

**SMPS  
MISSION:**

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



# SPONSORSHIP OPPORTUNITIES

**2025 - 2026**

**smps**<sup>®</sup>  
**South Florida**

[www.smpssouthflorida.com](http://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
<b>Event registration</b>	<b>4</b> Free Registrations	<b>2</b> Free Registrations	<b>1</b> Free Registration
<b>Member pricing for additional firm attendees</b>	✔	✔	
<b>Ad in Quarterly Newsletter</b> (Distributed to hundreds of industry pros.)	Full Page	Full Page	Half Page
<b>'5 Minute Commercial' at 1 SMPS Program</b>	✔		
<b>Unlimited Job Postings on website</b>	✔	✔	
<b>Company link on website</b>	✔	✔	
<b>Sponsor logo on Home page banner</b>	✔	✔	✔
<b>Social Media Coverage - monthly</b> (Content provided by sponsor w/approval)	✔	✔	✔
<b>Social Media - Sponsor Spotlight</b> ("thank you to our sponsors")	✔	✔	✔
<b>Exposure to over 80 members</b>	✔	✔	✔
<b>Recognition from podium - all events</b>	✔	✔	✔
<b>Display promo items at programs</b>	✔	✔	✔
<b>Logo displayed at events/ presentations</b>	✔	✔	✔
<b>Logo on email blasts</b>	✔	✔	✔
<b>Overall Value</b>	<b>\$3,225</b>	<b>\$2,205</b>	<b>\$1,570</b>

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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
<b>Free event registration</b>	<b>4</b> Free Registrations	<b>2</b> Free Registrations	<b>1</b> Free Registration
<b>Eat pre-lunch with Panel speakers</b>	✔		
<b>Firm exhibit table at event</b>	✔		
<b>Company display at event</b> (banner stand/stand-alone display provided by sponsor)	✔	✔	✔
<b>Reserved seating at head table</b>	✔	✔	✔
<b>Firm leave-behind swag at each table</b>	✔	✔	✔
<b>Logo on email communications</b>	✔	✔	✔
<b>Verbal recognition prior to start of event and at close out</b>	✔	✔	✔
<b>2 minute mic time at event</b>	✔		

## 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](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.