

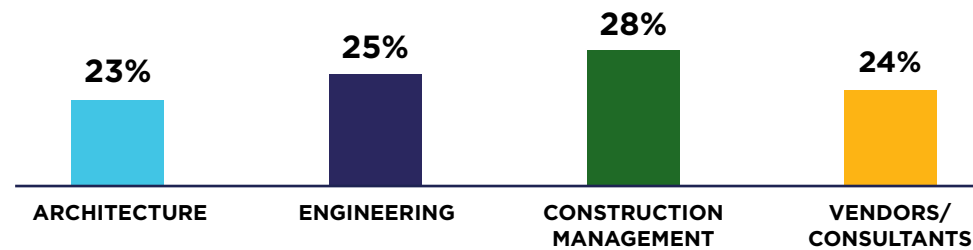


**2023 - 2024
ANNUAL &
EVENT
SPONSORSHIP
OPPORTUNITIES**

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.

Sponsorship At A Glance

	PLATINUM	GOLD	SILVER	EVENT
Cost (Non-Member)	\$1350 (\$1550)	\$1150 (\$1350)	\$650 (\$850)	\$500 (\$550)
Benefits				
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)	✓	✓	✓	✓
Sponsor Takeover 3-day social media campaign	✓	✓	✓	✓

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 \$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 2023 through August 2024.

\$1,350

Non Member \$1,550

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 hyperlink and narrative posted to SMPS Charlotte website (logo displayed on homepage 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 Charlotte website.
- Verbal recognition at ALL SMPS Charlotte events.
- 4 free registrations for any event or program.

\$1,150

Non Member \$1,350

GOLD LEVEL

- Title sponsor of one PROGRAM OR EDUCATION event of your choice. Logo in all pre-event marketing. **Refer to calendar 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 professions 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.

\$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.
- 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 Charlotte website.
- Verbal recognition at ALL SMPS Charlotte events.
- 1 free registration for any event or program.

**Some restrictions may apply. No other offers may be combined. Offer good for 2023-2024 package.*

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

EVENT SPONSOR BENEFITS

- One free registration to sponsored event.
- 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
CHAIRS:
MacKenzie Slade &
Morgan Jarrett**

sponsorships@smpscharlotte.org



2023-2024 SMPS CHARLOTTE 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)**
- _____ **Event Sponsor (\$500 Member / \$550 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 Co-Chairs at sponsorships@smpscharlotte.org.

Sponsor Signature	Date	SMPS Authorized Signature	Date
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**THANK YOU
FOR YOUR
CONTINUED
SUPPORT OF
SMPS CHARLOTTE!**

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