

SMPS CENTRAL PENNSYLVANIA 2023

SPONSORSHIP **OPPORTUNITIES**

smps Central Pennsylvania

GAIN MAXIMUM EXPOSURE TO A PROFESSIONAL AUDIENCE

> BECOMING AN ANNUAL SPONSOR

Corporate sponsorships help SMPS Central PA offer the best programs and educational opportunities for our members and are essential to our chapter's financial health. Various levels of support are available, and are structured to make sponsorship affordable to companies of all sizes. Please take a moment to review our annual sponsorship packages below and consider the opportunity for your firm.

WHO YOU'LL REACH

SMPS Central PA is the premier source for education, resources, networking, and information exchange for marketers in the A/E/C industry.

Almost half of our members hold senior level positions with their firms, meaning our sponsors receive prime exposure to many potential business partners and decision makers. In addition, our email distribution list includes more than 2,200 friends.

BENEFITS	SPONSORSHIP LEVEL AND COST		
	Gold $1,500	Silver $1,000	Bronze $500
Complimentary registration to SMPS Central PA programs and events	One registration to ALL chapter programs and events*	One registration to 10 chapter programs and events*	One registration to 5 chapter programs and events*
Recognition in SMPS Central PA communications	Company logo with URL link to your website on all chapter email communications	Company logo with URL link to your website on all chapter email communications	Company logo with URL link to your website on all chapter email communications
Recognition on SMPS Central PA website	Company logo with URL link to your website on EVERY page of SMPS website	Company logo with URL link to your website on Sponsors page of SMPS website	Company name listed with URL link to your website on Sponsors page of SMPS website
Recognition as "Sponsor Spotlight of the Month"	Company logo in banner position on SMPS website homepage, company narrative on Sponsors page, and recognition in chapter newsletter and social media	–	–
Recognition at SMPS Central PA programs and events	Verbal recognition by moderator, company banner/ logo displayed, promotional materials as leave-behinds	Company banner/ logo displayed	–
Sponsor recognition on name badge at SMPS Central PA programs and events	✓	✓	✓
Free company job postings on SMPS Central PA website	✓	✓	✓
10% Diverse Member Firm Discount	✓	✓	✓
Annual Sponsor Showcase in early 2023	✓	✓	✓

*excluding specialty events

Purchase your sponsorship online at www.smpscentralpa.org

For more information, contact Rebekah Hartt or Christina McCullough at sponsorship@smpscentralpa.org

> PROGRAM SPONSORSHIP

Your commitment as a Program Sponsor will help ensure we offer our member firms, and the broader A/E/C community, the valuable business development, networking, and educational opportunities throughout the year to help them transform their business. Please consider promoting your firm and supporting SMPS Central PA!

WHAT YOU'LL GAIN

Sponsoring SMPS Central PA means supporting your firm in its efforts to gain maximum exposure throughout the Central Pennsylvania A/E/C community. Now is the time to cultivate new and existing relationships and promote your firm!

SMPS Central PA could not survive without the support of our sponsors, and we are extremely grateful for their generosity.

BENEFITS	$350 Premier Package	$250 Title Package	$150 Supporting Package	$250 Virtual Program Premier Sponsor	$150 Virtual Program Title Sponsor	$99 Virtual Program Supporting Sponsor
Logo & URL on Event Communications	X	X	X	X	X	X
Logo & URL on Event Page	X	X	X	X	X	X
Complimentary Registrations	2	1	1	2	1	1
SMPS Social Media Promotion of Event	X			Custom post for sponsor's social channels to promote event sponsorship participation	Custom post for sponsor's social channels to promote event sponsorship participation	Custom post for sponsor's social channels to promote event sponsorship participation
Firm Introduction	2 minutes			2 minute firm commercial or speech - full screen, virtual	1 minute firm commercial or speech - full screen, virtual	Host verbal mention
Verbal Recognition at Event		X	X	Website link/ contact email placed by administrator in comments to group	Website link/ contact email placed by administrator in comments to group	Website link/ contact email placed by administrator in comments to group
Firm Exhibit at Live Event	X	X		Post event email blast promotion to attendees (administered by SMPS) +/- 3 days after event	Post event email blast promotion to attendees (administered by SMPS) +/- 5 days after event	
Firm Swag/Leave Behind at Live Event	X	X		Excel spreadsheet attendees mailing addresses only	Excel spreadsheet attendees mailing addresses only	
Sponsor Recognition on Name Badges at Live Event	X	X	X			

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