

# SMPS Columbus Sponsorship Opportunities 2017-2018

SMPS

Society for Marketing  
Professional Services  
Columbus

- ▶ SMPS Columbus is a strong chapter with a consistent membership base of over 135 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 135, 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 135 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 2017-2018

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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 \$250	Signature Event \$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 or Breakfast with Monthly Program Speakers	Two people for all Monthly Programs	One person for all Monthly Programs	One person for one Monthly Program (first-come, first-served for choice of program)		
Complimentary admission to Signature Event	Two admissions	One admission			Two admissions to your sponsored signature event
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 special event	
Company Logo with hyperlink on SMPS Columbus Website	✓	✓	✓	✓ (during month of sponsored event)	✓ (during month of sponsored event)
Logo on all SMPS Columbus Communications (e-blasts, table tents, banner, pre-event power point, newsletter, etc.)	✓	✓	✓	✓ (related to sponsored event)	✓ (related to sponsored 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 & Signature Events	All Monthly Programs, Special & Signature Events	One Monthly Program & Special Events	at your sponsored event	at your sponsored event
Admission to End of Year Sponsor-Only Appreciation Event	Two admissions	One admission	One admission	One admission	One admission

Questions? Contact the Sponsorship Chair

Sponsorship Chair:  
Katie Burgess, CPSM  
katiechiki@gmail.com

SMPS Columbus President:  
Kami Wernimont  
Farnham Equipment Company  
kwernimont@farnhamequipment.com

# SMPS Columbus Sponsorship Intent 2017-2018

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

## 2017-2018 PROGRAM TOPICS\*:

SEPT	SPECIAL EVENT Welcome Back Party SIGNATURE EVENT Indesign Workshop
OCT	MONTHLY PROGRAM Healthcare
NOV	MONTHLY PROGRAM Neuroscience of Marketing
DEC	SPECIAL EVENT Holiday Party
JAN	MONTHLY PROGRAM Higher Education
FEB	MONTHLY PROGRAM Delegation & Time Management
MAR	MONTHLY PROGRAM Part I: Seller-Doer
APR	MONTHLY PROGRAM Part II: Seller-Doer
MAY	MONTHLY PROGRAM Smart City/Tech Corridor
JUN	MONTHLY PROGRAM Digital Marketing SPECIAL EVENT Membership Appreciation

Please note, some dates, events and/or topics may change and/or be added due to unpredictable 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     Signature Event \$500

By signing below: I confirm that I understand 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 Katie Burgess, [katiechiki@gmail.com](mailto:katiechiki@gmail.com)  
An invoice will then be emailed to you. Payment must be received within 30 (thirty) days of the date this form was signed.

### Communications

E-mail firm logo to Lori Dahm, [Iddahm@heapy.com](mailto:Iddahm@heapy.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:  
Katie Burgess, CPSM  
[katiechiki@gmail.com](mailto:katiechiki@gmail.com)  
614.404.7958

SMPS Columbus President:  
Kami Wernimont  
Farnham Equipment Company  
[kwernimont@farnhamequipment.com](mailto:kwernimont@farnhamequipment.com)

# SMPS Columbus Event Calendar 2017-2018

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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

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			

## MARCH

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

## ★ APRIL ★

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					

## 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 EVENT  
(dates to be determined within the designated months. Additional social events may be scheduled)

For program details, topics, speaker information and additional events, visit [www.smpscolumbus.org](http://www.smpscolumbus.org) or @smpscolumbus on social media