

**SMPS
MISSION:**

To engage, inspire, and empower
AEC Professionals for leadership
and life-long learning.



SPONSORSHIP OPPORTUNITIES

2025 - 2026

smps[®]
South Florida

www.smpssouthflorida.com

What is SMPS?

The Society for Marketing Professional Services (SMPS) is a national organization and a premier provider of marketing and business development resources for the architecture, engineering and construction (A/E/C) industry sectors. Our organization focuses entirely on promoting and advancing the profession through education, networking and career development. **Our membership consists of firm principals, business development executives, marketing directors, managers, coordinators and assistants.**

SMPS South Florida has a database of more than 2,500 people that frequently make buying decisions for the services you provide. From September to June, the chapter offers monthly educational events, professional development seminars and social events customized for seasoned and emerging business development and marketing professionals. Approximately 50-100 professionals typically attend the luncheon and professional development programs. These meetings and events give sponsors a premier opportunity to introduce products and/or services to a concentrated market.

Why Become a Sponsor?

- High visibility for low cost
- Exposure to over 2,500 principals, marketers, professionals and decision-makers in architecture, engineering, construction, real estate, and development
- Opportunity to moderate, or design program with key decision makers
- Stand out from the competition and lead by example
- Build your bottom line through cost-effective marketing that delivers results!

Who Should Sponsor?

- A/E/C firms
- Accounting software suppliers
- Consulting Firms
- Binding equipment retailers
- Promotional product retailers
- Catering companies
- Contact management software
- Graphic design firms
- Market research companies
- Office equipment suppliers
- Presentation equipment retailers
- Printing and signage firms

























What Sponsorship Opportunities Are Available?

- Gold, Silver, and Bronze Sponsorship levels
- Annual, Luncheon Panel Discussions, Skills Lab, Educational and Socials
- In-Kind, including media, photography, door prizes, promotional materials, training, etc.

* Although payments and contributions to the South Florida Chapter of SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.

To ensure you maximize your exposure to the community, make sure to sign up early and get your company on the forefront of recognition!

Annual Sponsor Benefits

SPONSORSHIP LEVEL			
	GOLD	SILVER	BRONZE
	\$2,000 member \$2,500 non-member	\$1,500 member \$2,000 non-member	\$1,000 member \$1,250 non-member
Event registration:			
<ul style="list-style-type: none"> * Market-Focused/Client-Facing Programs * Market-Focused/Client-Facing Educational Boot Camps * 2 Socials * Year End Celebration 	4 Free Registrations	2 Free Registrations	1 Free Registration
Ad in Quarterly Newsletter (Distributed to hundreds of industry pros.)	Full Page	Full Page	Half Page
'5 Minute Commercial' at 1 SMPS Program			
Unlimited Job Postings on website			
Company link on website			
Sponsor logo on Home page banner			
Social Media Coverage - monthly (Content provided by sponsor w/approval)			
Social Media - Sponsor Spotlight ("thank you to our sponsors")			
Exposure to over 60 members			
Recognition from podium - all events			
Display promo items at programs			
Logo displayed at events/ presentations			
Logo on email blasts			
Overall Value	\$3,225	\$2,205	\$1,570

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Luncheon/Panel Discussion Event Sponsor Benefits

SPONSORSHIP LEVEL			
	GOLD	SILVER	BRONZE
	\$700 member \$900 non-member	\$400 member \$500 non-member	\$160 member \$200 non-member
Free event registration	4 Free Registrations	2 Free Registrations	1 Free Registration
Eat pre-lunch with speakers	✔		
Firm exhibit table at event	✔		
Company display at event (banner stand/stand-alone display provided by sponsor)	✔	✔	✔
Reserved seating at head table	✔	✔	✔
Firm leave-behind swag at each table	✔	✔	✔
Logo on email communications	✔	✔	✔
Verbal recognition prior to starting event and at close out	✔	✔	✔

Other Sponsorships

Skills Lab/Educational, or Networking event Sponsor - \$250 members/\$350 non-members

- Two complimentary registration for event
- Logo/link listed as sponsor on all event invites/reminders
- Opportunity to distribute firm materials/swag

In-Kind Sponsorships

In-kind donations are welcome at any level (media, photography, door prizes, promotional materials, training, A/E/C products, etc.). Sponsors will be recognized at the value of their donation as an annual sponsor.

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For further information contact:

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Sponsorship Director
Baker Construction
Marketing Communications Manager
Phone: (305) 763-9635
Email (w): ferrarig@bakerconcrete.com

Payments can also be made online at https://smpssouthflorida.com/Sponsorship_Opportunities

Yes, my firm will be happy to participate as a sponsor for SMPS/South Florida's 2025-2026 activities as indicated on this form. I understand that participation is FIRST COME, FIRST SERVE, based upon receipt of payment, and that "Member" firms receive priority placement over non-member firms.

We would like to sponsor: _____ Program

- Annual Panel Other Event Gold Silver Bronze
- Member Non-Member

Name: _____

Firm Name: _____

Address: _____

City/State/Zip: _____

Telephone No. / Fax No.: _____

Email Address: _____

Check enclosed in the amount of \$ _____ , payable to " SMPS South Florida"

Please mail check and this form to:

JEZERINAC GROUP
c/o Eva Strickland
1615 Forum Place, Suite 3A
West Palm Beach, FL 33401

For credit card payments:

Please charge my MasterCard/Visa/American Express in the amount of \$ _____

Account#: _____ Expiration Date: _____

Cardholders Name: _____ Zip Code: _____

Signature: _____

Appropriate 3 or 4 digit code from credit card:* _____

*Note: American Express code is a 4-digit code on the front of card, Visa/MC is a 3-digit code on back of card.