



SPONSORSHIP OPPORTUNITIES 2021/2022

sm[®]ps
Connecticut

Table of Contents

Why Become a Sponsor	1
Sponsorship Opportunities	3
How to Become a Sponsor	7
About SMPS CT	9



who should sponsor smcs? Connecticut

A/E/C Firms
Printing & Signage Firms
Graphic Design Firms
Accounting Software Suppliers
Presentation Equipment Suppliers
Contact Management Software
Consulting Firms
Market Research Companies
Promotional Product Retailers
Office Equipment Suppliers
Catering Companies

Why become a sponsor?

Becoming An Annual Or Door Prize Program Sponsor Is A Great Investment!

Let's look at the math — our mailings go to more than 600 decision-makers within the A/E/C industry; on average, we email program notices and reminders 30-45 times a year; newsletters 4 times a year; and drive people to our website through our communications by providing useful, constantly updated information. That's nearly 30,000 opportunities to be seen by an audience important to your business! The following is a list of benefits available to you, depending on your level of participation:

- Event announcement mailings
- Event e-mail reminders
- Complimentary program registration
- Website notice and a hyperlink from www.smpsct.org
- Introduction and recognition at events
- Name/logo on event program handouts
- Recognition in our chapter newsletter

We currently have the following sponsorship levels available: Gold, Silver, Bronze, Program Door Prize, and Educational Workshop. Sponsorships can be purchased through our [website](#).

Purchase your sponsorship today!

Sponsorship opportunities

Annual Sponsorships



Gold:

- Premium annual sponsorship opportunity.
- Benefits include: Up to **10 free registrations** for regular events, opportunity to hand out company info or **promotional items at all regular programs**, attendance list from each program, **free ad space** in our newsletter, **free feature** in our newsletter, **opportunity to introduce a speaker**, priority seating, complete SMPS CT **membership list**, special area or table for **display**, and all other *Silver level* benefits.
- Available to all interested firms
- Available on a first come, first serve basis. Limit of 5 firms.

Early Bird Price: \$1,800

Purchased after 8/31/21: \$2,000



Silver:

- By far, the most popular annual sponsorship opportunity.
- Benefits include: Up to **4 free registrations** for regular events, opportunity to hand out company info or **promotional items at 4 regular programs**, **social media** mentions, **company description** on sponsorship page of SMPS CT website, and all other *Bronze level* benefits.
- Available to all interested firms.

Early Bird Price: \$900

Purchased after 8/31/21: \$1,000



Bronze:

- Economy annual sponsorship opportunity
- Benefits include: **1 free registration** for a regular event, **door prize sponsorship discount, link and company logo** on SMPS CT website, **company verbally or graphically mentioned** at programs, opportunity to hand out company info or **promotional item at 1 regular program**.
- Available to all interested firms.

Early Bird Price: \$360

Purchased after 8/31/21: \$400

The sponsorship benefits associated with annual packages become active September 1, 2021, or from the moment you sign up, through August 31, 2022. The free program registration is the only time-limited benefit.

Benefit Breakdown

Sponsorship Level	Gold	Silver	Bronze
Cost	\$1,800/\$2,000 Early Bird/Regular	\$900/\$1,000 Early Bird/Regular	\$360/\$400 Early Bird/Regular
Benefits:			
Free registration(s) to SMPS Events <i>* Free registrations cannot be used towards members-only events and special events such as socials or the MCAs.</i>	Up to 10 free registrations on regular in-person or virtual programs	Up to 4 free registrations on regular in-person or virtual programs	Up to 1 free registration on regular in-person or virtual programs
Company name/logo on SMPS CT communications	●	●	●
Door prize sponsorship discount, if desired	●	●	●
Link from SMPS CT website to sponsor's website	●	●	●
Company logo on sponsorship page of website. Your logo will appear on webinar/program-specific communications.	●	●	●
Rotating company logo on sidebar and footer of website	●	●	●
Company verbally mentioned or logo displayed on screen at programs <i>(depending on program format, i.e., in-person vs. webinar)</i>	●	●	●
Opportunity to handout company info or promotional items <i>(in-person programs)</i>	All regular programs	4 regular programs	1 regular program
Social media mentions	●	●	
Company description, up to 250 words, on sponsorship page of website	●	●	
Attendance list from each program	●		
Free ad space in each 2020-2021 newsletter (quarterly)	●		
Free feature, up to 500 words, in the 2020-2021 quarterly newsletters	●		
Opportunity to introduce a speaker at the event of your choice <i>(in-person programs)</i>	●		
Priority seating	●		
Complete SMPS CT membership list	●		
Special area or table for display <i>(in-person programs)</i>	All regular programs		

Program-Specific Sponsorships

Door Prize Sponsor:

- Choose the program(s) where you want maximum brand exposure!
- Available on a first come, first serve basis.
- Limited to one door prize/webinar sponsor per program.
- Opportunity availability is program-based and subject to change until respective program date is confirmed.

Price Per Program: \$250

Annual Sponsor Discount:\$225

Education Workshop Sponsor:

- Choose the workshop(s) where you want maximum brand exposure!
- Available on a first come, first serve basis.
- Limited to one sponsor per workshop.
- Opportunity to sponsor all workshops for the program year at a discounted price
- Opportunity availability is workshop-based and subject to change until respective workshop date is confirmed.

Price Per Workshop: \$200

Price for Entire Program Year:\$1,500

Benefit Breakdown

Sponsorship Level	Door Prize	Education Workshop
Cost	\$225/Annual Sponsor \$250/Regular	\$200/workshop \$1,500/program year
Benefits:		
Free registration to sponsored event	Up to 1 free registration per program	Up to 1 free registration per workshop
Company verbally mentioned or logo displayed on screen at programs (depending on program format, i.e., in-person vs. webinar)	●	●
Opportunity to speak about your firm or a project you're currently working on	●	●
Logo on event page and event communications	●	●

* Regular programs are classified as a typical educational program offered once per month (Sept.-June). Free registrations do not apply for members-only events, socials, and other special events outside of our typical program calendar.

Collaborating Industry Sponsorships

SMPS CT is always looking to make connections within the A/E/C industry. We offer collaborating sponsor opportunities to other A/E/C organizations in exchange for the following:

- Social media promotion of major programs
- Opportunity to feature an ad in a newsletter, logo and link on website, or equivalent
- Opportunity to handout information or promotional items
- Opportunity to briefly promote a program at an event

Benefit Breakdown

Sponsorship Level	Collaborating Sponsor
Cost	Free to A/E/C Industry Organizations
Benefits:	
Company logo on sponsorship page of website.	●
Opportunity to feature upcoming programs/events in our monthly industry calendar blog.	●
Opportunity to feature announcements in the “Other News...” section of the SMPS CT quarterly newsletter	●
Social media mentions for major programs	●
Opportunity to briefly promote a program at the end of an SMPS CT event	●

In-Kind Partner Sponsorships

Do you provide services to the A/E/C industry and are looking for a way to promote your business? Becoming an in-kind sponsor is a great way to work with SMPS CT while getting your name out to our membership. In-kind sponsorship benefits are based on the value of services provided and align with our annual sponsorship levels. For more information please contact our sponsorship committee at sponsorship@smpsct.org.



How to become a sponsor

Three easy steps!

- 1.** Visit our online sponsorship catalog, and select your desired sponsorship opportunity. Once there click “Add to Cart” at the bottom of the page.
- 2.** Select “View Cart” and sign-in to proceed with check out.
- 3.** If paying by **credit card**: Follow the appropriate prompts to finalize payment and check out. You should receive a confirmation from SMPS once completed.
If paying by **check**: When payment method is prompted select “Bypass Payment” and complete the order. Once you receive your order confirmation please print it out and mail with a check made payable to SMPS CT, c/o A. Washington, HRP Associates, Inc., 197 Scott Swamp Road, Farmington, CT 06032.

If you didn't find a sponsorship that's right for you, or are looking to provide an in-kind sponsorship - please reach out to our sponsorship committee (sponsorship@smpsct.org) to discuss additional sponsorship options!

The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes more than 100 marketers and technical professionals from all over the state and at all levels and stages of their careers.

We join National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.

Your support of SMPS CT helps provide the following to our members, and the AEC industry:

- Networking Opportunities
- Educational Workshops
- Engaging Programs and Client Panels
- Mentorship Program
- Member-Only Programs
- CPSM Study Groups

Follow SMPS Connecticut:



