



SMPS

**Society for
Marketing
Professional
Services**

**Central
Florida**

SMPS Sponsorship Opportunities

Be connected!



Reaching Decision-Makers in the A/E/C Industry Just Got Easier!



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**Central
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The Central Florida Chapter of the Society for Marketing Professional Services (SMPS) is offering annual sponsorships during our 2011 calendar year and program sponsorships at each of our monthly programs to companies that provide goods and services to our industry.

SMPS was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to create business opportunities. Today, the association has a membership of 5,300+ (over 400 in Florida) marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty-consulting firms located throughout the United States and Canada.

SMPS offers a marketing conference, national seminars, awards programs, publications, and educational resources to highlight some of the latest trends in marketing and business development in the design and construction industries. In addition, SMPS' 50 chapters hold educational events and regular meetings nationwide.

The Central Florida Chapter received the national Striving for Excellence Award in 2010. This is the

national chapter of the year award and is given to the chapter that best demonstrates excellence in its service to members. Starting at \$400, your company can capitalize on this excellence and reach those who make decisions for their firms on a variety of products and services.

With over 50% of our chapter members in senior-level marketing positions including vice presidents, principals and owners, you can gain exposure to those who implement a variety of marketing initiatives for their firms. Benefits of a program sponsorship can be found on the following pages.

Please call with questions or to reserve your spot as a 2011 SMPS Sponsor. You can reach me at 407-903-5226.

We look forward to partnering with you to help you reach your goals in 2011!

Barbara Stiles, CPSM
SMPS President-Elect
Marketing Manager
Jacobs Engineering Group

Be recognized!

2011 SMPS Central Florida Program Calendar

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January

SUCCESSFUL TEAMING - HOW TO
PROMOTE YOUR W/M/DBE FIRM
January 25, 2011

February

DEVELOPMENT, LEGISLATION AND ETHICS
February 15, 2011

WINTER SOCIAL

Date TBD

March

EMERGING TRENDS IN SCIENCE,
TECHNOLOGY AND INNOVATION
March 15, 2011

MENTORING MADNESS

Date TBD

April

TRANSPORTATION UPDATE PART 1 - GOING
GREEN: THE EVOLUTION OF SUSTAINABLE
INFRASTRUCTURE
April 19, 2011

May

HEALTHCARE UPDATE
Date TBD

MARKETING MAYHEM

Date TBD

June

EDUCATION UPDATE: A FOCUS ON
HIGHER EDUCATION
June 21, 2011

July

INTEGRATED PROJECT DELIVERY:
CHANGING THE WAY WE DO BUSINESS
July 19, 2011

August

SMPS BUILD BUSINESS CONFERENCE
August 24-26, 2011

ANNUAL AWARDS CELEBRATION

August 2011

September

HEALTHCARE SEMINAR
September 20, 2011

October

TRANSPORTATION UPDATE PART 2 -
PLANES, TRAINS AND AUTOMOBILES
October 18, 2011

November

STATE OF THE ECONOMY
November 13, 2011

Be involved!



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Program Sponsorship Opportunities

Be visible!

Program Sponsorship Opportunities

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Gold Lunch Program Sponsor

\$650 Member, \$750 Non-member

- 4 Complimentary Program Registrations
- Private lunch with speakers (limit 2 people)
- Recognition/Logo on all program promotional materials
- Company leave-behinds at program
- 2-3 minute company commercial at beginning of program
- Company display (exhibit) at program
- Company link from SMPS website
- Reserved seating at program
- Verbal recognition at program
- Exposure to over 200 chapter members

Silver Lunch Program Sponsor

\$400 Member, \$500 Non-member

- 2 Complimentary Program Registrations
- Recognition/Logo on all program promotional materials
- Company leave-behinds at program
- Company display (exhibit) at program
- Reserved seating at program
- Verbal recognition at program
- Exposure to over 200 chapter members

Bronze Lunch Program Sponsor

\$250 Member, \$350 Non-member

- 1 Complimentary Program Registration
- Recognition/Logo on all program promotional materials
- Company leave-behinds at program
- Verbal recognition at program
- Exposure to over 200 chapter members

Be knowledgeable!

Program Sponsorship Opportunities

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Half Day Program Sponsor

\$850 Member, \$950 Non-member

- 2 Complimentary Program Registrations
- Recognition/Logo on all program promotional materials
- Company leave-behinds at program
- Reserved seating at program
- Verbal recognition at program
- Exposure to over 200 chapter members

A/E/C Vendor Exhibitor

\$150

- Company tabletop display (exhibit) at program
- Exposure to over 200 chapter members

Be knowledgeable!



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Annual Sponsorship Opportunities

Be an industry leader!

Annual Sponsorship Opportunities Sponsorship Period Extends For One Year From January 1 - December 31

Gold Level - \$2,000

Exclusive non-competing sponsorship – no other firm with the same service is allowed to be a Gold Sponsor.

- Sponsor may have two company representatives at the following events at no charge (Additional employees may attend the events at the member price)
 - Regular Monthly Lunch Programs
 - Mentoring Madness
 - One Half-Day program
 - Awards Celebration
 - Winter Social
- Sponsor will be recognized as a Gold Sponsor from podium at all events
- Opportunity for a '5-minute commercial' at one luncheon program (must be pre-scheduled)
- Sponsor name on Chapter letterhead
- Sponsor name/logo on monthly program announcements
- Sponsor name/logo on membership newsletter
- Sponsor feature in one issue of the newsletter
- Sponsor will have the opportunity to display promotional items on designated annual sponsor table
- Logo will be displayed on banner at all events
- Logo and link to their company website on the SMPS Central Florida Chapter website
- Special Sponsor Ribbon on nametag at every SMPS event (For two pre-registered attendees)
- One-time use of the Chapter's membership mailing list

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Be a partner!

Annual Sponsorship Opportunities (Continued)

Silver Level - \$1,500

- Sponsor may have two company representatives at the following events at no charge (Additional employees may attend the events at the member price)
 - Regular Monthly Lunch Programs
 - Mentoring Madness
 - Awards Celebration
 - Winter Social
- Sponsor will be recognized as a Silver Sponsor from podium at all events
- Sponsor name on Chapter letterhead
- Sponsor's logo will be displayed on banner at all events
- Sponsor will have Company name and link to their company website on the SMPS Central Florida Chapter website
- Special Sponsor Ribbon on nametag at every SMPS event (For two pre-registered attendees)
- One-time use of the Chapter's membership mailing list

Bronze Level - \$1,000

- Sponsor may have one company representative at the following events at no charge (Additional employees may attend the events at the member price)
 - Regular Monthly Lunch Programs
 - Mentoring Madness
- Sponsor will be recognized as a Bronze Sponsor from podium at all events
- Sponsor name on Chapter letterhead
- Logo will be displayed on banner at all events
- Sponsor will have name recognition on the SMPS Central Florida Chapter website
- Special Sponsor Ribbon on nametag at every SMPS event (For one pre-registered attendee)



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In-Kind Contributions: We welcome in-kind services as another option for sponsorship. Contact Barbara Stiles at barbara.stiles@jacobs.com or 407-903-5226 to determine possible services and promotional opportunities for your company.

Note: First time annual sponsors will receive a **10% discount** if payment is received **before January 15, 2011**.

VISIT US ON THE WEB AT WWW.SMPSCENTRALFLORIDA.ORG



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www.SMPScentralflorida.org