



About Steer Style Bingo

Dust off your boots, wear your cowboy hat and meet us at the Cowtown Coliseum for a game of Bingo with special guests Rojo, Norman, and Rusty. Guests of the event will have an opportunity to purchase Bingo squares from three pens. In each pen, a Steer will “do his business.” Where the Steer patty falls will determine who wins the Bingo prize.

3 Steers. 3 Pens. 3 Prizes. Lots of fun! Join us for some Steer Style Bingo, hors d’oeuvres, music, and more at this 2nd annual event benefitting The Fort Worth Herd, and the newly established SMPS Fort Worth scholarship program.

How to Get Involved:

Attend.

We present a one of a kind event: Steer Style Bingo brings together industry and community partners for an evening of socializing in the heart of the Stockyards. This fundraising event will take place on October 19th at the Cowtown Coliseum. Register online at smpsfortworth.org

Sponsor.

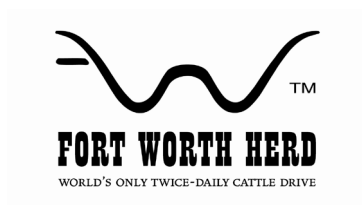
Get involved and be seen as we do-it-up Fort Worth Style! Sponsorship options and benefits are on our website.

Donate.

B-I-N-G-O! Prize winners will be treated to a basket full of locally themed and highly sought goodies. We’re looking for local businesses to donate to help sweeten the deal! Will your brand be on the pinnacle prize of the night?

2017
**STEER STYLE
BINGO**

EVENT PARTNERS



Dear valued Sponsor:

On behalf of SMPS Fort Worth I would like to thank you for your very generous sponsorship of our 2nd annual signature event, Steer Style Bingo. We are looking forward to seeing you October 19th at the Cowtown Coliseum in the heart of the Fort Worth Stockyards.

Our organization could not put on the quality programs, workshops, and networking events that we do without support from firms and leaders such as yourself in our community!

The goal last year was to create an event that would engage the industry in a new and unique way, and support our local community - and I think we have done that. The proceeds from this event will benefit The Fort Worth Herd, and the newly established SMPS Fort Worth scholarship program.

Once again I thank you for your support in helping us reach this goal, we can't wait to celebrate and network with you come October 19th.

Inside this packet you will find VIP tickets for the event, a parking map, and other information. Should you have any questions, don't hesitate to call me at (817) 676-5276.

Sincerely,

Shonnah B. Driver
Steer Style Bingo Committee Chair
SMPS Fort Worth Past President
(817) 676-5276
sdriver@bhinc.com

2017
**STEER STYLE
BINGO**

EVENT PARTNERS



To Whom It May Concern:

I am writing to you on behalf of **SMPS Fort Worth**. This year we are presenting a first of its kind event: **Steer Style Bingo** brings together industry and community partners for an evening of socializing in the heart of the Stockyards. This fund-raising event will take place on October 19th at the Cowtown Coliseum.

The proceeds from this event will benefit The Fort Worth Herd and the SMPS Fort Worth scholarship program.

The Fort Worth Herd is a program that was created as part of the city's sesquicentennial celebration. A herd of Texas Longhorns, each steer representing one decade from Fort Worth's colorful past, and a diverse team of drovers clad in authentic 19th century clothing creates the Fort Worth Herd. The twice-daily cattle drive travel through the Historic Fort Worth Stockyards seven days a week.

We were hoping that you would be willing to supply us with a suitable prize for our Bingo Winners or a door prize to be drawn and given to guests of the event.

If you are able to help please let us know and we can stop by and pick up the donation. If you require any more information please do not hesitate to contact **Shonnah Driver, sdriver@bhbinc.com or at 817-338-1277.**

Thank you in advance for your generous support.

Sincerely,

Shonnah B. Driver
Steer Style Bingo Committee Chair
SMPS Fort Worth Past President
(817) 338-1277
sdriver@bhbinc.com

2017
**STEER STYLE
BINGO**

EVENT PARTNERS



To Whom It May Concern:

The **Fort Worth Herd** strives to promote an authentic, historical interpretation of the cattle industry and its impact on the growth and prosperity of Fort Worth, as the world's only twice daily cattle drive. With the help of a diverse group of cowboys, authentic clothing, period tack for their horses, and sixteen impressive Texas Longhorn Steers, the Herd moves through East Exchange Avenue in the historic Fort Worth Stockyards giving resident and visitors from around the world an unforgettable glimpse into the past. The Fort Worth Herd serves as a unique ambassador for the City's cowboys and culture mantra.

The Fort Worth Herd serves equal value as an amazing educational tool for the community. Roughly 19,000 school children participate in The Herd Education program each year, which emphasizes history, economics, and finance all rooted in Fort Worth's cattle industry, and grounded in the Texas TEKS Evaluations from scores of educators have shown that the Herd provides a memorable, hands-on, visual, interactive educational experience simply not found anywhere else. Research indicates the majority of the students served are low and moderate income populations.

The "**Friends of the Fort Worth Herd**" (FOFWH) is a 501c3 nonprofit organization, directed by a volunteer board of directors committed to the mission of providing critical monetary, in-kind, and volunteer support to the Fort Worth Herd program. FOFWH is determined to raise the cash and in-kind gifts necessary to appropriately undergird this incredible community asset.

For more information, please contact:

Kristin Jaworski, CTA

Trail Boss

Fort Worth Convention & Visitors Bureau

131-A E. Exchange Avenue

Fort Worth, Texas 76164

Direct : 817.336.HERD (4373)

TheHerd@FortWorth.com

FortWorth.com



FORT WORTH

Sincerely,

Shonnah B. Driver

Steer Style Bingo Committee Chair

SMPS Fort Worth Past President

(817) 338-1277

sdriver@bhbinco.com

2017 STEER STYLE BINGO



Society for Marketing
Professional Services
Fort Worth

EVENT PARTNERS



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – (3-5 available) \$3,000

- 10 tickets to the event and 5 VIP Parking Passes
- Access for 10 to the exclusive pre-mingle event with special guests
- Speaking Time during event and top banner signage placement
- Name, logo & link to website on Event Webpage, electronic invites, and social media
- Logo placement on printed event documents
- Acknowledgement during opening presentation

Food & Beverage Sponsor – (2 available) \$2,000

- 6 tickets to the event and 3 VIP Parking Passes
- Access for 6 to the exclusive pre-mingle event with special guests
- Food and Beverage Table Signage
- Name, logo & link to website on Event Webpage, electronic invites, and social media
- Logo placement on printed event documents
- Acknowledgement during opening presentation

Steer Pen Sponsor – (3 available) \$1,500

- 4 tickets to the event and 2 VIP Parking Passes
- Signage on one steer pen (first to commit receives center pen)
- Access for 4 to the exclusive pre-mingle event with special guests
- Acknowledgement during opening presentation and upon BINGO
- Name, logo & link to website on Event Webpage, electronic invites, and social media
- Logo placement on printed event documents

Entertainment Sponsor – (1 available) \$750

- 2 tickets to the event and 1 VIP Parking Pass
- Access for 2 to the exclusive pre-mingle event with special guests
- Logo banner on arena perimeter
- Signage by entertainment
- Acknowledgment during entertainment presentation
- Name, logo & link to your website on Event Webpage, electronic invites, and social media

Table Sponsor – (9 available - 1 SOLD) \$500

- 2 tickets to the event and 1 VIP Parking Pass
- Access for 2 to the exclusive pre-mingle event with special guests
- Signage on one of the round table with option to put promotional items on the table
- Acknowledgment during event
- Name, logo & link to your website on Event Webpage and social media

Banner Sponsor – (Unlimited) \$300

- 1 ticket to the event
- Access for 1 to the exclusive pre-mingle event with special guests
- Logo banner on arena perimeter
- Acknowledgment during event
- Name, logo & link to your website on Event Webpage and social media

Prize Sponsorship

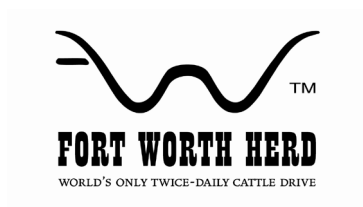
A prize item donation will be used to fill three prize baskets for our top BINGO winners at the end of the night and for a few door prizes throughout the evening.

- Listed on Thank you board at Prize Table



CHAPTER SPONSORSHIP OPPORTUNITIES

EVENT PARTNERS



Want a \$500 DISCOUNT on the Steer Style Bingo Sponsorship?

Become a 2018 SMPS Fort Worth Chapter Sponsor!

Platinum Sponsor – \$2,500 (\$3,190+ value)

- 1 SMPS individual membership (\$440 value)
- 2 program registration to all SMPS Fort Worth Programs (\$1,100 value)
- Exhibitor table at each major program (priceless)
- Unlimited use of SMPS Fort Worth webinar library (\$1,000+ value)
- Blog feature highlighting your company, a project, new office, etc. (\$150 value)
- Recognition on SMPS Fort Worth website with link back to your website (\$500 value)
- Member pricing for all company employees (value varies)

Gold Sponsor – \$1,500 (\$1,900 value)

- 1 program registration to all SMPS Fort Worth Programs (\$550 value)
- Four-time use of SMPS Fort Worth webinar library (\$700 value)
- Blog feature highlighting your company, a project, new office, etc. (\$150 value)
- Recognition on SMPS Fort Worth website with link back to your website (\$500 value)
- Member pricing for all company employees (value varies)

Silver Sponsor – \$1,000 (\$1,200 value)

- 1 program registration to all SMPS Fort Worth Programs (\$550 value)
- Blog feature highlighting your company, a project, new office, etc. (\$150 value)
- Recognition on SMPS Fort Worth website with link back to your website (\$500 value)

When you purchase a Steer Style Bingo Sponsorship and become a 2018 SMPS Fort Worth Chapter Sponsor you receive a \$500 discount. Both must be purchased together to earn the discount so hurry and get your savings today!



Steer Style Bingo Sponsorship Form

EVENT PARTNERS



Company: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Web address: _____

Sponsorship Package Desired:

- PRESENTING SPONSOR \$3000 (Limit 3-5)
- BEVERAGE SPONSOR \$2000 (Limit 1)
- FOOD SPONSOR \$2000 (Limit 1)
- STEER PEN SPONSOR \$1500 (Limit 3)
- ENTERTAINMENT SPONSOR \$750 (Limit 1)
- TABLE SPONSOR \$500 (Limit 10)
- BANNER SPONSOR \$300 (Unlimited)
- PLATINUM CHAPTER SPONSOR \$2,500 - Enjoy a \$500 Discount
- GOLD CHAPTER SPONSOR \$1,500 - Enjoy a \$500 Discount
- SILVER CHAPTER SPONSOR \$1,000 - Enjoy a \$500 Discount

Please be sure to email a high quality jpeg of your company logo to Shonah Driver at sdriver@bhbinc.com

Check method of payment: Check Credit Card

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

SMPS Fort Worth
PO Box 471167
Fort Worth, TX 76147

**Steer Style Bingo is
Thursday October 19th 2017**