

sm^{ps}
Arizona



2026
SPONSORSHIP
OPPORTUNITIES

BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP

The Society for Marketing Professional Services (SMPS) is a diverse community of marketing and business development professionals working together to move the architecture, engineering and construction (A|E|C) industry forward and successfully position their firms in the marketplace. In fact, today's most dynamic and successful A|E|C firms have realized the important balance between sellers and doers, between marketing and business development, and have used this important distinction to their advantage.

WHY SUPPORT SMPS ARIZONA?

SMPS is the only organization dedicated to creating business opportunities in the A|E|C industry. Companies tap into a powerful national and regional network to form teams, secure business referrals and intelligence, and benchmark performance.

Through networking, educational opportunities, and industry leading research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS also offers its members ongoing professional development, leadership opportunities, and marketing resources to advance their careers.

SMPS AZ is the local chapter of the national, non-profit SMPS organization. In addition to our membership, our mailing list consists of 1,000+ program attendees, past speakers, guests, and potential members.

Your support can help your firm earn exposure to key potential business partners and decision-makers. For more information and sponsorship, please contact president@smpsarizona.org.

OUR STRATEGIC PRIORITIES

1. Invest in digital transformation to deliver community and education wherever people live and work.
2. Cultivate professionals with diverse expertise that are critical to sustaining a thriving industry.
3. Enable a best-in-class experience for professionals responsible for business growth.



SPONSORSHIP OPPORTUNITIES

	Chapter Sponsors			Event Sponsors	
	Grand Canyon	Saguaro	Sonoran	Javelina	Prickly Pear
COST	\$3,000	\$2,000	\$1,500	\$1,200	\$600
PROMOTION					
Event Sponsorships				4	2
Logo on weekly SMPS AZ newsletter	✓	✓	✓		
Logo on website sponsorship banner	✓	✓	✓		
Logo on event placemats	✓	✓	✓	selected events only	selected events only
Logo on event communications				✓	✓
Powerpoint slide displayed at event				✓	✓
Verbal thank you at all events	✓	✓	✓		
Blog Post	✓	✓			
Social Media Spotlight	4X YEAR	2X YEAR	1X YEAR		
EVENT TICKETS					
SMPS AZ Event Tickets	6	4	2	1	1
OPPORTUNITIES					
Job board posting	6	4	2		
2-min opening remark at events				✓	✓
Invite to sponsor-only event	✓	✓	✓	✓	✓

IN-KIND SPONSORSHIPS

We welcome and appreciate in-kind support of our chapter. Appropriate recognition of in-kind sponsorships is provided depending on the event format, including your logo on the SMPS Arizona website, verbal recognition, sponsor name badges, etc. Your in-kind contribution may assist with chapter operating expenses or any of the following: Event space, give-a-ways and raffle donations, or service donations (printing, graphics, photography, audio/visual, etc.)

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SPONSORSHIP OPPORTUNITIES

Month	Event Outlook
November 2025	Programs Event: <i>Stories from the Trenches: Best Practices from A/E/C Industry Leaders (11/20)</i>
December 2025	Education Event: <i>Making Your InDesign Proposal Layout Work for You</i>
January 2026	Programs Event: <i>Next Steps, New Goals: Turning Feedback into Fuel</i>
February 2026	Education Event: <i>Leadership Styles</i>
March 2026	Programs Event: <i>Cracking the Code: Inside Public-Private Partnerships</i>
April 2026	Education Event: <i>Delivery, Procurement, Contract 101</i>
May 2026	Programs Event: <i>Mission: Pursuit Possible</i>
June 2026	Education Event: <i>Troubleshooting your AEC Marketing Team</i>
July 2026	Programs Event: <i>Desert Connections: A Southern Arizona Exchange</i>
	Leverage Your Beverage
August 2026	Education Event: <i>Turning Content into Graphics</i>
	Phelix Awards
September 2026	Programs Event: <i>Tech Talk Roundtable: What's Working Now</i>
October 2026	Education Event: <i>Investigative Journalism</i>
November 2026	Programs Event: <i>Coach the Coach: Nail the Interview, Elevate the Team</i>
December 2026	Education Event: <i>AI Prompting in the AEC Industry</i>

*Titles, topics, and dates are subject to change.