

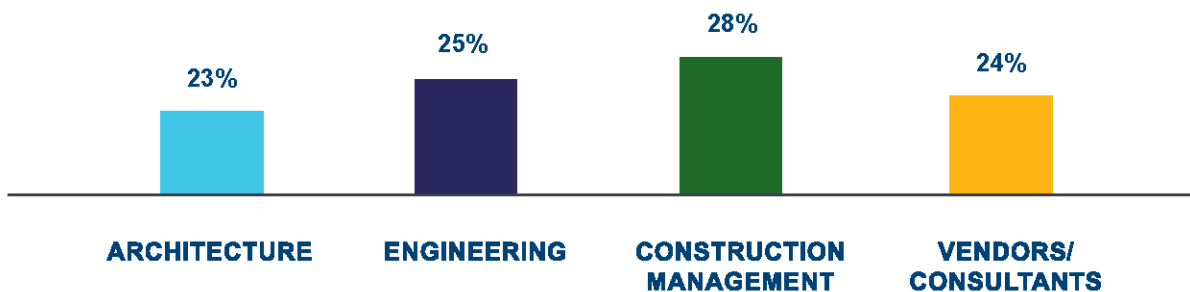


**2021-2022  
ANNUAL &  
EVENT  
SPONSORSHIP  
OPPORTUNITIES**

# 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 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!

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!



**Why should my 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 and virtually the most effective way to get your foot in the door with potential clients.

# Sponsorship At A Glance

	PLATINUM	GOLD	SILVER	EVENT
<b>Cost</b> (Non-Member)	<b>\$1200</b> (\$1400)	<b>\$1000</b> (\$1200)	<b>\$500</b> (\$700)	<b>\$350</b> (\$400)
<b>Benefits</b>				
Company Name listed on SMPS Charlotte website	✓	✓	✓	✓
Company logo displayed on banner and program flyer at each program	✓	✓	✓	✓
Networking with A/E/C community professionals and speakers before and after events	✓	✓	✓	✓
Option to host event at your office	✓	✓	✓	
Free job posting on SMPS website	✓	✓	✓	
Verbal recognition at all events	✓	✓	✓	
Free program registration (# varies by level)	✓	✓	✓	✓
Sponsorship of one Program or Education event of your choice	✓	✓		
Title Sponsor of one Program or Education event with reserved seating	✓			
Attendee list upon request	✓			
Opportunity to display company's banner at events (to be provided by sponsor)	✓			

*Details provided on the following pages.*



## 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 \$500, 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 2021 to June 2022.

# \$1200

Non Member \$1400

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### PLATINUM LEVEL

- 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.*
- 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.
- Option to host any event at your office space
- Free job posting on SMPS website.
- Verbal recognition at ALL events.
- 4 Free Registrations for any Event or Program

# \$1000

Non Member \$1200

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### GOLD LEVEL

- 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.
- Option to host any event at your office space
- Free job posting on SMPS website.
- Verbal recognition at ALL events.
- 2 Free Registrations for any Event or Program

# \$500

Non Member \$700

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### 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.
- Option to host any event at your office space
- Free job posting on SMPS website.
- Verbal recognition at ALL events.
- 1 Free Registrations for any Event or Program

*\*Some restrictions may apply. No other offers may be combined. Only good for 2021-2022 package.*

# 2021-2022 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.

# \$350

**Non Member \$400**

## 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**

	PROGRAM TOPICS	EDUCATION TOPICS
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER	Holiday Party	Holiday Party
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE	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



2021-2022 SMPS CHARLOTTE SPONSORSHIP AGREEMENT

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

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

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

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

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

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

PLEASE INDICATE BELOW YOUR 2021-2022 SMPS CHARLOTTE CHAPTER SPONSORSHIP COMMITMENT (discounted pricing is listed):

\_\_\_\_\_ PLATINUM LEVEL (\$1200 MEMBER / \$1400 NON MEMBER)

\_\_\_\_\_ GOLD LEVEL (\$1000 MEMBER / \$1200 NON MEMBER)

\_\_\_\_\_ SILVER LEVEL (\$500 MEMBER / \$700 NON MEMBER)

\_\_\_\_\_ EVENT SPONSOR (\$350 MEMBER / \$400 NON MEMBER)

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

REGISTER AND PAY ONLINE at 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

Sponsor Signature Date

SMPS Authorized Signature Date



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

**sm<sup>ps</sup>** | Charlotte