

Sponsorship Opportunities

The Society for Marketing Professional Services (SMPS), Michigan Chapter is a national organization and a premier provider of marketing and business development resources to the architecture / engineering / construction (A/E/C) industry by promoting the profession of marketing through education, networking and career development. Our membership consists of a variety of professionals. SMPS boasts 6,000 members nationally with over 100 members within the local Michigan Chapter. The Michigan Chapter Directory contains over 500 professionals who are decision makers at all levels. SMPS Michigan, was the first Chapter recognized by SMPS National, which has been in existence for over 30 years.

The Michigan Chapter provides many media vehicles for potential sponsors to increase their business, branding and advertising marketing opportunities. With 10 major events throughout the year, SMPS Michigan will work with each vendor to reach the full potential of networking with its members and program attendees.

Benefits

- High Visibility - Low Cost
- Exposure to Owners, Business Developers and Marketers in Michigan Market
- Opportunity to Network, Address and Impress Target Clients at Networking Events and Educational Programs!
- Get Ahead of the Competition! Be Different. Lead by Example!

Sponsoring SMPS Michigan is a direct avenue to potential clients and decisions makers. It provides a professional image of firms and companies in the A/E/C industry.

Sponsorship Marketing Tools

- Website, www.smeps-mi.org
- Vendor Directory
- HTML Email Announcements
- Program Opportunities
- SMPS Membership
- Complimentary Annual Meeting Registration
- Membership Newsletter Article and Advertising Opportunities
- Program Announcements
- Program Hosting
- Market Opportunities to Membership
- Access to Membership Directory
- Provide Auction Items for SMPS Scholarship Program

Demographics

Member Occupations:

CEO, Owner, Principal	23%
Marketing Directors	14%
Business Developer	18%
Marketing Manager	24%
Marketing Coordinator	21%

Firm Types:

Architecture	40%
General Contractors	31%
Engineering	20%
Marketing Services	8%

Member Categories:

Architecture
Engineering
Construction Manager /
General Contractor
Developers
Interior Design
Design Build
Environmental Services
Surveying
Management
Legal





Platinum Sponsorship

- Your brand prevalent on the SMPS Michigan (www.smeps-mi.org) website - on the Home Page & Sponsorship Page (200 words, promotional text)
- Branding on all SMPS Michigan marketing and program announcements
- Branding on all electronic program newsletters - also provide articles to promote your services
- Opportunity to write articles / post advertisements on SMPS Michigan print newsletter
- Premium Vendor Directory Listing
- Two complimentary registrations to the Pinnacle Awards Program / SMPS Scholarship Silent Auction
- President's recognition at all events
- Dedicated speaking time at two events and two complimentary registration for the events
- Access to SMPS Membership Directory and Event Registration Lists



\$1,500



Gold Sponsorship

- Your brand prevalent on the SMPS Michigan (www.smeps-mi.org) website - on the Home Page & Sponsorship Page (200 words, promotional text)
- Branding on all SMPS Michigan marketing and program announcements
- Branding on all electronic program newsletters
- Premium Vendor Directory Listing
- One complimentary registrations to the Pinnacle Awards Program / SMPS Scholarship Silent Auction
- President's recognition at all events
- Dedicated speaking time at one event and one complimentary registration for the event
- Access to SMPS Membership Directory



\$1,000



Silver Sponsorship

- Your brand prevalent on the SMPS Michigan (www.smeps-mi.org) website - on the Sponsorship Page (200 words, promotional text)
- Branding on all SMPS Michigan marketing and program announcements
- Branding on all electronic program newsletters
- Standard Vendor Directory Listing
- Access to SMPS Membership Directory



\$500



Corporate Partnership

Many of our sponsors work with our organization to provide necessary services for SMPS Michigan's Operations, Programs and Education Opportunities. Within a Corporate Partnership, SMPS Michigan works with each individual Partner to establish a mutually beneficial arrangement of provided services and exposure to the SMPS Michigan Community. The direct benefits provided to our Corporate Partners include the SMPS Vendor Directory and various elements found within the Platinum, Gold and Silver Sponsorships.

Member Firm Sponsorships

\$400

We value all of our members, providing continued membership benefits our Member Firm Sponsorship will allow your firm to access sponsor benefits at a discounted price. The Member Firm Sponsor level will include:

- Branding on all electronic program newsletters
- Premium Vendor Listing
- Complimentary Annual Meeting Registration
- Host a Wine & Cheese Webinar
- Membership Newsletter or Electronic Newsletter Article

Program Sponsorships

\$350

With 10 events per year with the opportunity for more events with our upcoming Wine & Cheese Webinar Programs. There are plenty of opportunities to hold one of our exciting programs at your office or possibly a project location.

Bringing our members and guests to visit gives your firm valuable visibility, to opportunity to network at your home office or showcase a recently completed project. Your company will be recognized at the event you are hosting as well as in our event announcement through email, registration and our on website.

Vendor Directory

www.smeps-mi.org/vendor.asp

With an average of 2,000 visits per month, SMPS Michigan can provide the exposure you have been looking for within the Architecture, Engineering and Construction industry. Marketers in our industry look to SMPS as the experts in marketing professional services. Think of it as SMPS Michigan's very own Yellow Pages. The Vendor Directory will provide our members with direct access to vendors providing services that they use every day as buyers of:

- Accounting Software • Binding Equipment • Books & Trade Publications • Consulting Services • Printing
- Contact Management Software • Graphic Design Services • Market Research • Office Equipment • Education
- Photography Services • Presentation Services • Signage • Promotional Items • 3D Modeling • Shipping
- Tradeshow Displays • Technology Services & Equipment • Professional Development / Management Training

Premium Vendor Listing

\$400

One-year subscription, includes: Company Logo, Vendor Description / Detailed Services (*Limit 50 Words*), Company Name, Address, Link to your Website & Services Category.

Ultimate Vendor Listing

\$350

One-year subscription, includes: Vendor Description / Detailed Services (*Limit 50 Words*), Company Name, Address, Link to your Website & Services Category.

Standard Vendor Listing

\$300

One-year subscription, includes: Company Name, Address, Link to your Website & Services Category.

Disclosure of Non-deductibility of Contributions:

Although payments and contributions to the Michigan Chapter of SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.

Sponsorship

SMPS Michigan has created an exciting year of events for the 2008 / 2009 calendar. We would like to offer you the opportunity to benefit from these events and our organization through our numerous sponsorship opportunities.

With your sponsorship of SMPS Michigan and active participation and involvement, our organization is guaranteed to connect you to new contacts, clients, increase your sales and visibility and provide lasting branding results through supporting a worthy professional organization.

2008 / 2009 PROGRAMS CALENDAR YEAR

SEPTEMBER	OCTOBER	NOVEMBER
<i>Business Development Symposium</i> MANAGING YOUR FIRM'S SALES	<i>Executive Series</i> STRATEGIC FUTURING / TREND SPOTTING	<i>Talking Shop</i> SEARCH ENGINE OPTIMIZATION WITH GOOGLE
DECEMBER	JANUARY	FEBRUARY
<i>Membership Annual Breakfast</i> ANNUAL MEETING	<i>Economic Forecast</i> CORENET	<i>Talking Shop</i> STRATEGIC DIRECTION FOR CREATIVES
MARCH	APRIL	MAY
<i>Talking Shop</i> BRAND REINVENTION	<i>Executive Series</i> CREATING OPPORTUNITIES	<i>Client Panel</i> A DAY IN THE D
JUNE	JULY	AUGUST
<i>Networking Event /</i> <i>SMPS Scholarship Silent Auction</i>	SMPS NATIONAL CONFERENCE <i>July 15-18</i> <i>Las Vegas, Nevada</i>	ALL COMMITTEE PLANNING MEETING

SMPS

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www.smeps-mi.org

MICHIGAN

SPONSORSHIPS CONTACTS

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