



2010 Sponsorship Program

Program Date/Topic:

Sponsorship Commitment Deadline: (if applicable)

What is SMPS?

The Society for Marketing Professional Services (SMPS) is a national organization and a premier provider of marketing and business development resources for the architecture, engineering and construction (A/E/C) industry sectors. Our organization focuses entirely on promoting and advancing the profession through education, networking and career development. **Our membership consists of firm principals, business development executives, marketing directors, managers, coordinators and assistants.**

SMPS South Florida has a database of more than 6,500 people that frequently make buying decisions for the services you provide. From September to June, the chapter offers monthly educational events, professional development seminars and social events customized for seasoned and emerging business development and marketing professionals. Approximately 50-100 professionals typically attend the luncheon and professional development programs. **These meetings and events give sponsors a premier opportunity to introduce products and/or services to a concentrated market.**

Why Become a Sponsor?

- High visibility for low cost
- Exposure to over 2,500 principals, marketers, professionals and decision-makers in architecture, engineering, construction, real estate, and development
- Opportunity to moderate, or design program with key decision makers
- Stand out from the competition and lead by example
- Build your bottom line through cost-effective marketing that delivers results!

Who Should Sponsor?

- A/E/C firms
- Accounting software suppliers
- Consulting Firms
- Binding equipment retailers
- Promotional product retailers
- Catering companies
- Contact management software
- Graphic design firms
- Market research companies
- Office equipment suppliers
- Presentation equipment retailers
- Printing and signage firms

What Sponsorship Opportunities Are Available?

- Gold Sponsorship
- Silver Sponsorship
- Program Sponsorship
- Social Event Sponsorship
- In-Kind Contributions

* Although payments and contributions to the South Florida Chapter of SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.

To begin your sponsorship today or to learn more about the SMPS South Florida sponsorship program, please contact:

Lilian T. Chiu, LEED AP Phone: 305.338.2407 / Email: lilly@morganenvironments.com



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Demonstrate your leadership in the A/E/C industry and the South Florida community by supporting SMPS South Florida as a Gold or Silver Sponsor.

Gold Sponsorship

\$7,500

- 1 free registration to **all** monthly luncheon programs
- Prominent signage and promotional materials at all Chapter events
- Chapter website recognition (logo and link to your website)
- 3-5 minute introduction at every luncheon program
- Recognition on marketing materials
- Access to "Members" section of the website, including member directory

Silver Sponsorship

\$5,000

- Free registration for 1 individual to 6 luncheon programs
- Prominent signage and promotional materials at all Chapter luncheon programs
- Chapter website recognition (logo and link to your website)
- 3-5 minute introduction at 3 luncheon programs
- Recognition on marketing materials

Program Sponsorship (Select one program)

Various Levels

\$5,000: exclusive industry sponsorship

- Lunch/breakfast/meeting with the speaker before the program
- Prominent signage, verbal recognition and promotional materials at program
- 1 free registration to the sponsored program
- Recognition on program marketing materials (sent to 10,000+ people)
- 3-5 minute introduction at the program, Preferred Seating at Sponsored Program
- Reserved seating at speaker's table at luncheon program *or* opportunity to introduce speaker

\$2,500 (allows other industries to sponsor as well)

- Prominent signage, verbal recognition and promotional materials at program
- 1 free registration to the sponsored program, Preferred Seating at Sponsored Program
- Recognition on program marketing materials (sent to 3,500+ people)

\$1,000 your logo present on materials and 1 free registration.

- Recognition on program marketing materials (sent to 10,000+ people)
- Preferred Seating at Sponsored Program

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In kind Donations

In addition to routine costs, SMPS South Florida has a variety of expenses for **website design**, **audio/visual** and technical needs, **printing** and **mailing expenses**, **signage design** and **production needs**, and **promotional activities**.

SMPS South Florida has also a need for a **public relations company** familiar with the A/E/C community of South Florida and able to compliment our efforts by assisting in developing a public relations plan to position SMPS South Florida in local media, provide speaking opportunities, and engage in social networking platforms, etc.

If you or your firm has expertise in any of these areas, please consider donating your time and/or resources as an alternative to financial sponsorship. We love creative ideas and welcome your thoughts on tailoring a sponsorship that is a win-win for both of us!

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Please indicate your sponsorship level:

| Sponsorship Level | Cost* | Please Check Here: |
|----------------------|---------|--------------------|
| Gold Sponsorship | \$7,500 | |
| Silver Sponsorship | \$5,000 | |
| Program Sponsorship | \$5,000 | |
| | \$2,500 | |
| | \$1,000 | |
| In-Kind Contribution | TBD | |

Payment is due with this signed agreement and should be sent to the SMPS South Florida office (address below).

No invoices will be sent.

Date: _____

Company: _____

Contact Name: _____

Address: _____

City State Zip: _____

Industry (Architecture, Engineering, Construction, etc.): _____

Phone: _____

Email: _____

Signature: _____

Check #: _____ (Payable to SMPS South Florida)

Check Amount: _____

(OR) Credit Card Number: _____

Exp Date: _____ 3 or 4 Digit SIC Code: _____

Name on Card: _____

Billing Address for Card: _____

How did you hear about us ?

- Website
- Monthly Email
- Attended Program
- Board of Directors
Who ? _____
- Advisory Board
Who ? _____
- Member Referral
Who ? _____

Thank you for your contribution to SMPS South Florida and the AEC industry!



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For Program Sponsorship – please indicate 1st and 2nd choices for program month or topics (and your industry if exclusive sponsor):

1st _____ 2nd _____ 3rd _____

For Speaking Opportunity – please indicate what topics or market sector you'd like to speak to.

(Feel free to attach separate document)

1st _____ 2nd _____ 3rd _____

**For questions regarding sponsorship,
please contact:**

Lilian T. Chiu LEED AP
President
SMPS South Florida
(305) 338-2407
Lilly@morganenvironments.com

**Please send signed agreement and payment
to:**

SMPS South Florida
c/o Lilian Chiu
Morgan Environments
9777 SW 161 Place
Miami, FL 33196

Logos in .jpg and .eps format should be emailed to Susan Julien at sjulien@adp-studios.com

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Thank you for your contribution to SMPS South Florida and the AEC industry!