

SMPS Fort Worth Chapter



Society for Marketing
Professional Services
Fort Worth

Society for Marketing Professional Services

MISSION

To advocate for, educate, and connect leaders in the building industry.

SMPS's vision is to be the vehicle that validates the practice of marketing and business development as essential to the success of all professional services firms. The core purpose of the society is to enrich knowledge and advance practices that build business for professional services firms. The core values that guide the behavior of SMPS are Innovation, Integrity, Life-long learning, Relationships, and Service.

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.

We're the only organization dedicated to creating business opportunities in the A/E/C industry. Companies tap into a powerful national, regional and local network to form teams, secure business referrals and intelligence, and benchmark performance. SMPS was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses.

Today, SMPS represents a dynamic network of 6,000+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its chapters benefit from the support of 5,000 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.

VISION

SMPS Fort Worth is a collaborative community of professionals, providing opportunities to engage peers and achieve growth through networking, professional development and involvement in the built environment.

Why Sponsor?

SMPS boasts 6,000+ members who are active in 50+ chapters across the United States and Canada. These individuals support the SMPS mission to advocate for, educate, and connect leaders in the building industry. Gain year-round access to leaders in the A/E/C industry and support SMPS, its members, and its mission by becoming a sponsor today.

Who should consider sponsoring SMPS Fort Worth?

A/E/C Firms

Professional Associations

MBE/WBE Firms

Service Providers (Printers, Caterers)

Press Organizations

What are the benefits of sponsoring SMPS Fort Worth?

High Visibility - Low Cost

Exposure to top principals, business development professionals, and marketers in the Tarrant County area

Opportunity to address and impress at networking events and programs

Get ahead of your competition. Be different. Lead by example.

How will my sponsorship dollars be used?

Enhancing programming and the quality of speakers

Increasing frequency of networking events

Building awareness of SMPS and the value we offer

Supporting community and volunteer opportunities

Friends of SMPS-Fort Worth

The Society for Marketing Professional Services (SMPS) mission is to advocate for, educate, and connect leaders in the building industry. As you may be aware, SMPS is the premiere resource for education and information about marketing professional services for the built and natural environment. The Fort Worth chapter provides business development, networking, and educational opportunities throughout the year.


SMPS-Fort Worth has developed a diverse menu of sponsorship opportunities from which firms within the A/E/C industry may select. By sponsoring our yearly educational programming and networking events, your firm will receive maximum exposure with your current and future teaming partners. Your contribution enables us to offer more in-depth programs that strengthen the skills and talents of your marketing professionals.

No matter which level you choose, we are certain our sponsorship packages can provide your firm with a meaningful presence and message to target industry contacts at an affordable rate.

Back by popular demand, we've kept the 2018 benefit levels to offer our sponsors the BEST exposure to our members and contacts. These opportunities and associated benefits are described on the following pages.

Please contact either of us to learn more about how your firm can take advantage of these sponsorship opportunities.

Sincerely,



Jodi Davis
Sponsorship Chair
Braun Intertec
C: 214.784.8045
jdavis@braunintertec.com



Courtney Kearney, CPSM
President
CKearney Consulting
C: 214.908.4884
Courtney@ckearneyconsulting.com

2018 Chapter Sponsorship Levels

\$2500 PLATINUM (\$3,190+ Value)

- **1 SMPS individual membership, \$440 value.**
- **2 program registrations to all SMPS Programs, \$1,100 value.**
- Exhibitor table at each major program.
- Unlimited use of SMPS Fort Worth webinar library.
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.
- Recognition on SMPS Fort Worth website (ad) with link back to company website (\$500 value)
- Member pricing for all company employees (value varies)

Additional

- Verbal thank you at all events.
- Top-level logo placement on event marketing materials, programs, and sponsor sign.
- Opportunity to place company giveaways at event seating.

\$1000 SILVER (\$1,200 Value)

- **1 program registration to all SMPS Fort Worth Programs, \$350 value.**
- Recognition on SMPS Fort Worth website (ad) with link back to company website (\$500 value)
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.

Additional

- Verbal thank you at all events
- Logo placement on event marketing materials, programs, and sponsor sign.

\$1500 GOLD (\$1,900 Value)

- **1 program registration to all SMPS Programs, \$550 value.**
- **Four-time use of SMPS Fort Worth webinar library, \$700 value.**
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.
- Recognition on SMPS Fort Worth website (ad) with link back to company website (\$500 value)
- Member pricing for all company employees (value varies)

Additional

- Verbal thank you at all events.
- Logo placement on event marketing materials, programs, and sponsor sign.

\$500 BRONZE

- Recognition on SMPS Fort Worth website (ad) with link back to company website (\$500 value)
- Blog feature of your choice to highlight a service of your company, a project, new office, etc.

Additional

- Verbal thank you at all events
- Logo placement on event marketing materials, programs, and sponsor sign.

2018 Chapter Sponsor Application

Company: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Web address: _____

Sponsorship Package Desired:

Platinum (\$2,500)

Gold (\$1,500)

Silver (\$1,000)

Bronze (\$500)

In-Kind

Please be sure to email a high quality jpeg of your company logo to Jodi Davis, jdavis@braunintertec.com

Please check method of payment: Check Credit Card

1% processing fee will apply for credit cards.

*Please make checks payable to SMPS Fort Worth and remit to:

SMPS Fort Worth
PO Box 471167
Fort Worth, TX 76147

Although payments and contributions to the Fort Worth Chapter of SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as business expenses under other provisions of the Internal Revenue Code.

2017-2018 Fort Worth SMPS Board Members

President

Courtney Kearney, CPSM

CKearney Consulting

President-Elect

Lynn Ducas

Intertek-PSI

Secretary

Gloria Moss

JQ

Treasurer

Dan Purschwitz, CPSM

Freese and Nichols, Inc.

Programs

Lindsey Corradino

TRW Family of Companies

Education Director

Destiny Silva

Dunaway Associates

Membership/Philanthropy Director

Megan Ryden

Barron Stark Swift Consulting Engineers

Sponsorship Director

Jodi Davis

Braun Intertec

Communications Director

Kaitlyn Dominguez

CKearney Consulting

Past President

Krystal Bybee, CPSM

The Rios Group, Inc.