

SMPS Columbus Sponsorship Opportunities 2016-2017

SMPS

Society for Marketing
Professional Services
Columbus

▶ **SMPS Columbus is a strong chapter with a consistent membership base of over 150 members. This makes sponsoring the chapter a key opportunity for you and your firm to connect with leaders, decision-makers and business developers of professional services firms in the Columbus area. Cultivate new and existing relationships and promote your firm at every SMPS event!**

WHO SHOULD SPONSOR?

- A/E/C FIRMS
- CONSULTING FIRMS
- REPROGRAPHICS COMPANIES
- SOFTWARE COMPANIES
- GRAPHIC DESIGN FIRMS
- MARKET RESEARCH FIRMS
- CATERING COMPANIES

Who is SMPS?

The Society for Marketing Professional Services (SMPS) is the only national association that brings together business development and marketing professionals from the architectural, engineering, planning, interior design, and construction industries. Today, SMPS represents a dynamic network of 6,500+ marketing and business development professionals and 3,700+ firms throughout the U.S. and Canada.

Who is SMPS - Columbus?

Founded in 1981, SMPS Columbus is one of 57 Chapters committed to being the premier resource for those working in the built environment. With a local membership of 150, SMPS Columbus is one of the largest and most respected in the country. The chapter membership consists of firm principals, directors, managers and coordinators who are focused on developing relationships and generating revenues for their companies.

REASONS TO SPONSOR SMPS COLUMBUS

- BUILD YOUR BOTTOM LINE THROUGH COST-EFFECTIVE MARKETING THAT DELIVERS RESULTS!
- ACCESS TO MORE THAN 150 MEMBERS & 500 NON-MEMBERS
- GENERATE NEW BUSINESS OPPORTUNITIES THROUGH NETWORKING WITH A/E/C DECISION-MAKERS
- NETWORKING AND TEAMING OPPORTUNITIES WITH POTENTIAL BUYERS
- TARGET MARKETING WITHIN A/E/C INDUSTRY
- HIGH VISIBILITY FOR LOW COST



SMPS Columbus Sponsorship Levels 2016-2017



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SMPS Columbus Sponsorship Benefits	Platinum Level - 1 available \$5,000 (\$7,000 Value!)	Gold Level - 4 available \$2,500 (\$4,000 Value!)	Silver Level - 8 Available \$1,000 (\$2,000 Value!)	Special Event Sponsor \$250	Business to Business (B2B) Matchmaker Sponsor \$500
One-year SMPS membership	Two Memberships	One Membership			
SMPS Columbus Charity Golf Outing - Foursome	One Foursome				
SMPS Columbus Charity Golf Outing - Twosome		One Twosome			
Complimentary admission to Monthly Programs (Excludes Signature Events)	Two admissions	One admission	One admission		
Exclusive Private Lunch with Monthly Program Speakers	One person for all Monthly Programs	One person for three Monthly Programs (choice)	One person for one Monthly Program (first-come, first-served for choice of program)		
Complimentary admission to Business to Business Matchmaker (B2B) Event	Two admissions	One admission			One admission (priority selection of client meetings)
Free Admission to Special Events (Welcome Back Party, Holiday Party and Member Appreciation Party)	Two admissions	One admission	One admission	Two admissions to your sponsored event	
Company Logo with hyperlink on SMPS Columbus Website	✓		✓	✓ (during month of sponsored event)	✓ (during month of B2B event)
Logo on all SMPS Columbus Communications (e-blasts, table tents, banner, pre-event power point, newsletter, etc.)	✓	✓	✓	✓ (related to sponsored event)	✓ (related to B2B event)
Verbal recognition of Firm at Sponsored Event	✓	✓	✓	✓	✓
Logo on Sponsor banner displayed at all SMPS Events	✓	✓	✓		
Ability to leave literature on tables	All Monthly Programs, Special Events & B2B	Three Monthly Programs, Special Events & B2B	One Monthly Program & Special Events	Event you sponsor	B2B Matchmaker Event
Admission to End of Year Sponsor-Only Appreciation Event	Two admissions	One admission	One admission	One admission	One admission

SOLD OUT

Questions? Contact the
Sponsorship Chair

Sponsorship Chair:
Amy Karnes
NAI Ohio Equities
614.224.2400

SMPS Columbus President:
Katie Burgess
Elford, Inc.
kburgess@elford.com

SMPS Columbus Sponsorship Intent 2016-2017



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► Increase your exposure in the A/E/C Industry,
become an Annual Sponsor to maximize the value for your company!

2016-2017 PROGRAM TOPICS*:

SEPT	SPECIAL EVENT Welcome Back Party SIGNATURE EVENT Photoshop Workshop
OCT	MONTHLY PROGRAM Healthcare
NOV	MONTHLY PROGRAM Marketing's Role in HR
DEC	SPECIAL EVENT Holiday Party
JAN	MONTHLY PROGRAM Higher Education
FEB	MONTHLY PROGRAM Interview Prep
MAR	MONTHLY PROGRAM BD Live! Mock Interviews
APR	MONTHLY PROGRAM Professional Writing
MAY	SIGNATURE EVENT B2B Matchmaker
JUN	MONTHLY PROGRAM Proposal to Project: Pecha Kucha Style SPECIAL EVENT Membership Appreciation

Please note, some dates and events may change due to unforeseen circumstances.

I hereby confirm the intent of _____ (firm name) to sponsor SMPS Columbus at the following level:

- Platinum Level \$5,000
 Silver Level \$1,000
 Special Event \$250
 Gold Level \$2,500
 B2B Matchmaker \$500

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: _____

Contact Phone Number: _____

Contact E-mail Address: _____

Payment

Send a copy of this form via e-mail to akarnes@ohioequities.com. An invoice will be emailed to you. **Payment must be received within 30 days of the date this form was signed.**

Communications

E-mail firm logo to Linda Skelton, lskelton@pattersonpoppe.com

- Low-resolution logo: .jpeg or .gif format suitable for the web
- High-resolution logo: .tif or .eps format suitable for print

Questions? Contact the Sponsorship Chair

Sponsorship Chair:
Amy Karnes
NAI Ohio Equities
614.224.2400

SMPS Columbus President:
Katie Burgess
Elford, Inc.
kburgess@elford.com

SMPS Columbus Event Calendar 2016-2017

SMPS

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SEPTEMBER

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

★ OCTOBER ★

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

★ JANUARY ★

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

★ APRIL ★

S	M	T	W	TH	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

EVENT ○ MONTHLY PROGRAM ○ SPECIAL EVENT

KEY: □ SIGNATURE EVENT ★ SOCIAL HOUR

(dates to be determined within the designated months. Additional Social Hours may be scheduled)

For program details, topics, speaker information and additional events, visit www.smpscolumbus.org or @smpscolumbus on social media