroup.com](mailto:brian.c.ferry@cnygroup.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.