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who should sponsor smps? 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 four 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: **1 free registration for all regular* in-person or virtual SMPS CT programs or workshops**; opportunity to provide company info or **promotional items at all regular, in-person programs**; **free ad space** and/or **free feature** in our newsletter; priority seating; **opportunity to introduce a speaker** at the event of your choice; attendance list from programs, and all other **Silver level** benefits.
- Two additional registrations to the Annual Meeting and Client Panel program, with the opportunity to provide an advertisement slide that will be displayed at the program.
- *Available on a first come, first serve basis. Limit of 5 firms.*

Early Bird Price: \$2,550

Purchased after 8/31/23: \$2,750



Silver:

- By far, the most popular annual sponsorship opportunity.
- Benefits include: **1 free registrations for up to 4 regular* in-person or virtual SMPS CT programs or workshops**; opportunity to provide company info or **promotional items at 4 regular in-person programs**; **company description** on sponsorship page of SMPS CT website; **social media** mentions; and all other **Bronze level** benefits.
- *Available to all interested firms.*

Early Bird Price: \$1,400

Purchased after 8/31/23: \$1,500



Bronze:

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

Early Bird Price: \$610

Purchased after 8/31/23: \$650

The sponsorship benefits associated with annual packages become active September 1, 2023, or from the moment you sign up, through August 31, 2024. The free program registration is the only time-limited benefit.

** Regular programs do not include special programming such as conferences, socials, or members-only events.*

Benefit Breakdown

Sponsorship Level	Gold	Silver	Bronze
Cost	\$2,550/\$2,750 Early Bird/Regular	\$1,400/\$1,500 Early Bird/Regular	\$610/\$650 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>	1 free registrations all regular* in-person or virtual programs	1 free registrations on up to 4 regular* in-person or virtual programs	Up to 1 free registration on a 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.	●	●	●
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 provide company info or promotional items <i>(in-person programs)</i>	All regular in-person programs	4 regular in-person programs	1 regular in-person program
Social media mentions	●	●	
Company description, up to 250 words, on sponsorship page of website	●	●	
Attendance list from each program (upon request)	●		
Free ad space in each 2023-2024 newsletter (quarterly)	●		
Free feature, up to 500 words, in the 2023-2024 quarterly newsletters	●		
Opportunity to introduce a speaker at the event of your choice <i>(in-person programs)</i>	●		
Priority seating	●		

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: \$350

Annual Sponsor Discount:\$325

Educational 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: \$1,000

Benefit Breakdown

Sponsorship Level	Door Prize	Educational Workshop
Cost	\$325/Annual Sponsor \$350/Regular	\$200/workshop \$1,000/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 <i>(depending on program format, i.e., in-person vs. webinar)</i>	●	●
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 program offered up to once 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
- Association logo and link on sponsorship page of SMPS CT website
- Opportunity to provide information or promotional items

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	●

In-Kind 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 Connecticut 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 Connecticut, and send to Chris Abel - SMPS CT Treasurer - 35A Robert Jackson Way, Plainville, CT 06062

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 Connecticut'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 Connecticut'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 Connecticut 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

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