

# Sponsor SMPS Boston

## Connect with our 280+ Members

**SMPS**

**Boston**

**SMPS Boston** provides business development, networking, and educational opportunities that promote the professional development of members and non-members alike. We involve professionals and colleagues in the exchange of ideas about marketing and business development and its role in the A/E/C community. We are the primary marketing resource for Boston area A/E/C professionals.

Our sponsors receive prime exposure to potential business partners and decision makers, and we are committed to helping you connect with the member firms that you want to meet. SMPS Boston members are purchasers or recommenders of the services and products you provide, so don't miss this chance to get your name in front of them!

### Sponsor SMPS Boston in 2018 for:

- Access to **280+ members**, half holding senior level positions
- Visibility to **2,000+** weekly eFlyer subscribers
- Recognition at **35+ events** in 2018
  - 20 education/breakfast programs
  - At least 5 Mix@6 networking events
  - 5 member events
  - SMPS Boston mixer at ABX
  - Holiday Party
  - Awards Gala
- Social media visibility to **3,000+ followers**
  - 430+ Facebook followers
  - 950+ LinkedIn followers
  - 1,600+ Twitter followers
  - 290+ Instagram followers
  - 230+ blog subscribers... plus blog traffic from non-subscribers!
- Tickets to attend our most popular events and **network with members**



Become a sponsor! Contact **Valerie Puchades, CPSM, Vice President/President-Elect**, SMPS Boston for more info [valeriepuchades@gmail.com](mailto:valeriepuchades@gmail.com) or sign-up on-line: <https://www.smpsoston.org/event/2018-sponsorship/>

## **Platinum Sponsor**

Limited to 3 Firms (non-competing disciplines)  
\$3,500 (\$5,340 value)

- One-year membership to SMPS (new or renewal) for 1 company representative
- 1 FREE event ticket to all SMPS Boston events in calendar year \*
- Space on registration table for displaying brochure materials at all SMPS Boston programs
- Opportunity to sponsor a raffle prize drawing at one breakfast program
- Platinum designation on sponsor signage at events for all SMPS Boston programs
- Top-position logo (with hyperlink) on SMPS Boston website and weekly eFlyer
- Top-position logo on all event PowerPoint loops
- Verbal recognition at all Chapter events throughout the year
- Sponsor recognition nametag at all attended events
- Sponsor Spotlight Email, sent to entire SMPS Boston mailing list (content and date to be agreed upon by Sponsor Firm and SMPS Boston)
- Social Media promotion via LinkedIn, Twitter and/or Facebook (12 posts/shares/retweets), plus the opportunity to promote firm via an educational blog post
- Free postings to the SMPS Boston Job Bank

## **Gold Sponsor**

Limited to 4 Firms  
\$2,500 (\$3,000 value)

- 1 FREE event ticket to 8 SMPS Boston Education or Program events in calendar year\*
- 1 FREE event ticket to 4 major SMPS Boston networking events in calendar year  
Back to Business, Holiday Party, New Member Event, and Summer Social
- Opportunity to sponsor a raffle prize drawing at one afternoon or evening education event
- Gold designation on sponsor signage at all SMPS Boston programs
- Space on registration table for displaying brochure materials at all SMPS Boston programs
- Logo (with hyperlink to corporate web page) to be featured on website and weekly eFlyer
- Logo on all event PowerPoint loops
- Verbal recognition at all Chapter events throughout the year
- Sponsor recognition nametag at all attended events
- Social Media promotion via LinkedIn, Twitter and/or Facebook (8 posts/shares/retweets), plus the opportunity to promote firm via educational blog post

*\*Excludes registrations to Marketing Boot Camp, ABX, the SMPS Northeast Regional Conference, Build Business or programs that are co-sponsored by SMPS Boston.*

## Silver Sponsor

Limited to 6 Firms  
\$1,500 (\$1,830 value)

- 1 FREE event ticket to 4 major SMPS Boston networking events in calendar year  
Back to Business, Holiday Party, New Member Event, and Summer Social
- Silver designation on sponsor signage at registration table of all SMPS Boston programs
- Company logo (with hyperlink to corporate web page) to be featured on website, and name (with hyperlink) to be featured in weekly eFlyer
- Logo on all event PowerPoint loops
- Verbal recognition at all Chapter events throughout the year
- Sponsor recognition nametag at all attended events
- Social Media promotion via LinkedIn, Twitter and/or Facebook (4 posts/shares/retweets), plus the opportunity to promote firm via educational blog post

## Bronze Sponsor

Limited to 10 Firms  
\$750 (\$1,020 value)

- 1 FREE event ticket to SMPS Boston Summer Social
- Bronze designation on sponsor signage at registration table of all SMPS Boston programs
- Company logo (with hyperlink to corporate web page) to be featured on website, and name (with hyperlink) to be featured in weekly eFlyer
- Logo on all event PowerPoint loops
- Sponsor recognition nametag at all attended events
- Social Media promotion via LinkedIn, Twitter and/or Facebook (4 posts/shares/retweets)

## Friends of SMPS

Unlimited  
\$300 (\$520 value)

- Company logo (with hyperlink to corporate web page) to be featured on website, and name (with hyperlink) to be featured in weekly eFlyer

***In-Kind Sponsorships:** We welcome in-kind sponsorships too! Your in-kind contribution may assist with chapter operating expenses or service donations (printing, mailing, graphics, event photography, etc.). Sponsorship benefits will reflect the level of in-kind support given.*

<b>Sponsorship Benefits</b>	<b>Friends \$300</b>	<b>Bronze \$750</b>	<b>Silver \$1,500</b>	<b>Gold \$2,500</b>	<b>Platinum \$3,500</b>
Logo/Link in weekly eFlyer \$650 Value				★	★
Name/Link in weekly eFlyer \$650 Value	★	★	★		
Logo on Event Signage \$400 Value	★	★	★	★	★
Verbal Recognition at Events \$500 Value			★	★	★
Blog Post \$300 Value			★	★	★
Social Media Promotion \$25 Value/Post		4 ★ Posts!	4 ★ Posts!	8 ★ Posts!	12 ★ Posts!
Networking Event Tickets \$75 Value/Ticket			★	★	★
Summer Social Ticket \$75 Value	★	★	★	★	★
Education/Breakfast Event Tickets \$95 Value/Ticket				8 ★ Events!	All ★ Events!
Awards Gala Ticket \$180 Value					★
Promotional Event Materials \$500 Value				★	★
Sponsor Spotlight Email \$425 Value					★
Job Bank Postings \$300 Value/Post					★
Membership \$390 Value					★

### **Ready to Become a 2018 SMPS Boston Corporate Sponsor?**

Purchase your sponsorship on-line: <https://www.smpsboston.org/event/2018-sponsorship/>

Sponsorships run from January 1st to December 31st, but you can become a sponsor at any time during the year,

*Values shown are approximate. Payments and contributions to SMPS Boston are not tax deductible as charitable contributions for federal income tax purposes, but may be deductible as ordinary and necessary business expenses under other provision of the Internal Revenue Code.*