

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. 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 with national speakers 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 WI programs
- Registration list from every program upon request
- Recognition at every event
- 2 blog posts on SMPS WI website
- Literature on registration table at every event
- Logo on the smpswisconsin.org homepage
- Free job postings on the 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 WI program
- Registration list from every program upon request
- Recognition at every event
- 1 blog post on SMPS WI website
- Literature on registration table at every event
- Logo on the smpswisconsin.org homepage
- Free job postings on the 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 WI program
- Registration list from every program upon request
- Recognition at every event
- Literature on registration table at every event
- Logo on the SMPS WI website
- Free job postings on the smpswisconsin.org Career Center

* half-day programs count for 2
** customizable

PROGRAM SPONSOR OPPORTUNITIES

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 program page for sponsored event

Program Schedule:

- **September 2019**
The ROI Of Social Media 'Top Of Mind'
Milwaukee — 9/18 | Madison — 9/19
- **October 2019**
Tips And Techniques For Shooting Your Own Job Site Photography
Milwaukee — 10/16 | Madison — 10/17
- **November 2019**
Customer Conflict Resolution
Milwaukee — 9/6 | Madison — 9/7
- **December 2019**
SEO SOS: Words Matter!
Madison — 12/12
&
Ugly Sweater Holiday Social
Madison | Milwaukee | Green Bay
- **January 2020**
Myth of Multitasking
Milwaukee — 1/15 | Madison — 1/16
- **February 2020**
Creating Visual Brand Assets
Milwaukee — 2/12 | Madison — 2/13
- **March 2020**
Half Day Workshop: Networking and Business Development — It's Everyone's Responsibility
Milwaukee — 3/19
&
Public Speaking & Presentation Skills
Appleton — 3/20
- **April 2020**
Half Day Workshop: Writing Winning Proposals
Madison — 4/23
- **May 2020**
The AEC Power Formula for LinkedIn Success
Madison — 5/14
&
Awards — 5/28
Milwaukee
- **June 2020**
Building Tours

WANT TO KNOW MORE ABOUT SPONSORSHIP?

Contact Sponsorship Director Morgan Burns at sponsorship@smpswisconsin.org for more information.

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 2019 Sponsorship Opportunities Package for the level indicated below:

Annual Sponsorship

Platinum Level (\$1,500)

Gold Level (\$1,000)

Silver Level (\$500)

Program Sponsorship (\$250)

_____ SIGNATURE OF COMPANY REPRESENTATIVE	_____ DATE
_____ NAME & TITLE OF COMPANY REPRESENTATIVE (PRINTED)	_____ DATE
_____ MORGAN BURNS, SPONSORSHIP CHAIR	_____ DATE

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

Morgan Burns, Sponsorship Director
sponsorship@smpswisconsin.org

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.