

SMPS

Society for
Marketing
Professional
Services
Seattle



SMPS Sponsorship Packet

January 1 to December 31

2012

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Start
benefitting
today.



About SMPS

SMPS was created in 1973 by a small group of professional service firm leaders who recognized the need to sharpen skills, pool resources and work together to create business opportunities. Together they created SMPS to help tackle the day-to-day complexities of marketing in a time when marketing was barely acknowledged as a separate component of professional service firms. Today, SMPS has over 6,150 members who are active in more than 50 chapters across the United States. Our members are marketing professionals employed by architecture, engineering, planning, interior design, construction, legal, accounting, and specialty consulting firms.

Founded in 1973 SMPS has brought professional service firm leaders together to sharpen skills, pool resources, and work together to create business opportunities.



SMPS Seattle Chapter Mission

"To foster professional development and personal growth in the professional services marketing community through mentoring, education, and networking."

SMPS Seattle Chapter Benefits

- Networking: clients & colleagues
- Programs: news, opportunities, trends
- Education: learn of new tools
- Roundtables: in depth, small discussions
- Sponsorship: visibility
- Outreach: community involvement
- Library: free resources
- Job bank: what's available

The Seattle Chapter is one of the oldest and largest in the U.S. Over 230 members create our network.



Unique Opportunity

We are reaching out to companies to partner with us in support of the niche A/E/C industry. Support of SMPS Seattle Chapter not only links your name to the only non-profit in support of marketing professional services in Western Washington for AEC, it makes you a partner in our diverse events we host each year; thereby generating increased - and highly positive - visibility for your company.

Our partners enjoy the following benefits:

- Publicity in our print and online announcements
- Placement of their brands on promotional materials
- Recognition at Chapter events
- Chance to speak, showcase products, and distribute promotional materials at Chapter events

With **five** different levels of participation, beginning at just **\$150** becoming a SMPS Seattle Chapter partner is one of the most cost-effective ways to improve brand recognition and awareness among Chapter members and the broader community.

We couldn't provide these services to our industry and community without your support.



Sponsorship Level	Gold <i>(1 available per category)</i>	Silver <i>(1 available per category)</i>	Supporting <i>(12 available)</i>	Speaker <i>(1 available)</i>	Event
COST	\$1,500	\$1,000	\$500	\$300	\$150

RECOGNITION

Logo on Email Blasts	Yes	Yes	Yes		Yes
Logo at All Chapter Events	Yes	Yes	Yes	Yes	
Verbal Recognition at All Events	Yes	Yes	Yes	Yes	
Logo on Website Homepage	Yes				
Logo on Website		Yes			
Offer Specials on Website	Yes				
Name on Website			Yes	Yes	
Exhibit Company Materials at All Chapter Events	Yes				
Brief Speaking Opportunity at All Chapter Events	Yes				
Distribute Company Materials	Yes	Yes			Yes
Tickets to All Chapter Events	Yes				
Ticket to All Monthly Programs		Yes			
Ticket to the Event					Yes
Two Tickets To A Regular Event*			Yes		
Verbal Recognition as Speaker Sponsor at All Chapter Events				Yes	
Verbal Recognition at Event					Yes

CATEGORIES: Promotional Materials, Training, Photography, Lead Sources, Web Design, Office Products, Media, Print.

*Can be used all at once or on two separate occasions.

Donations in-kind are welcome.



SMPS Seattle also hosts an Annual Awards Gala - The Reign Awards. This event has separate sponsorship opportunities. The event is typically held in late Spring.

Sponsorship Level	Emerald	Ruby	Sapphire
COST	\$500	\$250	\$100

RECOGNITION

Logo on email blasts for event	Yes	Yes	
Logo on SMPS website	Yes	Yes	
Logo on printed program	Yes	Yes	
Logo on Sponsor board	Yes	Yes	
Verbal recognition at event	Yes		
Two tickets to event	Yes		
One ticket to the event		Yes	
Name only on website (no logo)			Yes
Name only on email blasts			Yes
Table for company materials	Yes		
Name only on program			Yes
Name only on sponsor board			Yes



2011 - 2012 Sponsorship Commitment Form

January 1, 2012 – December 31, 2012

We are excited that you have chosen to support SMPS Seattle. Your sponsorship will help us continue to provide leaders in the architecture, engineering and construction industry with outstanding programs, educational opportunities and events.

Please make checks payable to Seattle SMPS and complete this form and send it with your contribution to the address below. You may also pay by credit card by filling in the appropriate information.

Attention Sunny Beaman
 c/o PACE Engineers
 11255 Kirkland Way #300
 Kirkland, WA 98033
 p. 425.827.2014
sunnyb@paceengrs.com

Level	Amount	Check One {X}
Gold	\$1,500	
Silver	\$1,000	
Supporting	\$500	
Speaker	\$300	

REIGN AWARDS		
Level	Amount	Check One {X}
Emerald	\$500	
Ruby	\$250	
Sapphire	\$100	

Credit Card Type: _____
 Credit Card Number: _____
 Name on Card: _____
 Signature: _____
 Date: _____

Exp: _____

Contact

Who at your firm would you like us to contact regarding your sponsorship?

Name: _____ Title: _____

Company: _____ Address: _____

Phone: _____ Email: _____

Upon receipt of this form, we will contact you to discuss your sponsor benefits. THANK YOU!