





SMPS SFBAC 2017-18
SPONSORSHIP OPPORTUNITIES

				
	BAY PLATINUM	GOLDEN GATE	SILVERADO	REDWOOD
COST	\$3,500	\$2,000	\$1,000	\$500
VALUE	\$5,065	\$2,435	\$1,200	\$515

BENEFITS

TICKETS TO ANNUAL CHAPTER SIGNATURE EVENT	X	X		
TICKETS TO ANNUAL MAKE THE CONNECTION	X			
TICKETS TO ANNUAL PACIFIC REGIONAL CONFERENCE	X			
TICKETS TO ANNUAL PRC SOCIAL	X	X		
TICKETS TO ANNUAL HOLIDAY PARTY	X	X		
TICKETS TO MONTHLY EDUCATIONAL PROGRAMS	X	X	X	X
AD IN CHAPTER JOB BANK	X	X		
AD IN A CHAPTER PUBLICATION	X	X	X	X
LOGO AND URL DISPLAY ON CHAPTER WEBSITE	X	X	X	X

RECOGNITION

CUSTOM VIDEO SHOWCASE	X			
FIRM DEDICATED ARTICLE IN CHAPTER PUBLICATION	X	X		
CUSTOM SOCIAL MEDIA PROMOTION	X	X	X	X
FIRM LOGO PLACEMENT ON ALL PUBLICATIONS AND MEDIA	X	X	X	X
FIRM DISPLAY TABLE AT ANNUAL CHAPTER SIGNATURE EVENT	X	X	X	
FIRM LOGO IN PROMOTIONAL MATERIAL FOR ANNUAL EVENT	X	X	X	
FIRM DISPLAY TABLE AT MONTHLY EDUCATIONAL PROGRAMS	X	X	X	
RECOGNITION AND PRESENTATION AT ANNUAL BUSINESS MEETING	X	X	X	
SLIDESHOW RECOGNITION AT MEMBERSHIP MADNESS	X	X	X	

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BAY PLATINUM

\$3,500

BENEFITS

- Annual Chapter Signature Event: one (1) ticket to Marketing Bootcamp or two (2) tickets to Founders Awards Gala
- One (1) ticket to annual PRC Social (up to \$85 value)
- Two (2) tickets to annual Holiday Event
- One (1) ticket to annual Pacific Regional Conference* (up to \$595 value)
- One (1) ticket to annual Make The Connection event
- Six (6) total tickets to monthly educational programs
- One (1) advertisement in chapter Job Bank for two (2) months
- Full-page advertisement on the chapter newsletter, The Shortlist, for the calendar year
- Firm logo and URL link on SMPS SFBAC website for calendar year

RECOGNITION

- Custom 2-minute video featuring firm, project, or leadership to be showcased on Chapter website and through social media channels
- One feature article (up to 700 words) about your firm, project, or leadership to be included in The Shortlist newsletter or chapter blog
- Custom social media promotion of your firm
- Firm name and logo on all communications (event flyers and chapter e-mail messages) and prominently displayed on Sponsor Board at all events for the calendar year
- Display table for firm collateral/products at Marketing Bootcamp program or Founders Awards Gala
- Firm name and logo in promotional material for Marketing Bootcamp or Founders Awards Gala, and other special events
- Display table for firm collateral/products at monthly educational events for the calendar year
- Recognition and two (2) minute presentation at the Annual Business Meeting
- Slideshow recognition and marketing collateral at annual Membership Madness program



GOLDEN GATE

\$2,000

BENEFITS

- One (1) ticket to half day Marketing Bootcamp or One (1) ticket to annual special event (Founders Awards Gala)
- One (1) ticket to annual PRC Social (up to \$85 value)
- One (1) ticket to annual Holiday Event
- Four (4) total tickets to monthly educational programs
- One (1) advertisement in chapter Job Bank for two (2) months
- Half-page advertisement on the chapter newsletter, The Shortlist, for the calendar year
- Firm logo and URL link on SMPS SFBAC website for calendar year

RECOGNITION

- One feature article (up to 700 words) about your firm, project, or leadership to be included in The Shortlist newsletter or chapter blog
- Custom social media promotion of your firm
- Firm name and logo on all communications (event flyers and chapter e-mail messages) and prominently displayed on Sponsor Board at all events for the calendar year
- Display table for firm collateral/products at Marketing Bootcamp program or Founders Awards Gala
- Firm name and logo in promotional material for Marketing Bootcamp or Founders Awards Gala, and other special events
- Display table for firm collateral/products at monthly educational events for the calendar year
- Recognition and two (2) minute presentation at the Annual Business Meeting
- Slideshow recognition and marketing collateral at annual Membership Madness program



SILVERADO TRAIL

\$1,000

BENEFITS

- Two (2) total tickets to monthly educational programs
- Third-page advertisement on the chapter newsletter, The Shortlist, for the calendar year
- Firm logo and URL link on SMPS SFBAC website for calendar year

RECOGNITION

- Custom social media promotion of your firm
- Firm name and logo on all communications (event flyers and chapter e-mail messages) and prominently displayed on
- Sponsor Board at all events for the calendar year
- Display table for firm collateral/products at Marketing Bootcamp program or Founders Awards Gala
- Firm name and logo in promotional material for Marketing Bootcamp or Founders Awards Gala, and other special events
- Display table for firm collateral/products at monthly educational events for the calendar year
- Recognition and two (2) minute presentation at the Annual Business Meeting
- Slideshow recognition at annual Membership Madness program



REDWOOD

\$500

BENEFITS

- One (1) ticket to a monthly educational program
- Quarter-page advertisement on the chapter newsletter, The Shortlist, for the calendar year
- Firm logo and URL link on SMPS SFBAC website for calendar year

RECOGNITION

- Firm name and logo featured in Chapter social media program
- Firm name on all communications (event flyers and chapter e-mail messages) and prominently displayed on Sponsor Board at all events for the calendar year
- Slideshow recognition at annual Membership Madness program



IN-KIND SPONSORSHIP

In-kind contributions, either through products or services, help our chapter offer a better experience for our members while achieving great exposure for your firm. In return for your in-kind contribution, your company name will appear on promotional materials and you will receive recognition at events. We welcome the following in-kind contributions:

- Wine or alcohol donation
- Logo'd promotional items
- Color printing/scanning services
- Raffle prizes for special events
- Event space
- Audiovisual equipment/rentals

Note: Sponsor benefits take effect upon receipt of payment. SMSP SFBAC accepts business checks, VISA and MasterCard. SMPS SFBAC cannot guarantee participation of specific speakers at sponsored programs. Though payments to SMPS SFBAC are not tax deductible as charitable contributions for Federal income tax purposes, they may be deductible as business expenses under provisions of the Internal Revenue Code.

* A 10% discount may apply to firms who joint sponsor the Pacific Regional Conference and SFBAC.

** Two tickets maximum provided for a single program

*** Sizing and placement of ads subject to change with future format of The Shortlist

For more information, please contact:

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SMPS SFBAC 2017-18 PROGRAMS CALENDAR

JANUARY 2018 - MARKET RESEARCH FOR TRANSFORMATIVE BUSINESS INSIGHTS

Market research is the key to answering the most important question you can ask as a marketer and business developer: Who are your clients and why would they choose you as a service provider? Without the necessary research, you have no idea if what you're offering is needed, wanted, or has the potential to sell.

LEARNING OBJECTIVE: Learn how to conduct research that will yield insights into your firm's market position, differentiators, client pain points, your competitors, and the effectiveness of your current practices.

MARCH 2018 - BUILDING RELATIONSHIPS THROUGH CLIENT EXPERIENCE MAPPING

Each and every client interaction impacts satisfaction, loyalty, and the bottom line. How do clients find you? How many touchpoints do they go through before engaging your services, and what most influences their final impression of your firm? In this program, you'll plot a client's emotional landscape by way of a Client Journey Map, or Experience Map. Experience Maps build knowledge and consensus across your organization about who you are and what you do, and can be a powerful way to gain insight into your clients' perspectives.

LEARNING OBJECTIVE: Obtain hands-on techniques for Experience Mapping, and take your client retention to the next level.

APRIL 2018 - HOW TO STRUCTURE AND MANAGE TODAY'S HIGH-PERFORMING MARKETING TEAM

Today's AEC marketing teams do more with less, flex to support every department, and arguably have a bigger influence on a business' success than ever before. What's the best structure for your department? How many people do you need? Should you be incorporating new roles to support modern marketing? We'll look at the steps to success for high-performance teams, including styles and hierarchies of management, and tools for communication.

LEARNING OBJECTIVE: Turn your marketing team into a powerhouse through role definition and leadership acumen.

MAY 2018 - 1 + 1 = 10! A MARKETING COORDINATORS + DIGITAL MARKETING BOOTCAMP

This dynamic one-day bootcamp brings together expert instructors for valuable hands-on training in two key areas: marketing coordination and digital marketing. In the morning, we'll give those new to the industry -- and those who want a refresher -- a review of best practices for AEC marketing coordination, including proposal creation, business development basics, data management, and collaboration with technical staff. In the afternoon, we'll take it digital, covering the latest approaches for establishing and maintaining an online presence, content marketing, social media, and transforming BD with inbound strategies. Register for both halves, or just one, but don't miss this inspiring two-in-one symposium.

JUNE 2018 - NEGOTIATE TO WIN: PERSUASION SKILLS FOR CAREER & SALARY ADVANCEMENT

Being able to negotiate well is an essential skill in every area of your career. We negotiate for our jobs and salaries, for promotions and resources, with clients and vendors, and in sales. Negotiation provokes emotional responses in those who aren't comfortable with it. What if there was a better way to approach these delicate conversations? We'll walk through the phases of negotiation, look at methods for defusing potentially awkward conflicts, and engage with the most important element: the close.

LEARNING OBJECTIVE: Free yourself from fear of negotiation and learn techniques for obtaining the results you deserve.

JULY 2018 - MINI-MBA: UNDERSTAND YOUR BUSINESS, EMPOWER YOURSELF

Do you know the difference between sales and revenue? How do overhead costs factor into your hourly rates? Having an understanding of your firm's business operations strengthens your sales and marketing strategy. If you want to influence the decision makers, show them the money. We'll show you how.

LEARNING OBJECTIVE: Understand the strategies underpinning business management, including finances and accounting, in order to effect change at a higher level in your organization.

OCTOBER 2018 - CLIENT ROUNDTABLE

This is a rare opportunity to meet with key client representatives in an intimate setting and in a program format that allows for direct, focused interaction. Attendees will learn about the structure of the different organizations, their process for selecting A/E/C teams, as well as what's on the horizon in terms of future work. Each roundtable session will also allow time for attendees to ask specific questions. Roundtables will be in 15 minute intervals.