

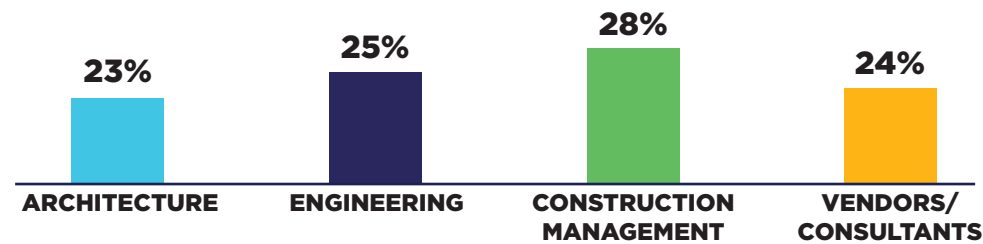


**2024 - 2025
ANNUAL &
EVENT
SPONSORSHIP
OPPORTUNITIES**

Who is SMPS Charlotte?

Founded in 1981, the Charlotte Chapter has served marketing professionals in the Piedmont area of North and South Carolina for over four 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!

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 makers of professional service firms today by becoming a sponsor of SMPS Charlotte!



Why should my company become a 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 and virtually the most cost effective way to get your foot in the door with potential clients.

What Sponsorship Opportunities are offered 2024-2025?

ANNUAL SPONSORSHIP LEVELS:

PLATINUM GOLD SILVER

INDIVIDUAL EVENT SPONSORSHIP LEVELS:

PREMIERE FOOD/DRINK WELCOME TABLE

SIGN UP NOW! SPACE IS LIMITED!

1 CHOOSE LEVEL OF SPONSORSHIP AND EVENT PREFERENCE.

2 CONTACT SPONSORSHIP CHAIR:
Abby Brossette
sponsorship@smpscharlotte.org

See more information on sponsorship levels on the following pages

Annual Sponsorship Levels



2024-2025 ANNUAL SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER
Cost (Non-Member)	\$1350 (\$1550)	\$1150 (\$1350)	\$650 (\$850)
Benefits			
Company Name listed on SMPS Charlotte website	✓	✓	✓
Company logo displayed on banner and program flyer at each program*	✓	✓	✓
Verbal recognition at all events	✓	✓	✓
Free job posting on SMPS website	✓	✓	✓
Free program registration (# varies by level)	4	2	1
Sponsor Takeover 3-day social media campaign	✓	✓	
Option to host event at your office	✓	✓	
Networking with A/E/C community professionals and speakers before and after events	✓		
Attendee list upon request	✓		
Opportunity to display company's banner at events (to be provided by sponsor)	✓		

*Completed sponsorship form and payment must be received by August 30th, 2024 for your company logo to be included on the banner for the 2024-2025 year

ANNUAL 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 \$650, becoming a 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 2024 through August 2025.

\$1,350

Non Member \$1,550

PLATINUM LEVEL

- Company logo with hyperlink and narrative posted to SMPS Charlotte website (logo displayed on homepage and sponsor page).
- Annual placement of logo on SMPS Charlotte website.
- Company logo displayed on SMPS banner and program flyer at each program.*
- Verbal recognition at ALL SMPS Charlotte events.
- Free job posting on SMPS Charlotte website.
- 3-day "Sponsor Takeover" social media campaign across all SMPS Charlotte Social Media channels
- Option to host any event at your office space.
- Exclusive networking with A/E/C community professionals and speakers before and after events.
- Attendee list upon request.
- Opportunity to display one banner stand at all events (to be provided by sponsor).
- 4 free registrations for any event or program.

\$1,150

Non Member \$1,350

GOLD LEVEL

- Company logo with hyperlink and narrative posted to SMPS Charlotte website (logo displayed on homepage and sponsor page).
- Annual placement of logo on SMPS Charlotte website.
- Company logo displayed on SMPS banner and program flyer at each program.*
- Verbal recognition at ALL SMPS Charlotte events.
- Free job posting on SMPS Charlotte website.
- 3-day "Sponsor Takeover" social media campaign across all SMPS Charlotte Social Media channels
- Option to host any event at your office space.
- 2 free registrations for any event or program.

\$650

Non Member \$850

SILVER LEVEL

- Company logo with hyperlink and narrative posted to SMPS Charlotte website (logo displayed on homepage and sponsor page).
- Annual placement of logo on SMPS Charlotte website.
- Company logo displayed on SMPS banner and program flyer at each program.*
- Verbal recognition at ALL SMPS Charlotte events.
- Free job posting on SMPS Charlotte website.
- 1 free registration for any event or program.

*Completed sponsorship form and payment must be received by August 30th, 2024 for your company logo to be included on the banner for the 2024-2025 year

Some restrictions may apply. No other offers may be combined. Offer good for 2024-2025 package.

Details provided on the following page

Event Sponsorship Opportunities



2024-2025 **EVENT** SPONSORSHIP OPPORTUNITIES

	PREMIERE	FOOD/DRINK	WELCOME TABLE
Cost (Non-Member)	\$500 (\$550)	\$300 (\$350)	\$150 (\$200)
Benefits			
Company Name/Logo on e-blasts and social media posts promoting the event	✓	✓	✓
Event registrations for specific sponsored event	2	1	1
Company representative gives a 2-minute presentation/firm overview at event	✓		
Networking with A/E/C community professionals and speakers before and after events	✓		
Attendee list upon request	✓		
Logo on all event signage	✓		
Promotional material given to all attendees (to be provided by sponsor)	✓		
Company Name/Logo on signage at the Food/Drink table		✓	
Opportunity to provide company branded drinkware/napkins/koozies etc. (to be provided by sponsor)		✓	
Company Name/Logo on signage at Welcome Table			✓
1 Company representative at Welcome Table			✓

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, CMO’s, CxO’s, Business Developers, and Marketers - all of whom purchase products and retain services for the needs of the firm.

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.

\$500

Non Member \$550

PREMIERE

- Company name/logo on all e-blasts and social media posts promoting the sponsored event.
- Company logo on all event signage.
- Opportunity to deliver a 2-minute introduction of your company at event.
- Exclusive networking with A/E/C community professionals and speakers before and after events.
- Attendee list upon request.
- Company-branded promotional material given to all attendees (to be provided by sponsor).
- 2 free registrations for the sponsored event.

\$300

Non Member \$350

FOOD/DRINK

- Company name/logo on all e-blasts and social media posts promoting the sponsored event.
- Company name/logo on signage at the food/drink table.
- Opportunity to provide company-branded drinkware/napkins/koozies etc. (to be provided by sponsor).
- 1 free registration for the sponsored event.

\$150

Non Member \$200

WELCOME TABLE

- Company name/logo on all e-blasts and social media posts promoting the sponsored event.
- Company name/logo on signage at the Welcome Table
- Opportunity for 1 company representative to be present at the Welcome Table to talk to participants as they check in to the event .
- 1 free registration for the sponsored event.



2023-2024 SMPS CHARLOTTE ANNUAL SPONSORSHIP AGREEMENT

Sponsor Name: _____

Company Contact & Title: _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

Website Address: _____

PLEASE INDICATE BELOW YOUR 2023-2024 SMPS CHARLOTTE CHAPTER SPONSORSHIP COMMITMENT

Discounted pricing is listed

- _____ **Platinum Level (\$1,350 Member / \$1,550 Non Member)**
- _____ **Gold Level (\$1,150 Member / \$1,350 Non Member)**
- _____ **Silver Level (\$650 Member / \$850 Non Member)**

Register and pay online at www.smpscharlotte.org or make check payable to SMPS Charlotte. If sending a check, please include this form.

SMPS Charlotte
PO Box 36314
Charlotte, NC 28236

Submit vector format logos in white and full color (.ai or .eps) to the Sponsorship Chair at sponsorship@smpscharlotte.org.

Sponsor Signature **Date** **SMPS Authorized Signature** **Date**



2023-2024 SMPS CHARLOTTE EVENT SPONSORSHIP AGREEMENT

Sponsor Name: _____

Company Contact & Title: _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

Website Address: _____

PLEASE INDICATE BELOW YOUR 2023-2024 SMPS CHARLOTTE CHAPTER SPONSORSHIP COMMITMENT

Discounted pricing is listed

- _____ **Premiere Event (\$500 Member / \$550 Non Member)**
- _____ **Food/Drink (\$300 Member / \$350 Non Member)**
- _____ **Welcome Table (\$150 Member / \$200 Non Member)**

Register and pay online at www.smpscharlotte.org or make check payable to SMPS Charlotte. If sending a check, please include this form.

SMPS Charlotte
PO Box 36314
Charlotte, NC 28236

Submit vector format logos in white and full color (.ai or .eps) to the Sponsorship Chair at sponsorship@smpscharlotte.org.

Sponsor Signature **Date** **SMPS Authorized Signature** **Date**



**THANK YOU
FOR YOUR
CONTINUED
SUPPORT OF
SMPS CHARLOTTE!**

