



**smps**<sup>®</sup>  
Dallas

**strategic investment  
opportunities**

## annual sponsorship

BENEFITS	TITANIUM \$7,500	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500
<b>Professional Development Program Admission</b> <i>for 8 at every Dallas SMPS Event (\$3,000 value)</i>	✓			
<b>First Choice for Co-Moderator Role</b> <i>For all moderator-led SMPS Dallas events except Fireside Chat</i>	✓			
<b>2 SMPS Memberships</b> (\$500 per person value)	✓			
<b>AEC Insights Program Admission</b> <i>(\$65 per person value)</i>	6 TICKETS	4 TICKETS	2 TICKETS	1 TICKET
<b>Fireside Chat Program Admission</b> <i>(\$65 per person value)</i>	3 TICKETS	2 TICKETS	1 TICKET	0 TICKETS
<b>Happy Hour Event Admission</b>	6 TICKETS	4 TICKETS	2 TICKETS	1 TICKET
<b>Marketing Material Displayed On Seat</b> <i>Provided by your firm for all SMPS Events</i>	✓	✓		
<b>Logo and Link</b> <i>On SMPS Dallas Sponsorship Page</i>	✓	✓	✓	✓
<b>Verbal and Name tag Recognition</b>	✓	✓	✓	✓

## annual awards banquet

BENEFITS	EVENT SPONSOR \$2,000 (1)	GOLD SPONSOR \$1,500 (2)	SILVER SPONSOR \$1,000 (4)	AWARD SPONSOR \$500 (8)
<b>Admission to the Event</b>	8 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS
<b>Prominent Display Signage at Event</b>	✓	✓	✓	✓
<b>Company and Firm Introduction</b> <i>Representatives will be introduced and acknowledged as an event sponsor and given three minutes to speak to the group before the beginning of the event.</i>	✓			
<b>Company Logo Placement</b> <i>Company logo, with link to firm website, electronic invites, registration page for event and any printed materials for attendees. - For communications for the event</i>	✓	✓	✓	✓
<b>Verbal Recognition of Firm</b>	✓	✓	✓	
<b>Display Logo on Awards Table</b>				✓
<b>Marketing Material on Attendee Seats</b> <i>Provided by your firm for this SMPS Event</i>	✓	✓		

## in-kind sponsorships

PRINTER SPONSORSHIP	PHOTOGRAPHER SPONSORSHIP
<ul style="list-style-type: none"> <li>• Logo on any printed material displayed or provided to attendees.</li> <li>• Verbal Recognition at events as an in-kind sponsor.</li> <li>• Logo Displayed on SMPS Dallas Sponsorship Page as an In-Kind Sponsor.</li> <li>• Logo displayed in permanent place in the SMPS Dallas newsletter for the year.</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on any printed material displayed or provided to attendees.</li> <li>• Verbal Recognition at events as an in-kind sponsor.</li> <li>• Logo Displayed on SMPS Dallas Sponsorship Page as an In-Kind Sponsor.</li> <li>• Logo displayed in permanent place in the SMPS Dallas newsletter for the year.</li> <li>• Logo on photos shared by SMPS on social media.</li> </ul>

## professional development

BENEFITS	RAINMAKER \$1,000	ADVOCATE \$500
<b>Company and Firm Introduction</b> <i>Representatives will be introduced and acknowledged as a rainmaker sponsor and given three minutes to speak to the group at the event</i>	✓	
<b>Admission to the Event</b>	4 TICKETS	2 TICKETS
<b>Company Logo Placement</b> <i>Company logo, with link to firm website, on SMPS web page</i>	✓	
<b>Company Logo Placement</b> <i>Company logo, with link to firm website, electronic invites, and registration page for event. - For communications for the individual event</i>	✓	✓
<b>Marketing Material on Attendee Seats</b> <i>Provided by your firm for this SMPS Event</i>	✓	
<b>Sponsor Recognition during Announcements</b>	✓	✓

## aec insights

BENEFITS	MODERATOR SPONSOR \$2500 (1)	EVENT SPONSOR \$1,500	FOOD AND BEVERAGE \$500
<b>Company and Firm Introduction</b> <i>Representatives will be introduced and acknowledged as a title sponsor and given three minutes to speak at the event</i>	✓	✓	
<b>Admission to the Event</b>	6 TICKETS	4 TICKETS	1 TICKET
<b>Company Logo Placement</b> <i>Company logo, with link to firm website, on SMPS web page</i>	✓	✓	
<b>Company Logo Placement</b> <i>Company logo, with link to firm website, electronic invites, and registration page for event. - For communications for the individual event</i>	✓	✓	✓
<b>Marketing Material on Attendee Seats</b> <i>Provided by your firm for this SMPS Event</i>	✓		
<b>Exclusive lunch with the panel</b>	✓		
<b>Sponsor Recognition during Announcements</b>	✓	✓	✓

## signature events

Fireside Chat, Dining with Developers and Networking Events

BENEFITS	EVENT SPONSOR \$1,500	FOOD AND BEVERAGE \$500
<b>Admission to the Signature Event</b>	2 TICKETS	1 TICKETS
<b>Prominent Display Table at Event</b>	✓	
<b>Company Logo Placement</b> <i>Company logo, with link to firm website, electronic invites, and registration page for event. - For communications for the event</i>	✓	✓
<b>Company Logo Placement</b> <i>Company logo, with link to firm website, on SMPS web page</i>	✓	
<b>Display Logo on Food and Beverage Display</b>		✓

# 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
- Specialty 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 influencer's 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 Systems, 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.

Contact: Shelby Powell, Marketing Coordinator  
505-850-5292  
sponsorship@smpsdallas.org

Address: SMPS Dallas  
PO Box 191931  
Dallas, Texas 75219

*"At RLG Consulting Engineers we believe supporting organizations like SMPS Dallas is a valuable way for our employees to expand their knowledge and learn from industry leaders. Our involvement with SMPS Dallas grants us many opportunities to introduce our business to professionals in the A/E/C industry, allowing us to build relationships that drive new business."*

**Stuart Markussen, PE, RPLS, LEED AP, COO | RLG Consulting Engineers**

*"We see SMPS as unique because it bridges the gap between a firm's operations and their marketing & BD efforts. It has helped me learn how to 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, COO | Skiles Group*