

# 2018 SMPS Wisconsin SPONSORSHIP PACKAGES

ADVOCATE EDUCATE CONNECT

## What is SMPS?

Celebrating 45 years in existence, SMPS is the only North American organization for marketing and business development professionals in the A/E/C (Architecture, Engineering and Construction) industries. We aim to transform business through marketing leadership by creating a space for advocacy, education and networking.

### Why should you become an SMPS Wisconsin sponsor?

As a sponsor, you have the opportunity to be in front of top A/E/C leaders, decision makers and marketing professionals throughout the state of Wisconsin. Attendees of our programs are actively looking for ways to continuously improve their business practices. Could you have the right solution for them?

**ADVOCATE:** *Champion your products, services and message in front of a captive audience of motivated listeners.*

**EDUCATE:** *Help A/E/C marketers understand how you can help grow their organization.*

**CONNECT:** *Grow your industry network and improve brand awareness among the chapter and its partner organizations.*

# ANNUAL SPONSOR OPPORTUNITIES

NETWORK AWARENESS LEADERSHIP

**AN ANNUAL SPONSORSHIP KEEPS YOU IN FRONT OF DECISION-MAKERS IN SOUTHEAST WISCONSIN'S A/E/C INDUSTRY FOR THE ENTIRE SMPS PROGRAM YEAR.** You can network with members and speakers, build brand awareness at programs, and share thought leadership across our digital platforms. Starting at \$1500, Annual Sponsorships are open to both members and non-members, they last for one full year and there are no limitations on competing firms. See our Program Sponsor Opportunities for additional monthly sponsorships.

## Platinum: \$1500

- 10 Program registrations \*
- 4 Holiday party registrations
- Dinner for with a speaker of choice and the SMPS Board
- 100-word company description on the SMPS WI website
- Regular recognition on SMPS WI social media accounts \*\*
- 3-minute presentation at 2 SMPS programs
- Registration list from every program upon request
- Featured logo on program collateral at every event
- 2 blog posts on SMPS website
- Literature on registration table at every event
- Logo on the [smpswisconsin.org](http://smpswisconsin.org) homepage
- Free job postings on the [smpswisconsin.org](http://smpswisconsin.org) Career Center

## Gold: \$1000

- 8 Program registrations \*
- 2 Holiday party registrations
- 100-word company description on the SMPS WI website
- Regular recognition on SMPS WI social media accounts \*\*
- 3-minute presentation at 1 SMPS program
- Registration list from every program upon request
- Featured logo on program collateral at every event
- 1 blog post on SMPS website
- Literature on registration table at every event
- Logo on the [smpswisconsin.org](http://smpswisconsin.org) homepage
- Free job postings on the [smpswisconsin.org](http://smpswisconsin.org) Career Center

## Silver: \$500

- 6 Program registrations \*
- 1 Holiday party registration
- 50-word company description on the SMPS WI website
- Regular recognition on SMPS WI social media accounts \*\*
- 3-minute presentation at 1 SMPS program
- Registration list from every program upon request
- Featured logo on program collateral at every event
- Literature on registration table at every event
- Logo on the SMPS WI website
- Free job postings on the [smpswisconsin.org](http://smpswisconsin.org) Career Center

\* half-day programs count for 2  
\*\* customizable

# PROGRAM SPONSOR OPPORTUNITIES

**NEW IN THE 2018-2019 SEASON. PROGRAM SPONSORSHIPS ALLOW YOU TO CONNECT WITH A/E/C INDUSTRIES LEADERS ON A SPECIFIC TOPIC OF YOUR CHOICE.** We bring in both local and national experts to share trends and best practices, lead workshops, and engage participants in exercises to grow their leadership and critical thinking skills. Becoming a program sponsor is a cost-effective way to get in front of a captive audience looking to continuously improve their skills and careers, and it offers unique networking opportunities with our expert speakers. Program sponsorships are limited to three non-competing firms per program.

## Program Level: \$250

- 2 registrations to sponsored program
- Recognition on SMPS WI social media accounts on the week of sponsored program
- Registration list from sponsored program upon request
- 2-minute presentation prior to sponsored program
- Literature on registration table at sponsored event
- Logo on the [smpswisconsin.org](http://smpswisconsin.org) program page for sponsored event

## Program Schedule:

- Wednesday, September 19  
Repurposing Content - Madison
- Thursday, September 20  
Repurposing Content - Milwaukee
- Wednesday, October 24  
The Science of Storytelling- Madison
- Thursday, October 25  
The Science of Storytelling - Milwaukee
- Wednesday, November 21  
Future of AI & Voice Assistance Tech - Madison
- Holiday Parties  
Madison & Milwaukee
- January 2019  
Bridging the Gap of Technical & Marketing Staff
- Wednesday, February 20  
FOCUS Leadership "Talk at the Table" - Madison
- Thursday, March 21  
Burnout
- Thursday, April 25  
Fly with the Eagles Panel
- May 2019  
Success with Difficult People
- June Building Tour 2019

## WANT TO KNOW MORE ABOUT SPONSORSHIP?

Contact Morgan Burns at [morgan@kanecommgroup.com](mailto:morgan@kanecommgroup.com).

# SPONSORSHIP FORM

ADVOCATE EDUCATE CONNECT

\_\_\_\_\_ commits to acting  
COMPANY NAME

as a \_\_\_\_\_ for the Society  
PROGRAM OR ANNUAL SPONSOR

for Marketing Professional Services (SMPS) Wisconsin chapter.

*Firm will have the ability to network at each program and will receive all benefits as stated in the 2018 Sponsorship Opportunities Package for the level indicated below:*

- ☐ **Annual Sponsorship** ☐ **Program Sponsorship (\$250)**
- ☐ **Platinum Level (\$1,500)**
- ☐ **Gold Level (\$1,000)**
- ☐ **Silver Level (\$500)**

\_\_\_\_\_  
SIGNATURE OF COMPANY REPRESENTATIVE DATE

\_\_\_\_\_  
NAME & TITLE OF COMPANY REPRESENTATIVE (PRINTED)

\_\_\_\_\_  
MORGAN BURNS, SPONSORSHIP CHAIR DATE

**Please email a copy of the Sponsorship Form and an eps of your logo to:**

**Morgan Burns, Sponsorship Chair**  
[morgan@kanecommgroup.com](mailto:morgan@kanecommgroup.com)

**Payment should be made by check and made out to SMPS Wisconsin.**

**Please send checks to:**  
Karen Wiesneski  
4147 State Road 167  
Hubertus, WI 53033

**Payment is due upon completion of this agreement form.**