



Society for Marketing Professional Services
Charlotte



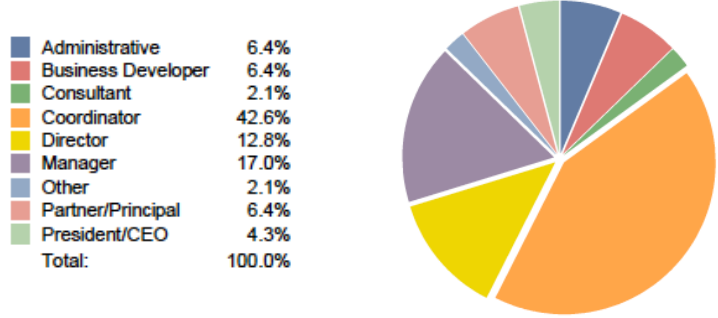
2014-2015 Sponsorship Opportunities

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 influences and decision makers of professional service firms today by becoming a Corporate Sponsor of SMPS Charlotte.

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 three decades. The chapter has representatives from over 50 of the area's leading A/E/C firms.

Primary Function



Corporate Sponsors of SMPS Charlotte:

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

Who Should Sponsor?

A/E/C firms	Graphic design firms
Service software suppliers	Market research companies
Consulting firms	Office equipment suppliers
Binding equipment retailers	Architectural photographers
Trade publications	Reprographic firms - printing and signage
Building product manufacturers	Proposal management software firms
Consulting firms	Rendering and model-making companies

- Selected List of Firms Represented in SMPS Charlotte**
- A M King
 - Adolfson & Peterson Construction
 - Balfour Beatty Construction
 - Carl Walker, Inc.
 - Clancy & Theys Construction Co.
 - Clark Nexsen
 - ColeJenest & Stone, PA
 - ComDesign Infrastructure Solutions
 - ECS Carolinas, LLP
 - Edifice, Inc.
 - Elm Engineering, Inc.
 - ESP Associates, PA
 - FreemanWhite Inc.
 - Gantt Huberman Architects
 - Harris Communications
 - HDR Engineering Inc. of the Carolinas
 - Holder Construction Company
 - JE Dunn
 - KBR Building Group
 - KCI Associates of NC
 - Kimley-Horn and Associates, Inc.
 - Labella Associates PC
 - Lake Norman Regional Economic Dev.
 - Landmark Builders
 - McCulloch England Associates, Inc.
 - O'Neal Inc.
 - Optima Engineering
 - Parsons
 - Perkins Eastman
 - Perkins+Will
 - Peterson Associates P.A.
 - Robins & Morton
 - Roby Commercial
 - Rodgers Builders
 - RS&H
 - S&ME
 - Sharpe Images
 - Siemens Industry, Inc.
 - SL Bagby
 - Smith Harris Designs
 - Stewart
 - STV/Ralph Whitehead Associates
 - Syska Hennessy Group
 - Terracon
 - The Whiting-Turner Contracting Co.
 - Triplett-King & Associates Inc.
 - Vannoy Construction
 - Vrettos Pappas Consulting Engineering
 - W.K. Dickson & Co., Inc.
 - Woolpert, Inc.



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www.smpscharlotte.org

2014-2015 SMPS Charlotte Annual Sponsorships

2014-2015 PROGRAM TOPICS

SEPT	Light Rail Extension
OCT	Green Globes
NOV	Site Tour - Carolina Theater
DEC	Holiday Party - Charity Event
JAN	Retail in Center City
FEB	Education K-12
MAR	Charlotte Bus Tour
APR	NCDOT Strategic Transportation Investments Program
MAY	Economic Development

^ Topics subject to change.



1. Select which month you'd like to present.
2. Notify the Chapter Treasurer/Sponsorship Chair
Kathleen Chambers - 704.523.4726 - kchambers@smeinc.com

ANNUAL SPONSORSHIP BENEFITS (SEPT 2014 - AUG 2015) - \$1,000 member / \$1,250 non-member

- Twelve complimentary registrations per year to the programs or events of your choice (excludes 1/2 day or full day programs).
- Sponsorship of one monthly program of your choice*
 - » Opportunity to deliver a 2-minute introduction of your company at the program of your sponsorship
 - » Reserved seating and exclusive access to program speakers before the program
 - » Placement of your company's promotional materials at each registrant's seat
- Company name/logo featured on PowerPoint before programs
- Company name/logo included on chapter correspondence
- Company name/logo on chapter website along with 75-word description and link to sponsor's website
- Company name/logo on signage for programs
- Verbal recognition at all SMPS Charlotte events
- Free job postings in Career Center on SMPS Charlotte

***THE FINE PRINT:** Sponsorship is open to all interested companies. *Please note there may be overlapping or competing disciplines represented as sponsors.* Monthly program of your choice is first come - first serve for annual sponsors (only one annual sponsor per monthly program).

Questions? Contact the Chapter Treasurer/Sponsorship Chair:

Kathleen Chambers | S&ME Inc | 704.523.4726 | kchambers@smeinc.com



2014-2015 SMPS Charlotte Monthly Program Sponsorships



2014-2015 PROGRAM TOPICS

SEPT	Light Rail Extension
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NOV	Site Tour - Carolina Theater
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PROGRAM EVENT SPONSORSHIP BENEFITS
(SEPT 2014 - AUG 2015) - \$300 member / \$400 non-member

- One complimentary registration for program of your sponsorship
- Reserved seating and exclusive access to program speakers before the program
- Verbal recognition and opportunity to give a 2-minute introduction of your company at the program
- Placement of your company's promotional materials at each registrant's seat
- Company name/logo featured on PowerPoint running before program
- Company name/logo and hyperlink included on email correspondence for the program, as well as on the SMPS Charlotte website for that specific program
- Company name/logo on signage for program
- Exposure through social media blasts via LinkedIn, Twitter, and Facebook
- Networking before and after program

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2014-2015 SMPS Charlotte Monthly Education Sponsorships



1. Select which month you'd like to present.
2. Notify the Chapter Treasurer/Sponsorship Chair
Kathleen Chambers - 704.523.4726 - kchambers@smeinc.com

EDUCATION SPONSORSHIP BENEFITS
(SEPT 2014 - AUG 2015) - \$100 member / \$200 non-member

- One complimentary registration to sponsored education event
- Verbal mention and two minutes of presentation time in front of the group before the educational event
- Placement of company promotional materials at each seat
- Company name/logo and hyperlink included on email correspondence for education event, as well as on the SMPS Charlotte website for that specific education event
- Exposure through social media blasts via LinkedIn, Twitter, and Facebook
- Networking before and after program

**THE FINE PRINT: Sponsorship is open to all interested companies. Please note there may be overlapping or competing disciplines represented as sponsors.*

2014-2015 EDUCATION TOPICS

SEPT	Graphic Design Trends
OCT	Content Marketing
NOV	Group Therapy
DEC	CPSM Interest Meeting
JAN	InDesign Workshop
FEB	TBD
MAR	SERC Debrief
APR	Leadership Seminar
MAY	TBD
JUN	TBD

^ Topics subject to change.



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Society for Marketing Professional Services Charlotte



2014-2015 SMPS Charlotte Summary of Sponsorships

Annual - \$1,000 member / \$1,250 non-member

- Twelve complimentary registrations per year to the programs or events of your choice (excludes 1/2 day or full day programs)
- Sponsorship of one monthly program of your choice*
 - » Opportunity to deliver a 2-minute introduction of your company at the program of your sponsorship
 - » Reserved seating and exclusive access to program speakers before the program
 - » Placement of your company's promotional materials at each registrant's seat
- Company name/logo featured on PowerPoint before programs
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Program - \$300 member / \$400 non-member

- One complimentary registration for program of your sponsorship
- Reserved seating and exclusive access to program speakers before the program
- Verbal recognition and opportunity to give a 2-minute introduction of your company at the program
- Placement of your company's promotional materials at each registrant's seat
- Company name/logo featured on PowerPoint running before program
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- Company name/logo on signage for program
- Exposure through social media blasts via LinkedIn, Twitter, and Facebook
- Networking before and after program

Site Tour Sponsor - \$100 member / \$200 non-member

- One complimentary registration to sponsored site tour
- Verbal mention and two minutes of presentation time in front of the group at start of sponsored tour
- Company name/logo and hyperlink included on email correspondence for the site tour, as well as on the SMPS Charlotte website for that specific site tour
- Exposure through social media blasts via LinkedIn, Twitter, and Facebook
- Networking before and after program

Education Sponsor - \$100 member / \$200 non-member

- One complimentary registration to sponsored education event
- Verbal mention and two minutes of presentation time in front of the group before the educational event
- Placement of company promotional materials at each seat
- Company name/logo and hyperlink included on email correspondence for education event, as well as on the SMPS Charlotte website for that specific education event
- Exposure through social media blasts via LinkedIn, Twitter, and Facebook
- Networking before and after program

Become a sponsor. Contact Kathleen Chambers, CPSM, Chapter Treasurer, for more information on how your company can get involved. kchambers@smeinc.com or 704-523-4726



Connect with us! @SMPSclt

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**Society for Marketing
Professional Services**
Charlotte



2014-2015 SMPS Charlotte Sponsorship Agreement

Sponsor Name: _____

Company Contact and Title: _____

Mailing Address: _____

City / State / Zip: _____

Telephone: _____ Fax: _____ Email: _____

Website Address: _____

Please indicate below your 2014-2015 SMPS Charlotte Chapter Sponsorship Commitment:

_____ Annual Sponsorship (\$1,000 member / \$1,250 non-member)

_____ Program Sponsor (\$300 member / \$400 non-member)

_____ Site Tour Sponsor (\$100 member / \$200 non-member)

_____ Education Sponsor (\$100 member / \$200 non-Member)

List program/tour/education title and date: _____

Make check payable to: *SMPS Charlotte*

Please send this completed/signed form and your check to:

SMPS Charlotte
PO Box 36314
Charlotte, NC 28236

All payment inquiries should be addressed to:

Kathleen Chambers, CPSM, Chapter Treasurer: kchambers@smeinc.com | 704.523.4726

Submit vector format logos (.ai or .eps): Kathleen Chambers, CPSM – kchambers@smeinc.com

Sponsor Signature Date

SMPS Authorized Signature Date

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

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



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