

Strategic Investment Opportunities 2020

ACT NOW

Our Investment Opportunities sell out
FAST! Look for the right fit for your firm
today!



Why Invest in SMPS Oregon

Thank you for considering sponsorship of the SMPS Oregon Chapter. This is your chance to partner with one of the faster-growing chapters in the nation for peak exposure and relationship-building opportunities!

ABOUT SMPS

SMPS, the Society for Marketing Professional Services, is the only non-profit marketing organization dedicated to creating business opportunities and enhancing the careers of marketing professionals in the architecture, engineering and construction (A/E/C) industries. The organization began in 1973 when professional service firm leaders recognized a need to sharpen their skills, pool resources and work together to help tackle the complexities of marketing. Today, SMPS has more than 7,000 members who are active in 58 chapters across the United States and Canada. Our members are marketing and business development professionals employed by architecture, engineering, construction, planning, landscape, interior design, legal, accounting and specialty consulting firms.

WHY SPONSOR SMPS OREGON?

The SMPS Oregon chapter is one of the older, larger and faster-growing SMPS chapters in the country. Our network comprises more than 208 members from approximately 150 of Oregon’s architecture, engineering and construction firms. This makes sponsoring the chapter a key opportunity for you and your firm to connect with leaders, decision makers and business developers of professional services firms in the Portland area. Cultivate new and existing relationships and promote your firm at every SMPS event! Here’s why you should partner with SMPS Oregon as a sponsor:

PARTNERSHIP & RELATIONSHIP BUILDING

Support of our Oregon chapter not only links your name to the only non-profit for A/E/C marketing professional services, it makes you a partner in every event we host each year, generating increased and highly positive visibility for your company. We can only provide these services to our industry and community with your support.

PEAK EXPOSURE OPPORTUNITIES

Each year, we offer members and non-members 10 educational presentations, three open forums, quarterly educational workshops and at least six networking events to attend. Last year alone, our chapter held 27 (including 15 virtual) educational and networking events attended by more than 1,250 people. This past year has brought new challenges as we shifted our events virtually. We are prepared to continue our events virtual for the foresable future and have reflected this in our sponsorship benefits, offering additional exposure virtually.

A DIVERSE RANGE OF SPONSORSHIP OPTIONS

With multiple levels of annual sponsorship opportunities beginning at \$500, and a variety of event sponsorship opportunities, becoming an SMPS Oregon chapter partner is one of the more cost-effective ways to improve brand recognition, awareness and relationship building among chapter members and the broader A/E/C community.

WHO IS ENGAGED IN SMPS?

The following industries are involved with SMPS Oregon either through Membership, Speaking Opportunities, or Other Engagements.

- Architecture, Engineering and Construction Firms
- Creative / Marketing & Research Firms
- Media and Press
- Real Estate and Development
- Municipalities
- Transportation
- Education

WHAT IS THE NEXT STEP?

We’d love to chat with you about how we can help your firm reach your target audience by investing in SMPS.

Contact: Kaitlin Virding, CPSM,
President Elect
503.502.5974
kvirding@mackaysposito.com

Address: SMPS Oregon
PO Box 40142
Portland, OR 97240

Annual Investment Opportunities

Benefits	Sustaining Sponsor \$6,000 1 Available	Preferred Vendor \$2,000 3 Available	Columbia \$1,500 5 Available	Willamette \$1,000 7 Available	Deschutes \$500 10 Available
Moderate at one Program event	✓ <small>Excludes Market Mixer</small>				
Right to distribute marketing materials	✓ <small>All Events</small>		✓		
Current list of SMPS membership	✓		✓		
Recognition on SMPS Oregon social media channels (Twitter, Facebook, LinkedIn)	✓ <small>3 posts</small>	✓ <small>1 post</small>	✓ <small>2 posts</small>	✓ <small>2 posts</small>	✓ <small>1 post</small>
Opportunity to share blog posts throughout the year	✓ <small>Up to 9 total sponsored blog posts</small>	✓ <small>1 sponsored blog post</small>	✓ <small>1 sponsored blog post</small>	✓ <small>1 sponsored blog post</small>	
Opportunity to present on firm/services for three minutes and distribute marketing handouts (in person or virtual TBD)		✓ <small>At one of the Education Events</small>	✓		
Placement on the SMPS Oregon “Preferred Vendors” list, which reaches over 200 Oregon marketers		✓			
Verbal recognition at all events	✓	✓	✓		
Promotion of a project or building tour (on website, social media, and e-newsletter)	✓ <small>1 post</small>	✓ <small>1 post</small>	✓ <small>1 post</small>	✓ <small>1 post</small>	
Sponsor Social Hour (virtual) - network and get to know fellow SMPS Oregon sponsors	✓	✓	✓	✓	✓
Boards, Bags & Brews	✓ <small>One Team or 2 Social Tickets</small>	✓ <small>One Team or 2 Social Tickets</small>	✓ <small>One Team or 2 Social Tickets</small>		
Market Mixer Event	✓ <small>One ticket to attend the Market Mixer</small>		✓ <small>Table Sponsor at the Market Mixer</small>	✓ <small>One ticket to attend the Market Mixer</small>	
Event Tickets	✓ <small>Mix and Match 5 Tickets (excludes Market Mixer)</small>	✓ <small>Mix and Match 3 Tickets (excludes Market Mixer)</small>	✓ <small>Mix and Match 2 Tickets (excludes Market Mixer)</small>	✓ <small>Mix and Match 2 Tickets (excludes Market Mixer)</small>	
Prominent Logo Exposure	✓	✓	✓	✓	✓
At all events (Virtual: as part of our welcome slides. In person: depending on the venue, this may include looping screen projection, banners, or other signage and other materials) On website, in weekly e-newsletter, and in any advertisements SMPS may opt to procure					

Committee Investment Opportunities

Our Education, Programs, and Special Events Committees each offer opportunities for sponsorship ranging from \$250 - \$1,000. If you are interested in sponsoring events through these committees please let us know and we will connect you with the committee directors.



2020 INVESTMENT OPPORTUNITIES PLEDGE FORM



THANK YOU FOR CHOOSING TO SUPPORT SMPS OREGON!

Your sponsorship will help us continue to provide marketing professionals in the architecture, engineering and construction industry with outstanding programs, educational opportunities and networking events. This sponsorship will be for the 2020 - 2021 year, Sept. 1, 2020 to Aug. 31, 2021.

TO SPONSOR AND PAY LATER:

PLEASE email this pledge form to Kaitlin Virding NO LATER THAN SEPTEMBER 14, 2020

Payment may be submitted by mail to:

Nicole Haman, CPSM, SMPS Oregon Treasurer

PO Box 40142

Portland, Oregon 97240

360.882.0419 ext. 345 | hamann@aks-eng.com

Note: If paying by check, make payable to SMPS Oregon.

ANNUAL LEVEL AMOUNT:

Sustaining Sponsor

☐ \$6,000

Deschutes Sponsor

☐ \$500

Preferred Vendor Sponsor

☐ \$2,000

Columbia Sponsor

☐ \$1,500

Willamette Sponsor

☐ \$1,000

EVENT SPONSORSHIP:

☐ I wish to be contacted about Event Sponsorships.

IN-KIND SPONSORSHIP:

☐ I wish to be contacted about In-Kind Sponsorship.

In-kind sponsors don't pay money for the exchange of promotion through out chapter. Instead, they perform services or offer their products based on an exchange of retail value. Our In-Kind Sponsors will be recognized at the value of their donation as an annual sponsor.

SPONSORSHIP PLEDGE:

Firm Name: _____

Contact Name: _____

Title: _____

Address: _____

Phone: _____

Email: _____

Date: _____

Is someone in your firm an SMPS member? (Not required for sponsorship) Yes | No

If not, would you like to be contacted regarding membership? Yes | No

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