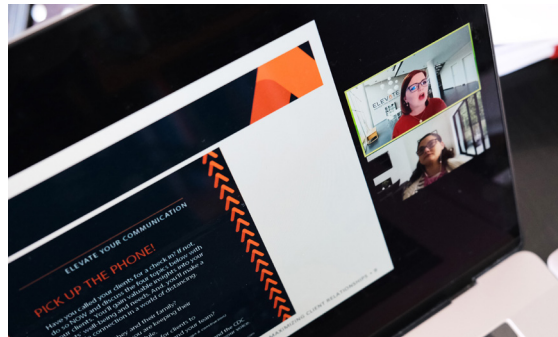




2020-2021 Sponsorship Package



BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.

smpsontario.com



About SMPS

Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to transform their A/E/C companies through marketing leadership. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace.

SMPS was created in 1973 and today represents a dynamic network of 7,000+ marketing and business development professionals from architectural, engineering, planning, interior design, construction and specialty consulting firms located throughout the United States and Canada.



SMPS Ontario

The Ontario chapter is a community of 300+ A/E/C marketing and business development professionals with representation at all levels from firm partners and leaders to managers, directors, and coordinators.

Our members come from 35+ firms, including some of the most progressive and fastest growing organizations in our industry.

We host educational and networking events for members and non-members throughout the year, with an average attendance of about 40 people per event. Our social events attract upwards of 70 people per event.

Gain brand awareness and intimate access to our community by becoming a corporate sponsor and supporting SMPS Ontario today!

Our Community

A.W. Hooker Associates
AECOM
Aercoustics
Alberici Constructors
Aplin and Martin Consultants
Architecttura
Architecture Counsel
Architecture49
Arup
Brisbin Brook Beynon Architects
Brook McIlroy
Carleton University
Construction News & Report
Crossey Engineering
Cumulus Architects
Dialog
Diamond Schmitt
dpai architecture
EllisDon
Engineering Link
Entro
Entuitive
EXP
Fengate Capital Management
Fox Contracting
Framework Leadership

George Brown College
Gillam Group
Global Reach Communications
Golder
GSP Group
Hanscomb
Hariri Pontarini Architects
HH Angus & Associates
Innovia Partners
Jensen Hughes
Kasian
KPMB
Lemay
LRI Engineering Inc.
Mason Studio
McIntosh Perry
Michael Muraz Photography
MJMA
Montgomery Sisam Architects
MTE Consultants Inc.
Oomph Group
Parkin Architects
Perkins+Will
Pomerleau
Quadrangle
Reich + Petch

Revelateur Studio
Rider Levett Bucknall
RJC
RPL
RSM Canada
RWDI
Smith + Andersen
SNC-Lavalin
Straticom
Superkul
SvN Architects + Planners
Taylor Hazell Architects
Teeple Architects
TMP Inc.
Turner & Townsend
Urbacon
+VG Architects
Vivid Graphics
Walsh Canada
WalterFedy
XCG Consulting
ZAS Architects
and more...



Sponsorship Opportunities

At the date of publication, all events in 2020 will be held virtually. In-person events may resume in 2021, pending guidance from government authorities.

Partner | \$4,500*

- Logo on website
- Logo on all event or webinar materials and emails
- Logo on all event signage (in-person)
- Option to distribute marketing collateral at in-person events
- Option to distribute marketing collateral in webinar follow-up emails
- Option to include ad or video at beginning of all presentations
- Verbal recognition at all events and webinars
- 2 tickets to all events and webinars
- Reserved seating at in-person events
- Add-on: Logo on lanyards and/or name tags (in-person only): \$500

Event Sponsor (in-person or virtual) | \$1,000

- Sponsor event or webinar of your choosing (based on availability)
- Logo on website
- Logo on event or webinar web page
- Logo on all event or webinar-specific materials and emails
- Logo on all event-specific signage (in-person)
- Opportunity to introduce speaker
- Verbal recognition at the event or webinar
- 2 tickets to event or webinar
- Reserved seating at in-person events

Supporter \$500*

- Logo on website
- Verbal and logo recognition during introductory remarks
- 3 tickets to events or webinars of your choosing

In-Kind

In-kind support is welcome at any level (media, photography, meeting space, promotional materials, training, door prizes etc.). Sponsors will be recognized for their support based on the value of their in-kind contribution.

* Year-long sponsorships run from September 2020 through August 2021.

2020-2021 Programming

Education*

Marketing Strategy

September | Executive Panel

Industry leaders will present and discuss how marketing informs and serves their business' strategic objectives, highlighting the importance of having marketing as an integrated and core business function in the A/E/C industries.

Marketing Planning

October | Workshop

Certified Professional Services Marketers (CPSM) will facilitate a workshop on how to develop, execute and evaluate a marketing plan, just in time to begin preparations for 2021.

Sector Spotlight Market Research

November | Panel Discussion

This event will feature information related to a specific sector, presented by leaders in the respective sector. For 2020-2021, our proposed sector is Transportation.

Equity in the Industry

January | Presentation or Panel

There are systemic barriers to equity in the A/E/C industry that impact the access and experiences people have in relation to A/E/C professions. This event will present facts and stories and offer actions marketing leaders can take to improve equity.

Writing and Storytelling

February | Workshop

Writing and storytelling is a central part to crafting proposals and developing compelling promotional material. This workshop will help participants improve their skills in these areas.

Business Development Symposium **

April | Presentations and Workshops

A signature event that will help participants develop the knowledge, skills and confidence required for business and client development.

Data-driven Decisions

May | Presentation

This event aims to present how data can be integrated to inform better marketing and business decisions.

Networking Opportunities*

Community Socials (3)

December, March and June

These are social events organized to promote networking and business development within the A/E/C community.

Members-only (2)

October and February

These online events aim to promote learning of successful practices or lessons learned between members. Discussion topics will be determined by membership.

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** Sponsorship for the annual symposium is offered to Event Sponsors by half-day sessions.



Direct sponsorship inquiries to:

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