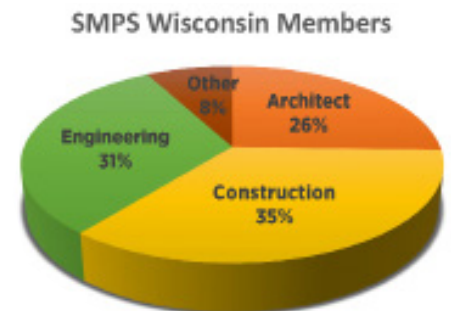


What is SMPS?

Since 1973, SMPS has been 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: \$2000

- 8 Program *, 4 Holiday Party Registrations
- 3-Minute Presentation at SMPS WI program(s)
- Registration List from every program upon request
- Free Job Postings on SMPS WI Website Career Center
- Spotlight Recognition on SMPS WI Social Media Accounts **
- Recognition at Every Event
- Company Description on SMPS WI Website
- Logo on SMPS WI Website

Gold: \$1000

- 4 Program *, 2 Holiday Party Registrations
- 1-Minute Presentation at SMPS WI program(s)
- Registration List from every program upon request
- Spotlight Recognition on SMPS WI Social Media Accounts **
- Recognition at Every Event
- Company Description on SMPS WI Website
- Logo on SMPS WI Website

Silver: \$750

- 3 Program *, 1 Holiday Party Registrations
- Regular Recognition on SMPS WI Social Media Accounts **
- Recognition at Every Event
- Company Description on SMPS WI Website
- Logo on SMPS WI Website

Bronze: \$750

- 2 Program *, 1 Holiday Party Registrations
- Recognition at Every Event
- Logo on SMPS WI Website

* 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
- Booth and swag option at the sponsored program
- Recognition on SMPS WI social media accounts on the week of sponsored program **
- Registration list from sponsored program upon request
- Logo on the smpswisconsin.org program page/background for virtual speaker for sponsored event

2026 Program Schedule:

- | | |
|--|---|
| • January
<i>Holiday Party</i> | • July - TBD |
| • February
<i>Wear Red to Get Ahead</i> | • August - TBD |
| • March
<i>Learn Together</i> | • September
<i>Heartland Regional Conference</i> |
| • April
<i>Learn Together</i> | • October - TBD |
| • May
<i>Client Panel</i> | • November |
| • June - TBD | • December
<i>Volunteer Event</i> |

WANT TO KNOW MORE ABOUT SPONSORSHIP?

Contact sponsorship@smpswisconsin.org for more information.

To sponsor, please complete the online form at:
smpswisconsin.org/Become_a_Sponsor.

* half-day programs count for 2
** customizable

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 2026 Sponsorship Opportunities Package for the level indicated below:

- Annual Sponsorship**
 - Platinum Level (\$2,000)**
 - Gold Level (\$1,000)**
 - Silver Level (\$750)**
 - Bronze Level (\$400)**
- Program Sponsorship (\$250)**

SIGNATURE OF COMPANY REPRESENTATIVE DATE

NAME & TITLE OF COMPANY REPRESENTATIVE (PRINTED) DATE
