

2020-2021 Leadership Board

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ENPRO Environmental
MJenkins@EnproEnvironmental.com

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TBA

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Coover Consultants, PLLC
gcoover@cooverconsultants.com

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MAXIMIZE YOUR EXPOSURE IN THE A/E/C MARKETPLACE

Aloha,

The Society for Marketing Professional Services (SMPS) is a diverse community of marketing and business development professionals working together to move the A/E/C industries forward. We believe in **Business Transformed Through Marketing Leadership**. In this competitive marketplace, getting your firm's brand in front of the right people is essential to growth and success. As the premier marketing and business development organization for the A/E/C community, SMPS Hawaii can provide your firm with high visibility and awareness among professionals in the architecture, engineering, construction, real estate, and development community. Our members and attendees are key decision makers – principals, CMO's, business developers, and marketers – who make business decisions and develop partnerships for their firms.

Our Sponsorship Package is updated with unique benefits to help your firm remain visible and connected in an increasingly online AEC community. Our new benefits for each sponsorship level include considerably more bang for your buck while remaining at the same investment cost.

By sponsoring and partnering with SMPS Hawaii, you are establishing your company as a supporter and collaborator of the organization's mission to **advocate for, educate, and connect** leaders in the building industry.

SMPS Hawaii regularly provides programs and hosts several special events throughout the year for professional and educational advancement. As a sponsor, your partnership directly supports this programming and the professional development of A/E/C leaders.

If your goal is to develop business with the top A/E/C firms in Hawaii, you can't afford to miss these opportunities:

- Strategically position your firm for business and teaming opportunities as a sponsor for popular programs like the Retail Roundtable Lunch Program and Transportation Panel.
- Increase brand visibility with exposure to our mailing list of over 1,900 industry professionals.
- Build new and existing partnerships through valuable face-to-face exposure as a sponsor at programs.
- Demonstrate your commitment for A/E/C professional services.

A variety of opportunities for any budget are included on the following pages. If you have any questions, don't hesitate to contact us at 808.836.7787 or sponsorship@smpshawaii.org.

Sincerely,



Michael Jenkins
Chapter President



Kim Castillo
Sponsorship Chair

AMPLIFY YOUR INFLUENCE. JOIN SMPS.

The Society for Marketing Professional Services (SMPS) is more than a membership organization. It's where like-minded marketers, business developers, and firm leaders go to make a positive impact on their careers and help build business for their firms.

When you join SMPS, you'll:

- Be connected to top-quality education and critical business and career resources.
- Access marketing tools and training to drive more effective results
- Gain business development resources to generate new growth
- Benefit from leadership opportunities, training, and skills to build your career and your firm's business
- Amplify your influence with your marketing team and firm to create more business opportunities
- Join a community of like-minded peers - over 7,000 strong - engaged in advancing the value of marketing and business development in the A/E/C industries and in the success of their firms.

SMPS will help build your business and advance your career. You pay one annual fee, which includes chapter membership to SMPS Hawaii.

SMPS also offers numerous opportunities for leadership and exposure:

- Locally: The Chapter Board is always looking for committee members.
- Regionally: The Pacific Regional Conference will be held in Sacramento, California in 2022. Contact Beth Shimogawa if you're interested in helping.
- Nationally: The Marketing Communication Awards call for Jurors will go out in January. Additionally, there are opportunities to support special surveys, committees, and industry reports.

2021 ANNUAL SPONSORSHIP LEVELS			
Benefits	Platinum \$2,500 Member \$3,000 Non-member	Gold \$1,750 Member \$2,250 Non-member	Silver \$1,000 Member \$1,500 Non-member
PROGRAMS/ADMISSION			
Complimentary one-year SMPS membership for one person (valued at up to \$430)	ONE	N/A	N/A
Complimentary registration for all Lunch Programs for CEO, Owner, or Managing Partner (valued at up to \$70)	ONE	ONE	ONE
Complimentary Registration(s) for Lunch Programs (valued at up to \$70 per person)	THREE	TWO	ONE
Complimentary Registration(s) for Lunch & Learns (valued at up to \$35 per person)	THREE	TWO	ONE
Complimentary Registration(s) for Boot Camp	THREE	TWO	ONE
Complimentary Registration(s) for Holiday Party	THREE	TWO	ONE
Member rate offered for any additional registrations from the same company (webinar/virtual events)	UP TO 8	UP TO 4	UP TO 2
VALUE-ADDED FEATURES			
Company logo with link to company website on SMPS HI website, all e-blasts and quarterly chapter newsletter	YES	YES	YES
NEW <i>Company video or presentation shared (3 mins) prior to Lunch Program and Lunch & Learn events</i>	YES *spot to be shared equally amongst all Platinum Sponsors	NO	NO
NEW <i>Featured "Company of the Month" on website (SPONSOR Page)</i>	(2x) - 1 month as featured sponsor on SMPS HI Sponsor page; features copy and/or 60-second infomercial	(1x) - 1 month as featured sponsor on SMPS HI Sponsor page (no video; only 1 photo/graphic)	NO
NEW <i>Feature company in slider bar on website</i>	(2x) - 1 month as featured sponsor as slider image (hyperlink to SMPS HI Sponsor page)	NO	NO
Company logo on promotion materials as event sponsor (i.e. LinkedIn, Instagram and Facebook)	Company may choose or be assigned (2) lunch programs where their logo will be featured on promotional material	Company may choose or be assigned (1) lunch program where their logo will be featured as a Co-Sponsor on promotional material (only if available, outside of Platinum Sponsors)	NO
NEW <i>Company Highlight acknowledgment post on social media</i>	Acknowledgment post as Platinum sponsor (individual acknowledgment) using copy from company on LinkedIn, Instagram and Facebook	Acknowledgment post as Gold sponsor (individual acknowledgment) using copy from company on LinkedIn, Instagram and Facebook	Acknowledgment post as Silver sponsor (logo featured with other Silver sponsors) on LinkedIn, Instagram and Facebook
NEW <i>Featured member (person) highlight on website and social media (i.e. LinkedIn, Instagram and Facebook)</i>	Sponsor company selects which members (up to 5) to feature and provides copy to use	Sponsor company selects which members (up to 3) to feature and provides copy to use	Sponsor company selects which member (1) to feature and provides copy to use
NEW <i>Sponsorship acknowledgment email to all membership</i>	1x - individual acknowledgment as sponsor company (sponsor to provide copy and photos to use in sharing information about their firm)	1x - acknowledge as Gold sponsor company (listed with other Gold sponsors)	NO
One time use of chapter mailing list for promotional use	YES	NO	NO
Attendance list of monthly program upon request	YES	NO	NO

SMPS Hawaii Lunch Program Sponsorship **(Member: \$400 | Non-Member: \$500)**

Benefits:

- Three (3) minute speaking opportunity at the start of the program
- One (1) complimentary registration
- Up to three (2) additional (non-member) guest registrations at the SMPS member rate (\$35)
- Preferred seating with program speakers for sponsor and guests (up to 3 total people)
- Company logo on all SMPS Hawaii e-blasts for sponsored event with link to company website
- One (1) exhibitor table OR seat drops – distribute company marketing material (sponsor is responsible for providing and distributing material)
- Attendee list provided upon request

Benefits are for sponsored lunch program only

Only one sponsor per lunch program on a first-come, first-served basis

SMPS Hawaii Annual Roundtable Program Sponsorship **(Member: \$150 | Non-Member: \$250)**

Benefits:

- One (1) company-sponsored table at event*
- One (1) complimentary registration
- Up to two (2) additional (non-member) guest registrations at the SMPS member rate (\$35)
- Preferred seating for one (1) with program speakers during lunch
- Company logo on all SMPS Hawaii e-blasts for sponsored event with link to company website

**Six table sponsorships (one per table) are available for this program on a first-come, first-served basis*

Benefits are for sponsored lunch program only

Only one sponsor per lunch program on a first-come, first-served basis

SMPS Hawaii Marketing & Business Development Symposium or Boot Camp Sponsorship **(Member: \$600 | Non-Member: \$700)**

Benefits:

- One (1) company registration for the symposium
- SMPS member registration rate offered for all additional attendees from sponsor company
- Preferred seating for one (1) with symposium speaker(s) during lunch
- Company logo on all printed promotional materials for the symposium or boot camp*
- Company logo on all SMPS Hawaii e-blasts for symposium with link to company website
- Company logo on sponsor boards at the symposium
- Seat drops - distribute company marketing material (sponsor is responsible for providing and distributing material)
- Attendee list provided upon request

**Sponsorship payment must be received no later than five (5) months prior to the event in order to receive this benefit*

Benefits are for the annual symposium only

2021 ANNUAL SPONSORSHIP LEVELS

Please Check	CORPORATE SPONSORSHIP	Member	Non Member
	Platinum	\$2,500	\$3,000
	Gold	\$1,750	\$2,250
	Silver	\$1,000	\$1,500
	ADDITIONAL SPONSORSHIPS		
	Lunch Program Preferred Month: _____	\$400	\$500
	Annual Roundtable Program	\$150	\$250
	Annual Marketing & Business Development Symposium or Boot Camp	\$600	\$700
	TOTAL	\$	\$

LOGO

Please send your logo for inclusion in our marketing materials to Sheri Salvador at communications@smpshawaii.org

CONTACT

Please indicate who the point of contact is for your firm regarding your sponsorship.

Name _____

Company _____

Website _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

Signature & Date _____

Please make a copy for your records, and return completed form via e-mail to Elliott Lloyd at treasurer@smpshawaii.org. Credit card payments are accepted at www.smpshawaii.org. If you prefer to pay by check, please mail your completed form along with check payable to SMPS Hawaii Chapter, SMPS Hawaii PO Box 37208, Honolulu, HI 96837.

If you have any questions about our sponsorship programs and benefits, please contact Kim Castillo at kim@smpshawaii.org.