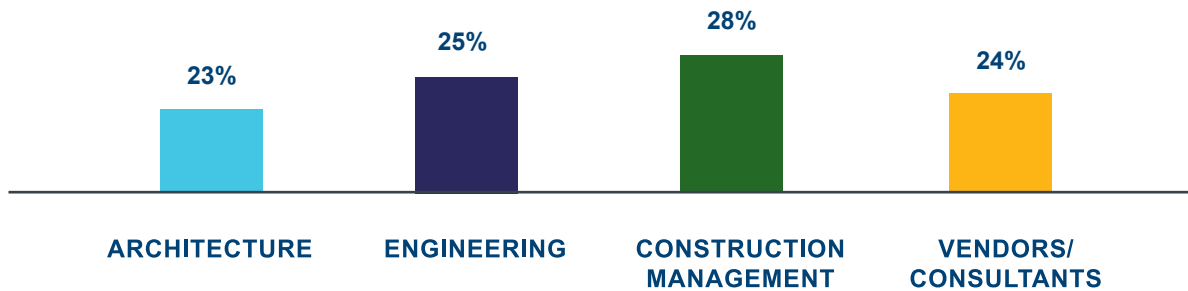


SMPS Charlotte is your key to connecting with Architecture/Engineering/Construction industry leaders, business developers and marketers in Charlotte and the surrounding areas. Reach the influencers and decision markers of professional service firms today by becoming a sponsor of SMPS Charlotte!



## WHAT IS SMPS CHARLOTTE?

Founded in 1981, the Charlotte Chapter has served marketing professionals in the Piedmont area of North and South Carolina for over three decades. Unique to other organizations, SMPS is specifically dedicated to marketers in the A/E/C industry and currently has representatives from over 50 of the area’s leading A/E/C firms!

Why should  
your company  
BECOME AN SMPS  
CHARLOTTE  
SPONSOR

- 1 Gain access to top principals, marketers, professionals and decision-makers in architecture, engineering, construction, real estate and development firms.
- 2 Receive recognition at industry events. Build your bottom line through cost-effective marketing that delivers results.
- 3 Cultivate new and existing relationships face-to-face the most effective way to get your foot in the door with potential clients.



# 2019-2020 ANNUAL SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP PACKAGE OVERVIEW

As an SMPS Charlotte Annual Sponsor, your company will receive exposure throughout Charlotte and the surrounding area. With three different levels of participation beginning at just \$400, becoming an SMPS Charlotte Chapter partner is one of the most cost-effective ways to improve brand recognition and awareness among Chapter members and the broader A/E/C community. Sponsorships are open to both members and non-members, and there is no limitation placed on competing firms for Annual Sponsorships. Annual Sponsorships will run from September 2019 to June 2020.

**20% Discount for Two Year Sign Up for all levels!\***

# \$1000

Non Member \$1150

## PLATINUM LEVEL

- One free registration at ALL SMPS Charlotte Chapter program or events.\*
- Title Sponsor of one **Program or Education Event** of your choice). Reserved seating with program speaker/guest and Board President. Logo placement in all pre-event marketing.  
*\*Refer to calendar of events for topics, priority given per level of sponsorship.*
- Company logo with hyper-link and narrative posted to SMPS website (logo displayed on home page and sponsor page).
- Opportunity to display one banner stand at all events (to be provided by sponsor).
- Attendee list upon request.
- Annual placement of logo on SMPS Charlotte website.
- Company logo displayed on SMPS banner and program flyer at each program.
- Networking with A/E/C community professionals and speakers before and after events.
- Free job posting on SMPS website.
- Verbal recognition at ALL events.

# \$850

Non Member \$1000

## GOLD LEVEL

- 8 registrations to any SMPS Charlotte Chapter program or event.\*
- Sponsorship of one **Program or Education Event** of your choice. Logo in all pre-event marketing.  
*\*Refer to calendar of events for topics, priority given per level of sponsorship.*
- Annual placement of logo on SMPS Charlotte website.
- Company logo displayed on SMPS banner and program flyer at each program
- Networking with A/E/C community professionals and speakers before and after events.
- Free job posting on SMPS website.
- Verbal recognition at ALL events.

# \$400

Non Member \$550

## SILVER LEVEL

- Company name listed on the SMPS Charlotte website.
- Company logo displayed on SMPS banner and program flyer at each program
- Networking with A/E/C community professionals and speakers before and after events.
- Verbal recognition at ALL events.

*\*Some restrictions may apply. No other offers may be combined.*



# 2019-2020 EVENT SPONSORSHIP OPPORTUNITIES

## EVENTS PACKAGE OVERVIEW

North Carolina’s construction and real estate market is booming, which means getting your firm’s brand in front of the right people has grown substantially more complex. SMPS Charlotte offers your firm a valuable opportunity to reach premier architectural, engineering, construction and real estate development companies in the Charlotte area through our Events Sponsorship package.

Through our monthly luncheon programs and events, SMPS Charlotte puts your company directly in front of key decision makers- Principals, CMOs, Business Developers and Marketers- all of whom purchase products and retain services for the needs of the firms.

*Worried about competitors diluting your brand and message through a competing sponsorship? With an SMPS Charlotte Event Sponsorship, you don’t have to worry! Event sponsorships are limited to three non-competing firms. As an added benefit, Event Sponsors receive exclusive networking access with program speakers/ panelists prior to the program for networking. By sponsoring one of SMPS Charlotte’s programs, you are establishing your company as a supporter and collaborator of the organization’s mission to secure profitable business relations for the A/E/C community.*

# \$250

Non Member \$300

## EVENT SPONSOR BENEFITS

*\*Refer to calendar of events for topics.*

- One free registration to sponsored event, includes meal.
- Reserved seating at event.
- Opportunity to deliver a 2 minute introduction of your company at event.
- Company logo displayed on program flyer at sponsored event.
- Placement of promotional material at each registrant’s seat during event (provided by Sponsor).
- Networking with A/E/C community professionals and speakers before and after events.
- Verbal recognition at event.

## Sign up now! Space is limited!

# 1

CHOOSE LEVEL OF SPONSORSHIP AND EVENT PREFERENCE.

# 2

CONTACT SPONSORSHIP CHAIR:  
Lauren Parks  
lparks@sharpeco.net



CONNECT WITH US! @SMPSCLT

www.smpscharlotte.org

	<b>PROGRAM TOPICS</b>	<b>EDUCATION TOPICS</b>
<b>SEPTEMBER</b>	Site Tour- ATCO, Camp Northend	
<b>OCTOBER</b>	South Park- “Sense of Place” Lincoln Harris and Elaine Powell	Matt Handal: Help Everybody Everyday Take Your Proposals To The Next Level 1/2 day workshop
<b>NOVEMBER</b>	Northwood- Ballantyne Redevelopment Vision and Time line	Jen Hebblewai: Graceworks Grammar/Writing Class
<b>DECEMBER</b>	Holiday Party	Holiday Party
<b>JANUARY</b>		Kelly Jo: Targeted Marketing BD- Best Practices
<b>FEBRUARY</b>	Economic Impact of the RNC	Katie Stanley: Optima Engineering Adobe After Effects
<b>MARCH</b>		
<b>APRIL</b>	River District with Crescent	
<b>MAY</b>		Kristen von Trish: Quinn Evans Architecture Thematic Interpretation
<b>JUNE</b>	End of the Year Social	

*\*Schedule is subject to change.*

**Sign up  
TODAY!**

**1**

**CHOOSE LEVEL OF  
SPONSORSHIP AND  
EVENT PREFERENCE.**

**2**

**CONTACT  
SPONSORSHIP CHAIR:  
Lauren Parks  
lparks@sharpeco.net**



# 2019-2020 SMPS CHARLOTTE SPONSORSHIP AGREEMENT

Sponsor Name: \_\_\_\_\_

Company Contact and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website Address: \_\_\_\_\_

### PLEASE INDICATE BELOW YOUR 2019-2020 SMPS CHARLOTTE CHAPTER SPONSORSHIP COMMITMENT:

\_\_\_\_\_ PLATINUM LEVEL (\$1000 MEMBER / \$1150 NON MEMBER)

\_\_\_\_\_ GOLD LEVEL (\$850 MEMBER / \$1000 NON MEMBER)

\_\_\_\_\_ SILVER LEVEL (\$400 MEMBER / \$550 NON MEMBER)

\_\_\_\_\_ EVENT SPONSOR (\$250 MEMBER / \$300 NON MEMBER)

List program or event title and date: \_\_\_\_\_

REGISTER AND PAY ONLINE at [www.smpscharlotte.org](http://www.smpscharlotte.org)  
OR MAKE CHECK PAYABLE TO: SMPS Charlotte

PLEASE SEND THIS COMPLETED/SIGNED FORM AND YOUR CHECK TO:

SMPS Charlotte  
PO Box 36314  
Charlotte, NC 28236

Submit vector format logos in all white and full color (.ai or .eps) to Lauren Parks: [lparks@sharpeco.net](mailto:lparks@sharpeco.net)

\_\_\_\_\_  
Sponsor Signature

Date

\_\_\_\_\_  
SMPS Authorized Signature

Date

*We thank you for your continued support of the SMPS Charlotte Chapter!*



CONNECT WITH US! @SMPSCLT

[www.smpscharlotte.org](http://www.smpscharlotte.org)

Sponsorship amounts paid to SMPS Charlotte are NOT tax deductible as charitable contributions.