



2015-2016 Leadership Board

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Membership Chair  
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Communications Chair  
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Society Liaison  
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## MAXIMIZE YOUR EXPOSURE IN THE A/E/C MARKETPLACE

In this competitive marketplace, getting your firm’s brand in front of the right people is essential to growth and success. The SMPS Hawaii Chapter provides you with exposure to professionals in the fields of architecture, engineering, construction, real estate, and development. Our members are key decision makers – principals, CMO’s, business developers, and marketers – who purchase products and retain services for their firms.

By sponsoring and partnering with SMPS Hawaii, you are establishing your company as a supporter and collaborator of the organization’s mission to **advocate for, educate, and connect** leaders in the building industry.

The Hawaii Chapter provides regular educational programs and hosts several special events throughout the year for professional and educational advancement. Your sponsorship dollars will be used to: provide enhanced learning experiences and programming, increase the quality of networking events, build awareness of SMPS and its value to new and seasoned A/E/C professionals, and support community and volunteer opportunities for new and seasoned professionals.

We are pleased to note several exciting opportunities this year.

- Annual Marketing & Business Development Symposium – This event marks our third year bringing together special guests and programming in October
- Industry Roundtable in June
- On-Site “Hard-Hat Tour” in September
- Free bi-monthly members-only networking events - Starting in January
- American Institute of Architects (AIA) Continuing Education System (CES) credits offered at qualifying Chapter Lunch Programs and Lunch & Learns

We have been fortunate in past years to have the support from organizations like yours. Our sponsorship levels have remained the same as last year, bringing greater return and value to maximize your exposure. We have included a detailed sponsorship level matrix and tentative programs calendar.

If you are interested in becoming a sponsor or have questions, please contact me at 808.836-7787 or [kim@smpshawaii.org](mailto:kim@smpshawaii.org).

Best Regards,

Kim Castillo  
At Large Delegate & Sponsorship Chair

# networking & making connections

## EXPAND YOUR NETWORK

- The Society for Marketing Professional Services (SMPS) is the only organization dedicated to creating business opportunities in the A/E/C industry.
- There are over 6,000 members throughout the US and Canada benefitting from the mission of SMPS which is to **advocate for, educate and connect** leaders in the building industry.
- Every single member has access to the member directory on [smps.org](http://smps.org) and an automatic connection with those members, after all isn't it all about relationships.
- SMPS offers numerous networking opportunities through programs, events, and conferences.
- Download the [my.smps.org](http://my.smps.org) app and get updates from SMPS National, participate in online forums and connect with other members.
- SMPS also offers numerous leadership opportunities

**Locally:** The 2015-2016 Leadership Board is looking for committee members and chair members for the following year.

**Regionally:** The Pacific Regional Conference will be held in Palm Springs, California February 09-11, 2015. Contact Kim Castillo or Beth Ito if interested in helping.

**Nationally:** The Marketing Communication Awards call for Jurors will go out in January. Additionally, there are opportunities to support special surveys and reports throughout the year.

- And always, Friend / Follow / Connect with SMPS Hawaii.

2016

upcoming programs & events

JANUARY

27th: *Lunch & Learn* (\*AIA Continuing Education Credit)  
 Secrets of the Selection Process  
 (Behind Closed Doors)

FEBRUARY

10th - 12th: PRC Pacific Regional Conference  
 Palm Springs, California  
 18th: *Lunch Program* (\*AIA Continuing Education Credit)  
 Disruptive Technologies That Will Transform  
 Your Business

MARCH

30th: *Lunch & Learn*  
 The Proposal Toolkit  
 (What You Need to Win that Next Job)

APRIL

27th: *Lunch Program*  
 Speaker Panel: Commercial Real Estate  
 Trends & Opportunities

MAY

25th: *Lunch & Learn*  
 Networking Tips & Tricks  
 (Even for Introverts)

JUNE

22nd: *Lunch Program*  
 Client Round Table: Healthcare Outlook

JULY

27th: *Lunch & Learn*  
 The Simple Magic of Persuasion

AUGUST

31st: *Special Event*  
 Annual Summer Sipping Celebration & Chapter Update

SEPTEMBER

28th: *Lunch & Learn*  
 On-Site "Hard Hat Tour"  
 Living Building Challenge House

OCTOBER

26th: *Special SMPS Event*  
 Half-Day Marketing and Business  
 Development Symposium

NOVEMBER

30th: *Lunch & Learn*  
 Creating an Effective Capture Plan:  
 To Pursue or Not Pursue

DECEMBER

21st: *Lunch Program*  
 Client Panel: Federal Market Outlook

\*Events and programs listed are tentative and subject to change

maximize your exposure

2016 ANNUAL SPONSORSHIP LEVELS			
Benefits	Platinum \$2,500 Member \$3,000 Non-member	Gold \$1,750 Member \$2,250 Non-member	Silver \$1,000 Member \$1,500 Non-member
<b>PROGRAMS/ADMISSION</b>			
Complimentary one-year SMPS membership for one person (valued at up to \$440) OR complimentary registration to SMPS Pacific Regional Conference for one SMPS member attendee (valued at up to \$625)	ONE	—	—
Complimentary registration for all Lunch Programs for CEO, Owner, or Managing Partner* (valued at up to \$55)	ONE	ONE	ONE
Complimentary Registration(s) for Lunch Programs (valued at up to \$55 per person)	THREE	TWO	ONE
Complimentary Registration(s) for Lunch & Learns (valued at up to \$25 per person)	THREE	TWO	ONE
Complimentary Registration(s) for Summer Sipping Celebration	THREE	TWO	ONE
Member rate offered for any additional registrations from the same company (\$20 savings per registration)	YES	YES	YES
<b>PROMOTION / ADVERTISING</b>			
Company logo on all e-blasts with link to company website (2,000+ emails at least twice monthly)	YES	YES	YES
Company logo on SMPS Hawaii website with link to company website	YES	YES	YES
Company logo in PowerPoint displayed at every SMPS Hawaii event (loops at the beginning of each program)	Large logo - 1 Platinum Sponsor per slide	Medium logo - 2-3 Gold Sponsors per slide	Small logo - All Silver sponsors on one slide
Verbal name recognition at all SMPS Hawaii events	YES	YES	NO
Sponsor ribbon for company attendees	"Platinum Sponsor" ribbon	"Platinum Sponsor" ribbon	"Silver Sponsor" ribbon
Seat drops - distribute company materials at one event of sponsor's choice (as long as the program sponsor for that event is not a competitor)	YES	NO	NO
One time use of chapter mailing list for promotional use	YES	NO	NO
Attendance list of monthly program upon request	YES	NO	NO

\*must name one person (CEO, Owner or Managing Partner) for the sponsorship year

## **SMPS Hawaii Bi-Monthly Lunch Program Sponsorship (Member: \$400 | Non-Member: \$500)**

### Benefits:

- Three (3) minute speaking opportunity at the start of the program
- Two (2) complimentary registrations
- Up to three (3) additional (non-member) guest registrations at the SMPS member rate (\$35)
- Preferred seating with program speakers for sponsor and guests (up to 5 total people)
- Company logo on all SMPS Hawaii e-blasts for sponsored event with link to company website
- Company logo in PowerPoint prominently displayed (loops during registration and lunch)
- Verbal name recognition at the start of the program
- Name badge with “Event Sponsor” ribbon for attendees from sponsor company
- One (1) exhibitor table OR seat drops – distribute company marketing material (sponsor is responsible for providing and distributing material)
- Attendee list provided upon request

Benefits are for sponsored lunch program only

Only one sponsor per lunch program on a first-come, first-served basis

## **SMPS Hawaii Annual Roundtable Program Sponsorship (Member: \$150 | Non-Member: \$250)**

### Benefits:

- One (1) company-sponsored table at event\*
- One (1) complimentary registration
- Up to two (2) additional (non-member) guest registrations at the SMPS member rate (\$35)
- Preferred seating for one (1) with program speakers during lunch
- Company logo on all SMPS Hawaii e-blasts for sponsored event with link to company website
- Company logo in PowerPoint prominently displayed (loops during registration and lunch)
- Verbal name recognition at the start of the program
- Name badge with “Event Sponsor” ribbon for attendees from sponsor company

*\*Six table sponsorships (one per table) are available for this program on a first-come, first-served basis*

Benefits are for sponsored lunch program only

Only one sponsor per lunch program on a first-come, first-served basis

## **SMPS Hawaii Annual Summer Sipping Celebration Sponsorship (Member: \$150 | Non-Member: \$250)**

### Benefits:

- Company logo printed on drink tickets\* distributed to all attendees at the event
- One (1) complimentary registration
- Company logo displayed at registration table
- Preferred seating with program speakers for sponsor and guests (up to 5 total people)
- Company logo on all SMPS Hawaii e-blasts for sponsored event with link to company website
- Verbal name recognition during the event
- Name badge with “Event Sponsor” ribbon for attendees from sponsor company
- Ability to distribute company marketing materials at the event (sponsor is responsible for providing and distributing material)

*\*Sponsorship payment must be received no later than one (1) week prior to the event*

Benefits are for sponsored event only

## **SMPS Hawaii Marketing & Business Development Symposium Sponsorship (Member: \$600 | Non-Member: \$700)**

### Benefits:

- One (1) company registration for the symposium
- SMPS member registration rate offered for all additional attendees from sponsor company
- Preferred seating for one (1) with symposium speaker(s) during lunch
- Company logo on all printed promotional materials for the symposium\*
- Company logo on all SMPS Hawaii e-blasts for symposium with link to company website
- Company logo on sponsor boards at the symposium
- Company logo in PowerPoint prominently displayed (loops during registration, lunch and session breaks)
- Verbal name recognition at the start of the program
- Name badge with “Event Sponsor” ribbon for attendees from sponsor company
- Seat drops - distribute company marketing material (sponsor is responsible for providing and distributing material)
- Attendee list provided upon request

*\*Sponsorship payment must be received no later than five (5) months prior to the event in order to receive this benefit*

Benefits are for the annual symposium only

**2016 ANNUAL SPONSORSHIP LEVELS**

SMPS HAWAII SPONSORSHIP

Please Check	CORPORATE SPONSORSHIP	Member	Non Member
	Platinum	\$2,500	\$3,000
	Gold	\$1,750	\$2,250
	Silver	\$1,000	\$1,500
	<b>ADDITIONAL SPONSORSHIPS</b>		
	Lunch Program Preferred Month: _____	\$400	\$500
	Annual Roundtable Program	\$150	\$250
	Annual Summer Sipping Celebration	\$150	\$250
	Annual Marketing & Business Development Symposium	\$600	\$700
	<b>TOTAL</b>	\$	\$

**LOGO**

Please send your logo for inclusion in our marketing materials to Wil Farinas at [communications@smpshawaii.org](mailto:communications@smpshawaii.org)

**CONTACT**

Please indicate who the point of contact is for your firm regarding your sponsorship.

Name \_\_\_\_\_

Company \_\_\_\_\_

Website \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Signature & Date \_\_\_\_\_

Please make a copy for your records, and return completed form via e-mail to Mark Tacazon at [treasurer@smpshawaii.org](mailto:treasurer@smpshawaii.org). Credit card payments are accepted at [www.smpshawaii.org](http://www.smpshawaii.org). If you prefer to pay by check, please mail your completed form along with check payable to SMPS Hawaii Chapter, SMPS Hawaii PO Box 37208, Honolulu, HI 96837.

If you have any questions about our sponsorship programs and benefits, please contact Kim Castillo at [kim@smpshawaii.org](mailto:kim@smpshawaii.org).

