

Is There Any Better Advertising Than a Satisfied Customer?

As one of your valued customers, I wanted to extend the opportunity for you to reach nearly 200 marketing and business development professionals just like me. The Society for Marketing Professional Services (SMPS) is the only national association that brings together business developers, marketers, owners, clients, and principals in the design and building industry. The Atlanta Chapter of SMPS is an award winning, leading chapter of SMPS with nearly 200 members. We're set to offer more than 20 programs and events this year where sponsor firms will be recognized. This includes events, luncheons, e-blasts, our newsletter and everywhere SMPS goes.

Our Sponsorship team has worked hard to revamp our sponsorship packages to include exceptional values for vendor and industry firms alike. We're excited to roll out these new packages and hope you will take advantage of this opportunity. The different package levels and associated benefits are highlighted in the attached document. They showcase the many complimentary registrations and special privileges associated at each level with approximate line item values. Some of our new benefits this year include firm Twitter feeds posted to our website and a client testimonial sticker mentioned below. We believe there is tremendous value for our 2012 sponsors.

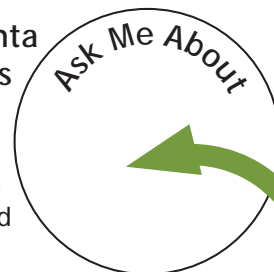
The information also includes lower priced sponsorship options for various events, luncheons and our exceptional Boot Camp Series, which has been a tremendous success.

Please contact Ashley Dale, SMPS Atlanta Treasurer, should you have any questions about the sponsorship packages or send your sponsorship forms in to SMPS Atlanta today!

Ashley Dale, Treasurer
SMPS Atlanta
(678) 566-3770
sponsorship@smpsatl.org

Become an SMPS Atlanta Sponsor and I'll wear this sticker to all SMPS Atlanta events!*

*only applies to sponsorship levels of Gold, Platinum, and Chapter Partner)



Insert your logo here!



Chapter Partner - \$3,500

- Logo / link on smpsatl.org home page
- Logo / link on smpsatl.org sponsor page
- Logo displayed on all chapter communications including infoblats
- Logo featured prominently on all event promotions materials including table tents
- Firm name featured on sponsor banner at chapter events
- Verbal recognition at all chapter events
- Sponsor ribbon on name badge at all events
- One free registration at all Atlanta Chapter Events (excluding Boot Camps - \$475 value)
- 1/2 page advertisement in each newsletter (3 issues per year - \$375 value)
- Opportunity to post job openings on chapter website at no cost (\$50+ value)
- Use of official SMPS sponsor logo
- Twitter feeds posted on smpsatl.org
- Opportunity to display pop up banner at all SMPS events
- Opportunity to join reserved sponsor seating at all SMPS programs
- One time use of chapter mailing list (priceless!)
- Opportunity to display promotional materials at all SMPS events
- Opportunity to speak for 1 - 2 minutes (firm intro) at one SMPS event of your choice
- 1 year SMPS membership or renewal (\$400 value)
- All additional members from firm register at Member Rate at all events
- 10% discount for renewing sponsors (\$350 value)
- Free Exhibit Booth/Sponsor registration at Mega Meeting (\$400 value)
- Free Exhibit Booth SMPS Southeast Regional Conference (\$350 value)
- Choice of free golf registration or hole sponsorship at Annual SMPS / AIA / CMAA Tournament (\$150 value)
- Advance event registration lists
- Firm representatives at two round tables with luncheon speakers 30 minutes prior to start of event (\$600 value)

Platinum Sponsor - \$2,000

- Logo / link on smpsatl.org home page
- Logo / link on smpsatl.org sponsor page
- Logo displayed on all chapter communications including infoblats
- Logo featured prominently on all event promotions materials including table tents
- Firm name featured on sponsor banner at chapter events
- Verbal recognition at all chapter events
- Sponsor ribbon on name badge at all events
- One free registration at all Atlanta Chapter Events (excluding Boot Camps & Mega Meeting - \$410 value)
- 1/4 page advertisement in each newsletter (3 issues per year - \$300 value)
- Opportunity to post job openings on chapter website at no cost (\$50+ value)
- Use of official SMPS sponsor logo
- Twitter feeds posted on smpsatl.org
- Opportunity to display pop up banner at all SMPS events
- Opportunity to join reserved sponsor seating at all SMPS programs
- One time use of chapter mailing list (priceless!)
- Opportunity to display promotional materials at all SMPS events
- Opportunity to speak for 1 - 2 minutes (firm intro) at one SMPS event of your choice
- 1 year SMPS membership or renewal (\$400 value)
- All additional members from firm register at Member Rate at all events
- 10% discount for renewing sponsors (\$200 value)
- Firm representatives at two round tables with luncheon speakers 30 minutes prior to start of event (\$600 value)

Gold Sponsor - \$1,250

- Logo / link on smpsatl.org home page
- Logo / link on smpsatl.org sponsor page
- Logo displayed on all chapter communications including infoblats
- Logo featured prominently on all event promotions materials including table tents
- Firm name featured on sponsor banner at chapter events
- Verbal recognition at all chapter events
- Sponsor ribbon on name badge at all events
- One free registration at all Atlanta Chapter Luncheons (excluding Boot Camps, networking & Mega Meeting - \$320 value)
- 1/8 page advertisement in each newsletter (3 issues per year - \$300 value)
- Opportunity to post job openings on chapter website at no cost (\$50+ value)
- Use of official SMPS sponsor logo for
- Twitter feeds posted on smpsatl.org

Silver Sponsor - \$750

- Logo / link on smpsatl.org home page
- Logo / link on smpsatl.org sponsor page
- Logo displayed on all chapter communications including infoblats
- Logo featured prominently on all event promotions materials including table tents
- Firm name featured on sponsor banner at chapter events
- Verbal recognition at all chapter events
- Sponsor ribbon on name badge at all events
- One free registration at all Atlanta networking events (Holiday Party and Year End Finale - \$90 value)
- Banner advertisement in each newsletter (3 issues per year - \$150 value)
- Opportunity to post job openings on chapter website at no cost (\$50+ value)
- Use of official SMPS sponsor logo
- Twitter feeds posted on smpsatl.org

Bronze Sponsor - \$400

- Logo / link on smpsatl.org home page
- Logo / link on smpsatl.org sponsor page
- Logo displayed on all chapter communications including infoblats
- Logo featured prominently on all event promotions materials including table tents
- Firm name featured on sponsor banner at chapter events
- Verbal recognition at all chapter events
- Sponsor ribbon on name badge at all events
- Logo featured in each newsletter (3 issues per year - \$150 value)
- Use of official SMPS sponsor logo
- Twitter feeds posted on smpsatl.org

Luncheon Sponsor

\$350 Member Firms / \$500 Non-Member Firms

Available Starting September 2011

Limited to maximum of 5 non-competing firms

Benefits:

- 1 free registration to program
- Additional members from firm register at Member Rate at luncheon
- Firm representatives attend pre-event round table with program speakers
- Reserved sponsor seating at event
- Opportunity for 2-minute verbal company infomercial at start of program
- Logo displayed on event page on chapter website
- Logo featured prominently on all event promotions materials including table tents and infoblats
- Firm name featured on sponsor banner at registration table
- Sponsor ribbon on name badge at luncheon

Boot Camp Series Sponsors

\$500 Member Firms / \$650 Non-Member Firms

Available Starting September 2011

Limited to maximum of 5 non-competing firms

Benefits:

- 1 free registration to each Boot Camp session (7 sessions total)
- Opportunity for 2-minute verbal company infomercial at start of session of choice
- Logo displayed on event page on chapter website
- Logo featured prominently on all boot camp promotions materials including table tents and infoblats
- Verbal recognition at all boot camp events
- Sponsor ribbon on name badge at all boot camp sessions

Event Sponsor

\$250 Member Firms / \$400 Non-Member Firms

Available Starting September 2011

Limited to maximum of 5 non-competing firms

Benefits:

- 1 free registration to event
- All additional members from firm register at Member Rate for event
- Reserved sponsor seating at event
- Opportunity for 2-minute verbal company infomercial at start of event
- Logo displayed on event page on chapter website
- Logo featured prominently on all event promotions materials including table tents and infoblats
- Sponsor ribbon on name badge at event