SMPS SAN DIEGO
SPONSORSHIP OPPORTUNITIES
2019 - 2020

SPONSORSHIP CONTACTS

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ABOUT SMPS

**MISSION**
Advocate for, educate, and connect leaders in the building industry

**VISION**
Business transformed through Marketing Leadership

**PURPOSE**
Enrich knowledge and advance practices that build business for professional services firms

**CORE VALUES**
Innovation, Integrity, Life-Long Learning, Relationships, Service

SMPS is the only non-profit marketing organization dedicated to creating business opportunities and enhancing the careers of marketing professionals in the architecture, engineering, and construction (AEC) industry. The organization was created in 1973 to provide members with the tools to tap into powerful regional and national networks that can serve as a launching pad for forming strategic partnerships, securing business referrals and intelligence, and benchmarking performance.

For 35 years, SMPS San Diego has served as your premier, local resource for the advancement of marketing professional services for the built and natural environment. With nearly 150 members, we are the 18th largest chapter. We invite you to continue reading about SMPS San Diego at smpssd.org

**Who are SMPS San Diego Members?**

**SMPS San Diego Firm Demographics**

[Charts and graphs illustrating member demographics and firm categories]
WHY SPONSOR SMPS SAN DIEGO?

Business transformed through marketing leadership. Aimed at increasing the value that professional marketers bring to professional services firms, SMPS San Diego provides regular educational programming, client panels, and various special events to foster professional and educational advancement to our membership of marketers, business developers and managers of some of the region’s top engineering, architecture, construction and specialty service firms.

Activities anticipated for 2019 – 2020
• Six client-focused programs
• Five or more educational workshops
• Jobsite Tours | Membership Leverage your Beverage Mixers
• Holiday and Member Appreciation Celebrations
• Exclusive Sponsor and Volunteer only “Thanks for Giving” Soiree

Highlights from 2018 – 2019
• Five client-focused programs
• Three educational webinars | One educational seminar
• Three exclusive principal roundtables
• Longstanding, industry renowned Golf Tournament
• Two membership mixers

1 Networking
2 Brand Promotion
3 Visibility
4 Industry Leadership
5 Lead Generation
6 Community Support
# Annual Sponsorship Packages

<table>
<thead>
<tr>
<th>COST</th>
<th>PACIFIC PLATINUM</th>
<th>GOLDEN SUN</th>
<th>SILVER SURF</th>
<th>BEACH BRONZE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$3,000</td>
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<td>$1,500</td>
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<table>
<thead>
<tr>
<th>BENEFITS</th>
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</thead>
<tbody>
<tr>
<td>SMPS Annual Membership (Listing in Directory, Online Directory, Member-only Events, Committee Eligibility)</td>
<td>100% discount</td>
<td>100% discount</td>
<td>50% discount</td>
<td>25% discount</td>
</tr>
<tr>
<td>Free registration to client-focused programs and educational seminars</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Free ticket to Holiday Party</td>
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<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Admission to exclusive “Thanks for Giving” Party registration</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Comped registration for annual Pacific Regional Conference</td>
<td>1</td>
<td></td>
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<tr>
<td>Logo on SMPS SD website and email communications</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Ad in SMPS San Diego blog (1/4 ad)</td>
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<tr>
<td>URL link on SMPS San Diego website</td>
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</tr>
<tr>
<td>Sponsor intro on sponsorship page</td>
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<tr>
<td>Advertisement on SMPS San Diego Job Bank</td>
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<tr>
<td>Reserved seating at speaker table of choice</td>
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## Recognition

<table>
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<tr>
<th>RECOGNITION</th>
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<tbody>
<tr>
<td>Firm logo on all SMPS San Diego publications and media</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Sponsor recognition on name badge</td>
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<td>✔</td>
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<tr>
<td>Display table at monthly programs</td>
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<td>✔</td>
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<tr>
<td>Verbal recognition during program introductions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>New member social</td>
<td>✔</td>
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THANK YOU FOR CHOOSING TO SUPPORT SMPS SAN DIEGO!
Your sponsorship will help us continue to provide marketing professionals in the architecture, engineering, and construction industry with outstanding programs, educational opportunities and networking events. The sponsorship term will cover the organization’s fiscal year, beginning September 1, 2019. Sign up today to maximize the benefit of your sponsorship.

TO SPONSOR AND PAY NOW: Pledge and pay online at: www.smpssd.org/annual-sponsorship

TO SPONSOR AND PAY LATER: Email this pledge form to OBastiaannet@randalllamb.com or mail your check (made out to SMPS San Diego) to:

SMPS San Diego
C/O Scantech Graphics
7150 Engineer Road
San Diego, CA 92111

SPONSORSHIP PLEDGE

<table>
<thead>
<tr>
<th>ANNUAL LEVEL</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>PACIFIC PLATINUM</td>
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<td>BEACH BRONZE</td>
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*Event and In-Kind Sponsorships are subject to availability and must be approved and confirmed by the SMPS San Diego Board of Directors. Please visit our website at smpssd.org or contact committee members for more information: Olga Bastiaannet (619) 713-5763, Shady Almodova (858) 856-4273, or Kaitlin Mathys (858) 442-3775.

FIRM NAME:
Name: __________________________________________
Title: __________________________________________
Address: ________________________________________
Phone: __________________________________________
Email: __________________________________________
Preferred payment method: _________________________
Is someone in your firm an SMPS member? (not required for sponsorship) Yes No
If not, would you like to be contacted regarding membership? Yes No