



Society for Marketing
Professional Services
San Francisco

2817 Kingsland Avenue | Oakland, CA 94619 | mail@smpssf.org | www.smpssf.org

**SMPS San Francisco Bay Area Chapter
2010 Sponsorship Opportunities**

Dear Colleagues,

The SMPS San Francisco Bay Area Chapter endeavors to create and enhance mutually rewarding relationships with our colleagues in the A/E/C profession as well as with our vendor partners. For the 2010 year, we are continuing the success of our Annual Sponsorship Program that will incorporate financial supporters as collaborators and involve your business in helping to plan and present programs to our membership. We realize there are untapped sources of expertise and knowledge within your individual professions and industries that can enrich the content of our programs and communications.

The key goals of our Annual Sponsorship Program are to provide increased visibility and benefits for contributing members, as well as to establish an annual revenue source for our Chapter's programs and events. This sponsorship program better serves our sponsor partners and our Chapter operations by allocating a full calendar year to distribute benefits at different levels and in different formats. We are offering three annual sponsorship levels and two event sponsorship levels to accommodate the diversity, needs, and availability of our financial supporters.

Please do not hesitate to call (415) 717-7735 or e-mail (kandice@kbdgroup.com) if you have any further questions. SMPS SFBAC looks forward to collaborating with you to further support our efforts and vision.

Sincerely,

Kandice Coscia
2010 Financial Development Co-Directors
SMPS San Francisco Bay Area Chapter

Marielle Neri

Tisha A. Tasaki, CPSM
President

Larry Fournier, LEED AP
Treasurer

Sara Paul, CPSM, LEED AP
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Interface Engineering

Leah Hasenoehrl
ARUP

About SMPS

The Society of Marketing Professional Services (SMPS) is the premier source for education, information and resources in marketing professional services for the A/E/C industry. A non-profit organization, SMPS has a membership of more than 6,800 marketing professionals in architecture, planning, engineering, construction, interior design, environmental and specialty consulting firms throughout the United States and Canada.

Maximizing your Exposure through the San Francisco Bay Area Chapter

Getting your firm's name and the right exposure in the marketplace is essential in today's fast-paced business environment. The San Francisco Bay Area Chapter (SFBAC) of SMPS has over 300 members who are key decision makers in their firms - Principals, CMO's, Business Developers and Marketers - who purchase products and retain services from the following:

- A/E/C design and specialty consulting
- Architectural and commercial photography
- Marketing consulting services
- Public relations and communications
- Multimedia, web, graphic design and consulting
- Printing, reprographics and scanning
- Computer software and hardware
- Education and training services
- Event planning and catering services

SFBAC provides monthly educational programs and hosts numerous events throughout the year, with member attendance at each event ranging from 25 to 150. Our Chapter is the largest in the country and continually attracts new members, while existing members, through their own professional development, increase the awareness of SMPS within their firms. Our sponsors invest in an organization that is constantly growing and changing its member dynamics. The following is a partial list of our Chapter's programs, events, and networking opportunities:

- **Monthly Client and Speaker presentations and educational programs** focusing on industry-related trends, practices, education, and professional development
- **Senior Marketer Workshops** dedicated to the professional development of Directors, Managers, CMOs, and Marketing Principals
- **The Marketing Coordinators Workshop (MCW)**, an award-winning educational workshop "boot-camp" dedicated to comprehensive and intensive skill-building
- **Coordinators Have a Talk (CHAT)**, a free, members-only lunchtime gathering specifically for marketing coordinators to gain professional insight and network amongst their peers
- **SMPS National Webinars** that are hosted by the Chapter and free for SFBAC members
- **The Mentoring Pathways Program** offers professional guidance by connecting senior level SFBAC members with marketing coordinators and/or new members just joining the industry
- **The U.S. Green Building Council LEED Study Group** to prepare members for the accreditation exam
- **Certified Professional Marketing Professional (CPSM) Study Group** to prepare members for the certification exam based on the six Domains of Practice
- **Member Happenings:** a free, members-only social networking event held three times a year
- **Joint Networking Mixers** with other professional and peer organizations
- **The Founders Awards Program** celebrates excellence in marketing communications and members' marketing leadership
- An **Annual Business Meeting** recognizing the outgoing board members and its accomplishments, introducing our new board members, and presenting upcoming strategic goals for the Chapter
- An **Annual Holiday Event** wrapping up the Chapter's successful year

2010 ANNUAL Sponsorship Opportunities

	ANNUAL SPONSORSHIP		
	Bay Platinum	Golden Gate	Silverado Trail
	\$4,000 (up to \$4,800 value)	\$2,250 (up to \$2,650 value)	\$1,250 (up to \$1,400 value)
Non-compete sponsorship (no other firm providing the same services will be offered this opportunity at this level)	●	n/a	n/a
Tickets and premium seating at Special Programs and Events (i.e. Founders Awards, Marketing Coordinators Workshop, Senior Marketers Workshop, Holiday Event, etc.) *	Two (2) paid registrations to the SMPS Pacific Regional Conference ** and four (4) tickets to the annual Chapter Holiday Event (up to \$1,300 value)	One (1) paid registration to the SMPS Pacific Regional Conference ** and two (2) tickets to the annual Chapter Holiday Event (up to \$650 value)	Two (2) tickets to the annual Chapter Holiday Event (up to \$200 value)
Tickets to monthly educational programs	Two (2) tickets to any four (4) monthly programs (up to \$600 value)	Two (2) tickets to any two (2) monthly programs (up to \$300 value)	Two (2) tickets to any one (1) monthly program (up to \$150 value)
Opportunities to present your firm at monthly program(s) and/or special event(s) (2010 Calendar of Events will be provided for selection)	Three (3) opportunities to present your firm for 3 minutes at programs and/or events of choice	One (1) opportunity to present your firm for 2 minutes at program or event of choice	One (1) opportunity to present your firm for 1 minutes at program or event of choice
Advertisement or article in the award-winning, quarterly Chapter newsletter, <i>The Shortlist</i>	Full page (\$1,500 value)	1/2 page (\$800 value)	1/4 page (\$400 value)
Firm logo on Chapter website homepage banner, Firm Profile on Sponsor Recognition Page, and URL Link.	2 years (\$1,000 value)	1 year (\$500 value)	1 year (\$500 value)

* Chapter 's Special Programs and Events subject to change yearly

** Pacific Regional Conference held March 25-26, 2010 in Sacramento (www.smps-prc.org)

	ANNUAL CORPORATE SPONSORSHIP (continued)		
	Bay Platinum	Golden Gate	Silverado Trail
	\$4,000 (up to \$4,800 value)	\$2,250 (up to \$2,650 value)	\$1,250 (up to \$1,400 value)
Attendance list from all monthly programs and events (\$50 value)	● (\$50 value)	● (\$50 value)	● (\$50 value)
Firm logo on Chapter communications (Across the Board newsletter, <i>The Shortlist</i> (Quarterly), event flyers, and email announcements)	● (\$100 value)	● (\$100 value)	● (\$100 value)
Firm collateral/materials at shared sponsor table (If appropriate at venue)	●	●	●
PowerPoint Presentation of all sponsor logos and 2-minute firm introduction at Member Happenings events	● (\$150 value)	● (\$150 value)	
Marketing collateral included on USB flash drives for Member Happenings events (3 per year)	● (\$50 value)	● (\$50 value)	
Recognition and two-minute presentation at the Annual Business Meeting	● (\$50 value)		

Note: If payment has not been received 30 days from agreement, SFBAC has the right to offer sponsorship to competing firm.

2010 EVENT Sponsorship Opportunities

	EVENT SPONSORSHIP	
	Big Basin	Redwood
	\$700	\$300
Tickets to monthly programs	One (1) ticket to two (2) monthly programs (up to \$150 value)	One (1) ticket to one (1) monthly program (up to \$75 value)
Opportunity to present your firm at monthly program of choice. (2010 Calendar of Events will be provided for selection, max. three sponsors per event.)	Two (2) opportunities to present your firm for 2 minutes	One (1) opportunity to present your firm for 2 minutes
Firm logo on the selected monthly program flyer	● (25 value)	● (25 value)
Firm collateral/materials at shared Sponsor table at the selected monthly program (If appropriate at venue)	●	●
Firm logo on Chapter website homepage banner, URL link and Firm Profile on Sponsor Recognition Page	1 year (500 value)	
Attendance list from two sponsored programs	● (50 value)	

IN-KIND Sponsorship Opportunities

We welcome in-kind support as another option for sponsorship. Your-in-kind contribution will support our Chapter offerings. Currently, we welcome the following in-kind contributions:

- | | |
|---|---|
| <ul style="list-style-type: none"> ● USB Portable Flash Drives ● Adobe InDesign CS3 (Upgrade CS4) ● Wine or Alcohol donation ● SMPS logo notepads ● Color Printing/Scanning Services | <ul style="list-style-type: none"> ● Raffle Prizes for special events ● Catering Services ● Event Space ● Audiovisual equipment/rentals |
|---|---|

Sponsorship Process

The sponsor levels provide benefits throughout the program year. Our Chapter's Financial Development committee matches sponsors to specific program topics so that you can reach your target audience. Not only will you meet members of the Bay Area's top A/E/C firms, you will have networking opportunities with the leading corporations, higher education institutions, healthcare industry leaders, and government agencies, since our Chapter programs include speakers and panelists from both the private and public sector.

2010 SMPS SFBAC Sponsorship Application / Agreement

Sponsorship Level (check one):

- Platinum - \$4,000
- Golden Gate - \$2,250
- Silverado Trail - \$1,250
- Big Basin - \$700
- Redwood - \$300

Payment Options (check one):

- Check/Money Order (payable to **SMPS SFBAC**)
- MasterCard or Visa # _____ Exp. Date _____
Name as it appears on card: _____
Authorized Signature: _____

Sponsorship Contact Information (please print):

Name and Title: _____
Company: _____
Address: _____
Email: _____
Phone: _____ Fax: _____
Authorized Sponsorship Contact Signature: _____

Please return this form:

- Via Fax (for credit card): 510-534-8631
- Via Mail (for check/money order): SMPS SFBAC, 2817 Kingsland Avenue, Oakland, CA 94619

Next Steps:

Upon receipt of Application/Agreement and payment, Marielle Neri (marielle@5spicedesign.com) will contact you to discuss the details of your sponsorship package and benefits. Sponsor benefits take effect upon receipt of payment.

Questions/Information:

Please contact Kandice Coscia at Kandice@kbgdgroup.com or 415-717-7735.

SMPS SFBAC cannot guarantee participation of specific speakers at sponsored programs. Although payments and contributions to the SFBAC are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary business expenses under other provisions of the Internal Revenue Code.