



Strategic Investment
Opportunities

Annual Sponsorship

BENEFITS	DIAMOND \$15,000	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500
Professional Development Program Admission for 8 at every Dallas SMPS Event (\$3,000 value)	✓			
First Choice for Co-Moderator Role <i>For all moderator-led SMPS Dallas events except Fireside Chat</i>	✓			
2 SMPS Memberships (\$500 per person value)	✓			
AEC Insights Program Admission (\$65 per person value)	8 TICKETS	4 TICKETS	2 TICKETS	1 TICKET
Fireside Chat Program Admission (\$65 per person value)	4 TICKETS	2 TICKETS	1 TICKETS	0 TICKETS
Year End Awards Program Admission (\$65 per person value)	8 TICKETS	4 TICKETS	2 TICKETS	1 TICKET
Happy Hour Event Admission	8 TICKETS	4 TICKETS	2 TICKETS	1 TICKET
Sponsorship-Only VIP Event	✓	✓	✓	✓
Marketing Material Displayed On Seat for all SMPS Events	✓	✓	✓	✓
Logo and Link - Event Marketing Correspondence for all events	✓	✓	✓	✓
Verbal and Nametag Recognition	✓	✓	✓	✓

Signature Events

Fireside Chat, Dining with Developers and Networking Events

BENEFITS	EVENT SPONSOR \$1,000	FOOD AND BEVERAGE SPONSOR \$500
Admission to the Signature Event	4 TICKETS	2 TICKETS
Prominent Display Table at Event	✓	
Display Logo on Food and Beverage Display		✓

Annual Awards Banquet

BENEFITS	EVENT SPONSOR \$2,000	FOOD AND BEVERAGE SPONSOR \$500	AWARD SPONSOR \$250 (8)
Admission to the Event	4 TICKETS	2 TICKETS	0 TICKETS
Prominent Display Table at Event	✓		✓
Company and Firm Introduction <i>Representatives will be introduced and acknowledged as a title sponsor and given three minutes to speak to the group before the beginning of the event.</i>	✓	✓	
Logo and Link - All Event Marketing Correspondence			✓
Verbal Recognition of Firm	✓	✓	✓
Display Logo on Food and Beverage Display	✓	✓	✓

Professional Development

BENEFITS	RAINMAKER \$600	ADVOCATE \$300
Sponsor Office Location - One per event	✓	
Company and Firm Introduction <i>Representatives will be introduced and acknowledged as a rainmaker sponsor and given three minutes to speak to the group at the event</i>	✓	
Admission to the Event	4 TICKETS	2 TICKETS
Company Logo Placement <i>Company logo, with link to firm website, on SMPS webpage, electronic invites, social media, and registration page for all SMPS Dallas events.</i>	✓	✓
Marketing Material on Attendee Seats	✓	
Sponsor Recognition during Announcements and on Nametags	✓	✓
Admission to Exclusive Sponsor Appreciation Event	✓	✓

AEC Insights

BENEFITS	EVENT SPONSOR \$1,500	FOOD AND BEVERAGE \$500
Company and Firm Introduction <i>Representatives will be introduced and acknowledged as a title sponsor and given three minutes to speak at the event</i>	✓	
Admission to the Event	4 TICKETS	1 TICKET
Company Logo Placement <i>Company logo, with link to firm website, on SMPS webpage, electronic invites, social media, and registration page for all SMPS Dallas events.</i>	✓	✓
Marketing Material on Attendee Seats		✓
Sponsor Recognition during Announcements and on Nametags	✓	
Admission to Exclusive Sponsor Appreciation Event	✓	

Board Sponsorship

BENEFITS	BOARD MEMBER FIRM ADVANTAGE	REGULAR MEMBER FIRM
Admission to ALL Dallas SMPS Events (\$35 per person value)	ALL EVENTS	0 EVENTS
Admission to Fireside Chat OR Dining with Developers ((\$65 per person value)	1 TICKET FOR FIRM MANAGEMENT	0 TICKETS
Company Logo Placement <i>Company logo, with link to firm website, on SMPS webpage, electronic invites, social media, and registration page for all events</i>	✓	

Why Invest in SMPS Dallas?

WHO IS SMPS DALLAS?

SMPS is a not-for-profit, national organization formed in 1973, by marketing and business development professionals from the architectural, engineering, planning, interior design, environmental, construction industries and also includes specialty consulting firms. The Dallas Chapter of SMPS has been active since 1984 boasting over 160 professionals from over 100 different firms.

WHO SHOULD INVEST?

If you offer a product or service that supports A/E/C firm success, SMPS members are a critical market you need to target.

- AEC member firms
- AEC vendor firms
- Speciality consulting firms
- Caterers

WHY SHOULD WE INVEST?

The SMPS audience is composed of principals, C-level executives, vice presidents, directors, and marketing professionals seeking solutions to generate new business, dazzle clients, and grow profits. Investing in SMPS Dallas will allow your company to:

- Reach influencers and decision-makers to open doors for your products and services in the architecture, engineering, design and construction industries
- Generate new business opportunities through networking with A/E/C decision makers
- Gain valuable exposure to more than 160 professionals and their respective firms
- Receive recognition at targeted industry events
- Networking and teaming opportunities with potential buyers and other firms
- Enhance your company's visibility to the most in demand clients in DFW.

WHO IS YOUR TARGET AUDIENCE?

The following high profile clients in a variety of sectors have recently presented at SMPS Dallas.

- **Municipalities:** City of Dallas, Dallas County, Dallas Regional Chamber of Commerce, City of Plano, City of Fort Worth, TEXO
- **Transportation:** Dallas Area Rapid Transit, Denton County Transportation Authority, NTTA, TxDOT, Dallas-Fort Worth International Airport, Texas Central - High Speed Rail
- **Education:** Dallas ISD, Denton ISD, University of North Texas, University of Texas System, Lancaster ISD, Tarrant County College District
- **Healthcare:** Children's Medical Center, Methodist Richardson Medical Center, Parkland Health and Hospital System, Texas A&M University System, Texas Women's University
- **Real Estate:** Cambridge Holdings, Inc.

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.

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"We see SMPS as unique because it bridges the gap between a firm's operations and their marketing & BD efforts. It has personally helped me sell better, and in a way that is authentic to my company. That's why we support SMPS Dallas and will continue to do so." **Keyan Zandy, Director of Operations | Skiles Group**