



SMPS

Society for Marketing Professional Services

Austin

POSITION YOUR
BUSINESS FOR
THE YEAR
AHEAD. GAIN
VALUABLE
VISIBILITY AND
GENERATE NEW
LEADS.

Thank you for being part of the exciting SMPS Austin Chapter Sponsorship Program! Your support will help us elevate the level of educational offerings, increase our membership and heighten the awareness of SMPS as the premier A/E/C marketing organization in Austin, Texas.

SMPS-AUSTIN CHAPTER CORPORATE SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP (\$3,000)

- Benefits of annual sponsorship included.
- One company representative present at luncheon pre-lunch with speakers and reserved seating up front during luncheon.
- Platinum Sponsor pins for company representatives attending events.
- Platinum Sponsor designation on sponsor signage at all Austin Chapter events where applicable.

ANNUAL SPONSORSHIP (\$1,500 | \$3,000)

- Logo on all Austin Chapter communications.
- May provide company material at luncheons, (Sponsor provided).
- Verbal recognition at events.
- One free registration at all Austin Chapter luncheons.
- Annual Sponsor pins for company representatives attending events.
- Opportunity to become a Platinum or Education Sponsor if spots become available.

LUNCHEON SPONSORSHIP (\$250 | \$400)

- Logo / weblink on invitation for sponsored program.
- May provide company material at luncheons, (Sponsor provided).
- Verbal recognition at sponsored luncheon.
- One free registration at sponsored luncheon.
- Placement of logo/weblink on website promoting the sponsored luncheon.

EDUCATION SPONSORSHIP (\$2,500)

- Benefits of annual sponsorship included.
- In addition, one free registration at all lunch & learn/webinar for the sponsorship year.
- Opportunity to provide one educational lunch & learn event for the sponsorship year. (Topic subject to approval by the Austin Chapter Board.)
- Opportunity to provide one educational article for the Austin Chapter Newsletter. (Topic subject to approval by the Austin Chapter Board.)
- Education Sponsor pins for company representatives attending events.

IN-KIND SPONSORSHIPS

We welcome and appreciate in-kind support as another option. Recognition of in-kind sponsorships is provided depending on the event, including verbal recognition, sponsor signage, etc. Your in-kind contribution may assist with any of the following:

- Membership event give-a-ways
- Raffle donations
- Service donations (printing, mailing, graphics, event photography, etc.)

SPECIAL EVENT SPONSORSHIP WILL BE DETERMINED ON A PER EVENT BASIS

Sponsorship year valid for 12 months beginning with the date of commitment.

Austin Chapter luncheons and events do not include those held jointly with other chapters, held by SMPS National, or the regional conference.

TO LEARN MORE ABOUT BECOMING A SPONSOR PLEASE CONTACT:
STEFANIE RAYA 512-926-6650 (PH)
SRAYA@KLEINFELDER.COM 512-833-5058 (FAX)

SMPS-AUSTIN CHAPTER
P.O. BOX 303096, AUSTIN, TEXAS 78703
WWW.SMPSAUSTIN.ORG



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SMPS-AUSTIN CHAPTER CALENDAR OF EVENTS

AUSTIN CHAPTER LUNCHEONS

Date	Topic	Invited Speakers	Location
September 14, 2010	Making Magic in the Media	ABJ, Community Impact, McGraw-Hill	UT Club
October 14, 2010	Marketing Sustainability: How Green is Green Enough?	Bob Kallstrom, Central Health Alan Albers, RRISD	UT Club
November 9, 2010	Follow the State Money, a Legislative Budget Primer	Terry Keel, Texas Facilities Commission John O'Brien, Legislative Budget Board	UT Club
January 11, 2011	TBD		
March 8, 2011	TBD		
April 12, 2011	TBD		
May 17, 2011	National Program: Managing and Leading a Successful Business Development Team		TBD
June 14, 2011	TBD		

Topics are planned out 2 months prior to event to keep current with trends and markets. Our luncheon programs generally focus on "owners with work", marketing and business development topics and specific market sector outlooks.

NETWORKING EVENTS/WEBINARS/LUNCH & LEARNS

Date	Topic	Location
September 29, 2010	Kick Off Party	Cork Room at J. Blacks
October 28, 2010	Webinar: Five Marketing Tools that Make Life Easy	DPR
November 11, 2010	Building Bridges: Men, Women & Networking	DPR Construction
December 2, 2010	Getting off the Shortlist	DPR Construction
December 14, 2010	Awards / Holiday Lunch	Carmelo's
January 2011	Networking Event	TBD
January 2011	Lunch & Learn	TBD

An Educational Program will be held on the fourth Thursday of each month. Topics for events are planned out 2 months prior to event to keep current with trends and markets.



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HOLIDAY COMMUNICATIONS AWARDS LUNCHEON SPONSORSHIP OPPORTUNITIES

This is a great opportunity to sponsor a very special event for the Austin Chapter. Our annual holiday networking event will be topped off with our chapter's first annual Communications Awards. Your firm and its representatives will be recognized at this well attended event. Sponsorships are available now.

Communications Award Jurors:

Alan Bell, Seton Family of Hospitals
Andrea Exter, Texas Society of Architects/AIA, Texas Architect magazine
Cindy Holladay, The Ampersand Agency
Rob Roy Parnell, Texas State University System
Yvonne Tocquigny, Tocquigny
Richard Apel, GSD&M Idea City

Communications Awards Sponsor | \$500

Benefits Include:

- Member only benefit limited to one sponsorship (\$500)
- Logo (called out as communications awards sponsor) promoting the company on the emailed program invitation (Invitations are sent out 3 times, beginning 21 days prior to the program. Sponsor is responsible for providing company logo in sufficient time to meet this deadline.)
- Logo (called out as Communications Awards sponsor) with link to company website displayed on SMPS web site promoting the Holiday Lunch.
- Logo (called out as Communications Awards sponsor) and brief (25-50 word max.) write up in printed luncheon program at event
- Placement of company promotional materials at event - Sponsor is responsible for providing and distributing materials
- Verbal recognition of sponsor at event by meeting facilitator
- Complimentary lunch for one company representative

Holiday Lunch Sponsor | \$250 member, \$400 non-member

Benefits Include:

- Logo (called out as Holiday Lunch sponsor) promoting the company on the emailed program invitation (Invitations are sent out 3 times, beginning 21 days prior to the program. Sponsor is responsible for providing company logo in sufficient time to meet this deadline.)
- Logo (called out as Holiday Lunch sponsor) with link to company website displayed on SMPS web site promoting the Holiday lunch.
- Logo (called out as Holiday Lunch sponsor) and brief (25-50 word max.) write up in printed luncheon program at event
- Placement of company promotional materials at event - Sponsor is responsible for providing and distributing materials
- Verbal recognition of sponsor at event by meeting facilitator
- Complimentary lunch for one company representative

Giveaway Sponsor

Benefits Include:

- Verbal recognition of sponsor at event by meeting facilitator during giveaways
- Limited to 10 in number
- Giveaway is to be valued at a minimum of \$100. Sponsor may provide giveaway in the form of a gift card, coupon of service, or gift; however, giveaway may not be company logoed marketing material. If sponsor chooses to not provide a giveaway, \$100 can be paid and SMPS will purchase the giveaway.



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SMPS-AUSTIN CHAPTER CORPORATE SPONSORSHIP OPPORTUNITIES

Think You Are Ready To Become A Sponsor?

This is a first-come, first-serve opportunity. Call or email Stefanie Raya today for more information to pay by credit card. To pay by check, complete and mail this form to the address below.

Yes, my firm is interested in being a Sponsor for SMPS Austin! Please check which level or event you would like to sponsor:

- Platinum Annual Sponsorship Limit 3 (Member Only) \$3,000 Member (Only 1 Remaining)
- Education Sponsorship Limit 2 (Member Only) \$2,500 Member (Only 1 Remaining)
- Annual Sponsorship \$1,500 Member | \$3,000 Non-member (Unlimited Number)
Annual Sponsors will get first right of refusal on Platinum and Education Sponsorships when they become available)
- Luncheon Sponsorship \$250 Member | \$400 Non-member
- Communications Awards \$500 Member | \$1,000 Non-member
- In-Kind Sponsor

_____ *Please indicate what in-kind support you would like to provide (subject to approval)*

Company Name: _____

Contact Name / Name of Authorized Company Representative for Payment: _____

Email Address: _____ Phone Number: _____

Address: _____

City: _____ State: _____ Zip: _____

Please return this form by mail (with check payment made payable to SMPS Austin) to:

SMPS Austin, Attn: Sponsorship, P.O. BOX 303096, Austin, Texas 78703

To pay by credit card online call Stefanie Raya for instructions, 512-926-6650. Thanks for your support!

THE FINE PRINT: Sponsorship is open to all interested companies. Please note there may be overlapping or competing disciplines represented as sponsors. Representatives from sponsoring companies will pay the registration price for programs or luncheons unless otherwise noted as a benefit of sponsorship level. Companies can become sponsors at any time during the year if sponsorships are available. Sponsorship "Member" rates are available to firms with a SMPS membership to any chapter. Although payments and contributions to SMPS Austin 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.