

"To advocate for, educate, and connect
leaders in the A/E/C industries."

2026

**SPONSORSHIP
OPPORTUNITIES**

What is SMPS?

The **Society for Marketing Professional Services (SMPS)** is a national organization and a premier provider of marketing and business development resources for the architecture, engineering and construction (A/E/C) industry sectors. Our organization focuses entirely on promoting and advancing the profession through education, networking, and career development. Our membership consists of firm principals, business developers, marketing directors, managers, coordinators, and assistants.

Why Sponsor SMPS?

Austin is the fastest growing major metro in the country. Sponsoring SMPS Austin means sharing your firm's brand and credentials with hundreds of A/E/C firms and professionals to help you connect to clients and build business. Various sponsorship levels provide unique opportunities to interact with industry thought leaders and speakers, as well as access to monthly social, educational, and professional development events.

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What do the Sponsorships Do?

- Enhance the quality and variety of programs and speakers at SMPS events
- Expand the frequency of networking events for greater member engagement
- Increase awareness of SMPS and showcase the value we offer to the A/E/C industry
- Support community initiatives and volunteer opportunities
- Fund sponsorships for local and national key industry conferences

Who Should Sponsor?

- A/E/C firms
- Accounting software suppliers
- Consulting firms
- Binding equipment retailers
- Promotional product retailers
- Catering companies
- Contact management software
- Graphic design firms
- Market research companies
- Office equipment suppliers
- Presentation equipment retailers
- Printing and signage firms

Types of Sponsorship

Annual

This sponsorship adds value to all aspects of the chapter. Your firm will also get the biggest return with complimentary tickets, special privileges, yearlong promotion.

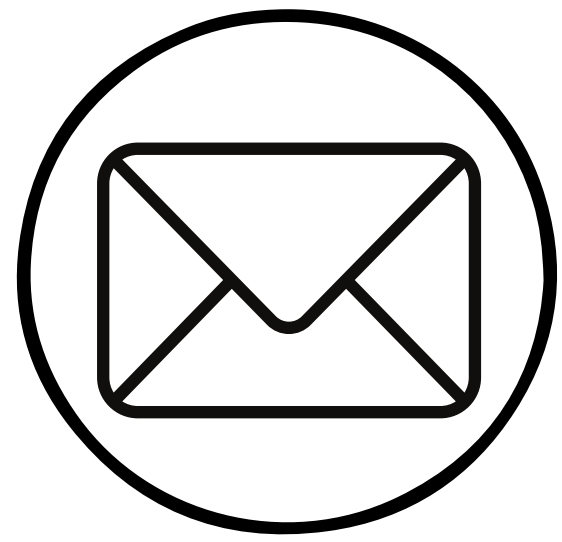
Event

We provide high-quality and diverse special events and luncheon programs for our members and A/E/C community. Our events attract the highest crowds.

In-Kind

We welcome and appreciate in-kind support as another option. Recognition of in-kind sponsorships is provided depending on the event.

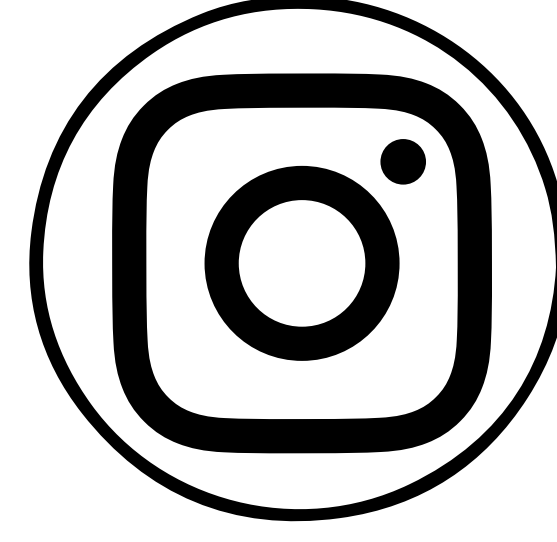
Our Networks Your Network



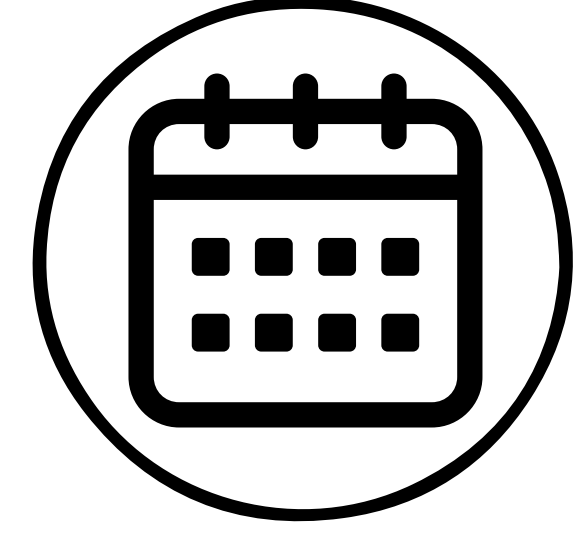
2,700+
email newsletter
subscribers



160+
SMPS Austin
members



1,100+
social media
followers



40+
annual chapter
events

Sampling of Chapter Events



Drinks with Developers



Pickleball Pro-Am



Monthly Luncheon Program



SMPS City Limits

Annual Sponsorship Level Specifics

✉ Contact [Haley Bartley \(hbartley@halff.com\)](mailto:hbartley@halff.com) with any questions regarding sponsorships and to secure your annual spot.

Premier (\$7,500) | 1 available *The most prestigious sponsorship available with exclusive opportunities and benefits.*

- Dedicated slide to promote firm on the SMPS slide deck at all luncheons
- Sponsor table at the entrance of each luncheon with firm information and giveaways
- One-minute speaking remarks at each luncheon
- Two admissions to exclusive pre-luncheon Meet & Greet with program speaker, plus one additional general admission ticket (available for all luncheons) + discount for any additional general admission luncheon tickets
- Two admissions to exclusive Meet & Greet at Drinks w/Developers
- Two tickets to SMPS City Limits (formerly Black & White Bash), includes entry to VIP Happy Hour
- Two tickets to Annual Tournament
- Admission to all virtual Lunch & Learn events (limit one guest per event, excludes Lumenbrite)
- Logo featured on all evites and printed programs at major events
- Firm logo/link featured on SMPS Austin website, email blasts, and social media throughout the year
- Firm spotlight in monthly SMPS Austin newsletter (circulation 2,700)

Platinum (\$5,000) | 5 available *For firms looking be front and center by elevating their presence.*

- Exclusive pre-luncheon Meet & Greet with program speaker, plus one additional general admission ticket (available for all luncheons) + discount for any additional general admission luncheon tickets
- One admission to exclusive Meet & Greet at Drinks w/Developers
- Two tickets to SMPS City Limits (formerly Black & White Bash), includes entry to VIP Happy Hour
- Two tickets to Annual Tournament
- Admission to all virtual Lunch & Learn events (limit one guest per event, excludes lumenbrite)
- Logo featured on all evites and printed programs at major events
- Firm logo/link featured on SMPS Austin website, email blasts, and social media throughout the year
- Firm spotlight in monthly SMPS Austin newsletter (circulation 2,700)

Gold (\$3,000) | 5 available *A standout option for firms looking to connect, engage, and be recognized.*

- One admission to exclusive pre-luncheon Meet & Greet with program speaker (available for 3 lunches)
- One general admission to luncheon program (available for 3 lunches)
- One admission to exclusive Meet & Greet at Drinks w/Developers
- One ticket to SMPS City Limits (formerly Black & White Bash), includes entry to VIP Happy Hour
- One ticket to Annual Tournament
- Admission to all virtual Lunch & Learn events (limit one guest per event, excludes Lumenbrite)
- Logo featured on all evites and printed program at major events
- Firm logo/link featured on SMPS Austin website, email blasts, and social media throughout the year
- Firm spotlight in monthly SMPS Austin newsletter (circulation 2,700)

Silver (\$1,500) | 12 available *A smart choice for firms seeking meaningful exposure at an accessible level.*

- One admission to exclusive pre-luncheon Meet & Greet with program speaker (available for 1 lunch)
- One general admission to luncheon program (available for 1 lunch)
- One ticket to SMPS City Limits (formerly Black & White Bash), includes entry to VIP Happy Hour
- One ticket to Annual Tournament
- Admission to all virtual Lunch & Learn events (limit one guest per event, excludes Lumenbrite)
- Logo featured on all evites and printed program at major events
- Firm logo/link featured on SMPS Austin website, email blasts, and social media throughout the year

Bronze (\$750) | 10 available *Designed for firms seeking cost-effective exposure within the industry.*

- One general admission to luncheon program (available for 1 lunch)
- Admission to all virtual Lunch & Learn events (limit one guest per event, excludes Lumenbrite)
- Logo featured on all evites and printed program at major events
- Firm logo/link on SMPS Austin website, email blasts, and social media throughout the year

SMPS Austin Annual Sponsor Breakdown

Premier Platinum Gold Silver Bronze

	Premier	Platinum	Gold	Silver	Bronze
# of sponsorships available	1	5	5	12	10
Dedicated slide to promote firm at each luncheon	✓				
Sponsor table at entrance of each luncheon	✓				
One-minute speaking remarks at each luncheon	✓				
Exclusive pre-luncheon meet & greet with speaker(s)	unlimited (2 tickets)	unlimited (1 ticket)	3 (1 ticket)	1 (1 ticket)	
Luncheon general admission (1 ticket)	unlimited	unlimited	3	1	1
# of tickets to Drinks with Developers (+ VIP reception)	2	1	1		
# of tickets to SMPS City Limits (formerly B+W Bash)	2	2	2	1	
# of tickets to Annual Tournament	2	2	1	1	
Admission to virtual Lunch & Learns	✓	✓	✓	✓	✓
Firm logo/link on social media, email, website	✓	✓	✓	✓	✓
Firm logo on program/slideshow at major events	✓	✓	✓	✓	✓
Firm spotlight in monthly newsletter	✓	✓	✓	✓	

Benefits effective starting January 1, 2026 through December 31, 2026



SMPS Austin @ Southern Regional Conference 2025

Additional Sponsorship Opportunities

In-Kind Sponsorship

We welcome and appreciate in-kind support as another option. Recognition of in-kind sponsorships is provided depending on the event, including verbal recognition, sponsor signage, etc. Your in-kind contribution may assist with any of the following:

- Membership event give-a-ways
- Raffle donations
- Service donations (printing, mailing, graphics, event photography, etc.)

Event Sponsorship


- SMPS City Limits (formerly Black+White Bash)
- Pickleball pro-am tournament
- Additional opportunities: Job site tour, happy hours, mini-conference, and more!

City Limits Sponsorship Preview

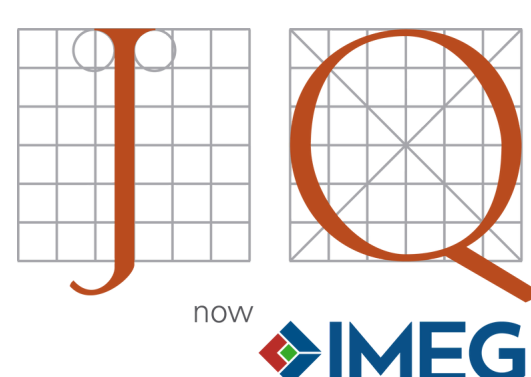
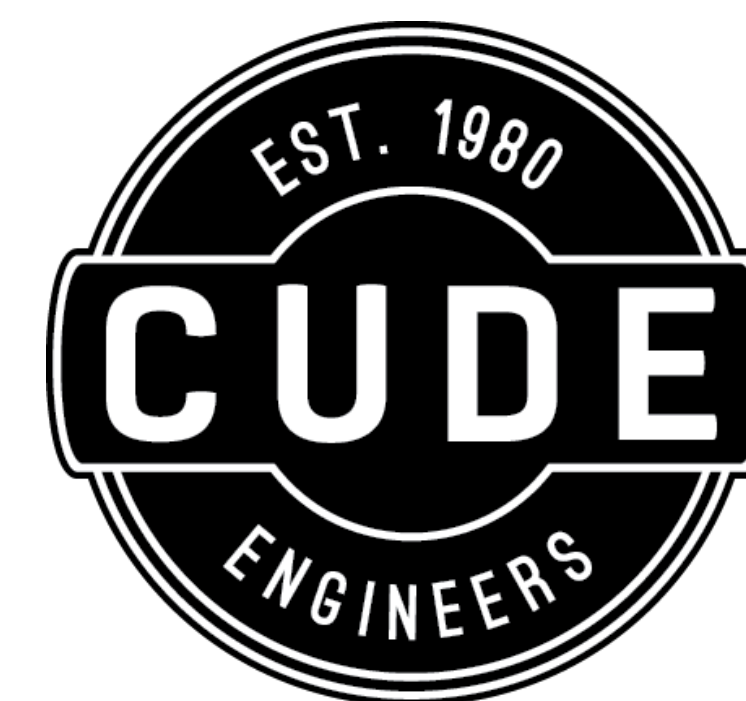
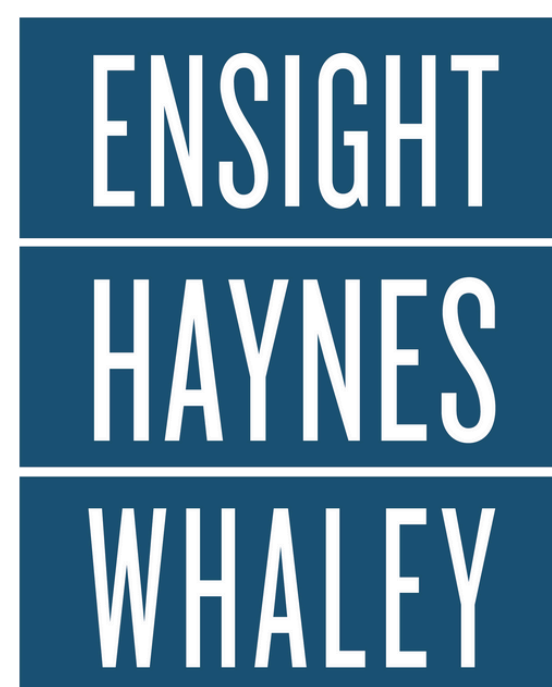
Title \$3,000	Event \$2,500	Hat Bar \$2,000	Entertainment \$1,750	Bar \$1,500	VIP Reception \$1,250	Photo Booth \$1,000	Award \$500	Food \$750	Rideshare \$500	Raffle \$500
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Pickleball Pro-Am Sponsorship Preview

Title \$2,000	Beer & Wine \$1,000	Food \$750	Court \$500
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 Interested in a specific event? Contact Marisa Martinelli (mmartinelli@hitt-gc.com) to secure your event sponsor in advance!

You're In Good Company Previous Annual Sponsors



Ready to sponsor and make your mark?

Contact Haley Bartley (Sponsorship Director) at hbartley@halff.com and/or visit smpsAustin.org

