

## SMPS NEW MEXICO CHAPTER

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies.

We believe in Business Transformed Through Marketing Leadership. In fact, today's most dynamic and successful A/E/C firms have realized the important balance between sellers and doers, between marketing and business development, and have used this important distinction to their advantage.

SMPS was created in 1973 and today represents a dynamic network of 7,000+ marketing and business development professionals from architectural, engineering, planning, interior design, construction and specialty consulting firms located throughout the United States and Canada. As the business world and built environment continue to evolve, SMPS and its members will be steadfast in staying ahead of the curve. And continuing to transform the way A/E/C firms do business.

## MAXIMIZE YOUR EXPOSURE IN THE A/E/C MARKETPLACE

In this competitive marketplace, getting your firm's brand in front of the right people is essential to growth and success. The **SMPS New Mexico Chapter** provides sponsor firms with exposure to professionals in the fields of architecture, engineering, construction, real estate and development. Our members and attendees of programs and events are key decision makers in their firms - Principals, CMO's, Business Developers and Marketers - who purchase products and retain services for the needs of their firms. By sponsoring SMPS New Mexico, you are establishing your company as a supporter and collaborator of the organization.

The New Mexico Chapter provides regular educational sessions and hosts events throughout the year for professional and educational advancement of those who market, sell and manage professional services for the built and natural environments. Your sponsorship dollars will be used to: provide enhanced learning experiences, increase the frequency of networking events, build awareness of SMPS and its value to both new and seasoned A/E/C professionals; and support community and volunteer opportunities.

**For more information about our sponsorship benefits and policies, please review this packet and contact SMPS New Mexico Chapter President, Megan Mickey, [mmickey@studioswarch.com](mailto:mmickey@studioswarch.com)**



# SMPS NEW MEXICO **SINGLE LUNCHEON SPONSORSHIPS 2019**

Below are several different pricing options for **single** luncheon sponsorships.

| SPONSORSHIP LEVELS   | exclusive sponsorship | co-sponsorships     |                     |                      |
|--|-----------------------|---------------------|---------------------|----------------------|
|  | EXCLUSIVE<br>\$1,500  | LEADERSHIP<br>\$600 | NETWORKING<br>\$500 | SMPS FRIEND<br>\$400 |
| Preferred seat at luncheon speaker table   | •                     | •                   |                     |                      |
| Two (2) complimentary luncheon registrations (to be used within one (1) year)                                      | •                     | •                   |                     |                      |
| Logo and URL link to your website on smpsnewmexico.org   | •                     | •                   |                     |                      |
| Logo promoting your company and sponsorship mention on all printed event invoices                                  | •                     | •                   |                     |                      |
| Opportunity to give a three (3) minute company introduction at podium  | •                     | •                   | •                   |                      |
| Preview of attendee list prior to luncheon   | •                     | •                   | •                   |                      |
| Direct access to program attendees via marketing materials distribution at each place-setting                      | •                     | •                   | •                   | •                    |
| Logo and URL link to your website on all luncheon invitation emails to 500+ A/E/C contacts several times per month | •                     | •                   | •                   | •                    |
| Recognition in event intro by SMPS board member  | •                     | •                   | •                   | •                    |
| One (1) complimentary luncheon registration  | -                     | -                   | •                   | •                    |




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HOST  
**NEW MEXICO'S A/E/C DECISION MAKERS**  
 AND NETWORK WITH  
**TOP ARCHITECTURE, ENGINEERING +  
 CONSTRUCTION FIRMS**

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## SMPS NEW MEXICO **ANNUAL SPONSORSHIPS 2019**

Annual Sponsors of the SMPS New Mexico Chapter get **12 months** of targeted exposure and opportunities with the state's leaders in architecture, engineering and construction.

### **Annual Sponsor Benefits – One (1) Year Annual SMPS NM Sponsorship: \$4,500**

- > SMPS One (1) Year Membership for an individual with all benefits included
- > Opportunity to do a three (3) minute company introduction at one of the monthly luncheon programs
- > 2 registrations to two (2) programs of choice
- > 2 opportunities for a company representative to sit at the speaker table at the programs you choose to attend
- > Company logo on luncheon program PowerPoint intros
- > Recognition in luncheon program intro by SMPS board member
- > Logo signage at all SMPS events (luncheon table tents and sponsor provided signage)
- > Logo on all SMPS E-blasts
- > Logo and URL link on [smpsnewmexico.org](http://smpsnewmexico.org) home page and sponsor page
- > Sponsor name included on all press releases sent from SMPS
- > Connect with potential clients and team members to grow your business

## SPECIAL **EDUCATION BOOTCAMP SPONSORSHIPS**

Sponsors of the SMPS New Mexico Education Bootcamp will receive the following benefits:

### **Education Bootcamp Sponsor Benefits – One (1) day Sponsorship: \$700**

- > 1 complimentary registration to the single day being sponsored
- > Logo and URL link to your website on [smpsnewmexico.org](http://smpsnewmexico.org)
- > Logo promoting your company and sponsorship mention on all printed event materials
- > Opportunity to give a three (3) minute company introduction at podium
- > Preview of attendee list prior to event
- > Direct access to program attendees via marketing materials distribution at each place-setting
- > Recognition in event intro by SMPS board member

### **Education Bootcamp Sponsor Benefits – Three (3) day Sponsorship: \$1,750**

- > 1 complimentary registration to full 3 day bootcamp
- > All other benefits as outlined for single day registration

# YOUR SPONSORSHIP DOLLARS **AT WORK**



**01** Promote your company among key decision makers

**02** Support community and volunteer opportunities

**03** Build awareness of SMPS NM and its value to new and seasoned A/E/C professionals

**04** Increase frequency of networking events

**05** Provide enhanced learning experiences

