



# Sponsorship Package

January 1 - December 31, 2024

## 2024 SPONSORSHIP CONTACTS

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OR EMAIL [SPONSORSHIP@SMPS-SAC.ORG](mailto:SPONSORSHIP@SMPS-SAC.ORG)



# MESSAGE FROM THE PRESIDENT



Hillary A. Boden  
Mark Thomas

Dear Future Sponsors:

It is a great privilege to serve as your Chapter President, and I want to thank you for your interest in supporting the Sacramento Chapter with your sponsorship.

### What's the relationship between marketing and business development?

In today's most successful A/E/C firms, marketing and business development work hand in hand. SMPS helps lead that charge. Through programs, education, networking, and mentoring, our members can engage in best practices that help attract and retain clients and employee talent.

### What's the value of SMPS to my firm and staff?

It's a question we get often from A/E/C professionals and firm leaders. SMPS involvement puts your firm in the company of other leading A/E/C firms that prioritize marketing and business development. As the industry and technology evolve, SMPS will continue to lead the way with the latest tools, resources, and opportunities to help keep you and your firm well ahead of the curve.

### Can supporting SMPS impact my business?

SMPS is more than just local events and education; it's an extremely powerful network of more than 7,000 A/E/C professionals encompassing most Engineering News-Record Top 500 Design Firms and Top 400 Contractors. SMPS knowledge, tools, and resources can help differentiate your firm to win more business.

SMPS sponsorships complement your firm's involvement with other professional organizations, such as AIA, APWA, AMFP, CMAA, and DBIA. SMPS regularly partners with these groups to provide marketing expertise across our industry.

Secure your sponsorship before January 1, 2024 and receive 10% off your 12-month sponsorship commitment.

Take your firm to the next level: support SMPS today!

Most Respectfully,

*Hillary Boden*

Hillary A. Boden  
Business Development Manager, Mark Thomas | President, SMPS Sacramento

# A/E/C MARKETING IN THE CAPITAL AREA

The Society for Marketing Professional Services is the only marketing organization dedicated to creating business opportunities in the A/E/C industry. SMPS represents a dynamic network of 7,000+ marketing and business development professionals working to secure profitable business relationships for their design and building companies. The Society and its 61 chapters benefit from the support of 3,700 design and building firms, encompassing most of the Engineering News–Record Top 500 Design Firms and Top 400 Contractors.

## Where professional services marketers find their tribe

Many times, the A/E/C marketer belongs to the smallest department in the firm, which can feel a bit isolating. SMPS brings together like-minded professionals from different disciplines and a wide range of firms, all sharing common goals and challenges.

Most SMPS members cite this sense of community as their number one reason for getting and staying involved. SMPS members enjoy a wide variety of career-bolstering benefits:

## Build a powerful network

It's not who you know. (Okay, maybe it is.) SMPS is the best place to connect with other A/E/C professionals looking to share ideas and best practices from all types of firms, large and small, multidisciplinary and specialized. Get to know other experts in your community and across North America.

## Sharpen skills

SMPS is the go-to resource for marketers who want to further their education and evolve their skill set. Marketing teams come to SMPS not only to find clients, but to develop the skills to go after and keep clients. If you want to grow and develop your marketing team, SMPS is a game changer.

## Gain leadership opportunities

Especially earlier in your career, you don't always get a chance to lead a committee, plan an event, or manage a budget. SMPS gives you opportunities to lead and excel at various levels.

## Differentiate your firm

By understanding and mastering the six domains of practice for professional services marketing, you'll learn how to position your firm for ongoing success.

## Amplify your influence

SMPS offers opportunities to learn, lead, and connect to become a more influential player in your organization and the industry.

“Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day.”

— Beth Comstock  
Former Vice Chair of General Electric

“The most important thing you can do to advance your career is learning from the best. SMPS provides the environment and the network to do that.”

— Matt Zetzi  
Content Marketing Strategist

# SMPS SACRAMENTO AT A GLANCE

## Chapter Professionals and Influencers

- Marketing Managers / Directors 38%
- Marketing Coordinators / Admin 30%
- Business Development Professionals 16%
- Owners / Partners / Firm Executives 12%
- Consultants / Vendors 4%

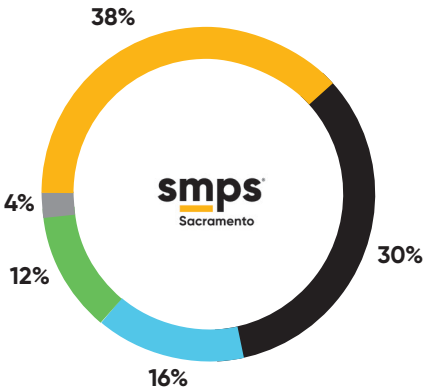


Fig. 1

## Member COUNT Represented by Market Sectors

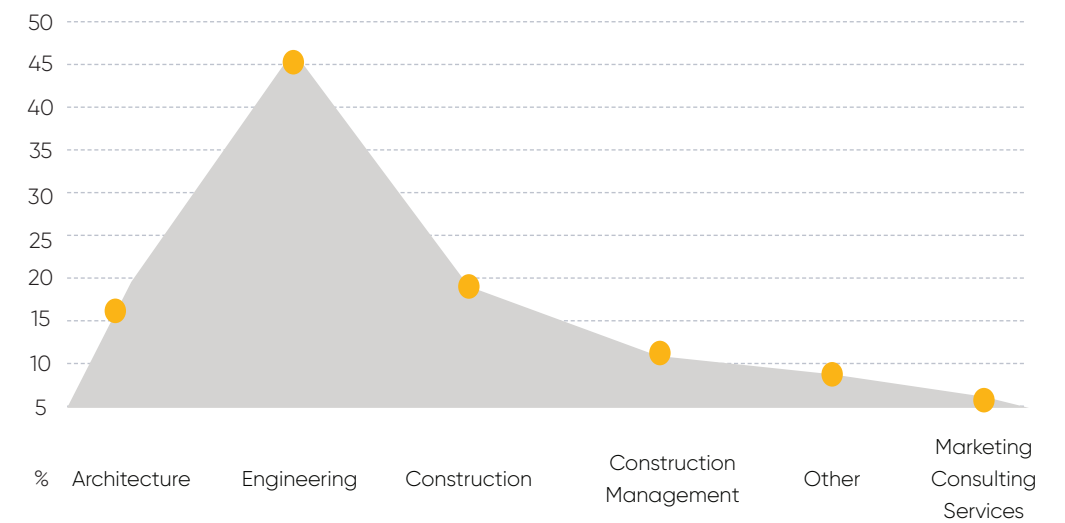


Fig. 2

# 2024 SMPS SACRAMENTO

## ANNUAL SPONSORSHIP OPPORTUNITIES

Pledge Deadline: December 31, 2023

| Benefits                                                                                               | Capitol<br>\$2000 | City<br>\$1500 | Village<br>\$1000 |
|--------------------------------------------------------------------------------------------------------|-------------------|----------------|-------------------|
| Firm logo and link to website posted on the SMPS Sacramento homepage                                   | ✓                 | ✓              | ✓                 |
| Sponsor Spotlight: Opportunity to submit brief firm informational piece for SMPS Sacramento newsletter | ✓                 |                |                   |
| SMPS Sacramento job bank posting(s) (\$299 value per post)                                             | 3                 | 2              | 1                 |
| Social media recognition posts                                                                         | 3                 | 2              | 1                 |
| Verbal recognition at events and firm logo displayed at each SMPS Sacramento event                     | ✓                 | ✓              | ✓                 |
| Firm logo on SMPS Sacramento email communications                                                      | ✓                 | ✓              | ✓                 |
| Firm logo and link to website posted on the SMPS Sacramento sponsorship page                           | ✓                 | ✓              | ✓                 |
| FREE SMPS Sacramento Industry Program event tickets*                                                   | 2 per event       | 2 per event    | 1 per event       |
| FREE SMPS Sacramento Education event tickets*                                                          | 2 per event       | 1 per event    | 1 per event       |
| Complimentary Moderator Sponsorship of one Industry Program (\$1000 value)                             | 1                 | 20% Discount   | 10% Discount      |
| Free registration to Chapter's Leadership Pathways**† (\$100 value)                                    | 1                 |                |                   |
| Free registration to Chapter's Mentoring Pathways† (\$175 value)                                       | 1                 | 1              |                   |

\*Excluding educational workshops and the 2024 End of Year Celebration & Awards Event. Benefits may vary for Programs in which SMPS is partnered with one or more other associations. Please Note: If you are a returning 2023 sponsor you qualify for 10% off your sponsorship.  
\*\* This program is reserved for senior level leaders. Contact sponsorship regarding requirements for participation.  
† Pathway programs start yearly in September or October.  
**MBE, SBE, WBE, DBE, DVBE, VOSB, SDVOSB, etc. sponsors qualify for 25% off any sponsorship level!**



EMAIL: [SPONSORSHIP@SMPS-SAC.ORG](mailto:SPONSORSHIP@SMPS-SAC.ORG)

# 2024 SMPS SACRAMENTO

## PROGRAM & EVENT SPONSORSHIPS

| Benefits                                                                                        | Moderator Sponsor<br>\$1000 | Program Sponsor<br>\$600 | Education Sponsor<br>\$400 | Networking Sponsor<br>\$200 |
|-------------------------------------------------------------------------------------------------|-----------------------------|--------------------------|----------------------------|-----------------------------|
| FREE SMPS Sacramento event tickets*                                                             | 3                           | 2                        | 1                          | 1                           |
| Firm introduction at program/event                                                              | ✓                           |                          |                            |                             |
| Company logo on all program/event collateral                                                    | ✓                           | ✓                        | ✓                          |                             |
| Firm logo on program & event email communications                                               | ✓                           | ✓                        | ✓                          |                             |
| Verbal recognition and firm logo displayed at event                                             | ✓                           | ✓                        | ✓                          | ✓                           |
| Company logo on "Thank You Sponsors" board at Annual Members' Meeting                           | ✓                           | ✓                        |                            |                             |
| Opportunity to hand out SWAG to attendees (average 50-60 per event)                             | ✓                           |                          |                            |                             |
| Guaranteed placement of one firm representative at sponsored table (for luncheon programs only) | ✓                           | ✓                        |                            |                             |

\*Excluding educational workshops and the 2024 End of Year Celebration & Awards Event. Benefits may vary for Programs in which SMPS is partnered with one or more other associations.

“ SMPS not only helps us to position our company as an industry leader but also creates professional development and networking opportunities connecting our communities and growing our business.

— Christopher Wilson  
Vice President, Buildings, Stantec

# 2023-2024 EVENTS & PROGRAM

## PLANNING

### Programs / Professional Development / Events

The Sacramento Chapter of SMPS provides exceptional industry programs, professional development, educational seminars, workshops, and welcoming and exciting networking opportunities for our members and the entire A/E/C industry. These well-attended programs and events are a powerful way to maintain and expand your brand visibility.

### Industry Programs

SMPS Sacramento will be offering 5 programs for the 2023-24 term.

- 3 - Industry Panel Presentations
- 1 - Industry Roundtables / Networking Sessions
- 1 - Exclusive Project Site Visits

### Professional Development Education Sessions

SMPS Sacramento will be offering bi-monthly programs for the 2023-24 term.

- Webinars
- Leadership Training
- Design and Production Skills Training
- Group Learning Seminars
- Marketing Skills Development
- General Business Skills
- Management Skills
- Mentoring Workshops

### Special Events and Networking

SMPS Sacramento will host a variety of networking happy hours, special charity events and holiday events throughout the 2023-24 term.

- New Member Events
- Mentoring Events
- Volunteer Appreciation Events
- Charity Backpack Drive
- Charity SPCA Event
- Charity SMPS Foundation Events
- Holiday Happy Hours
- End of the Year Celebration & Awards Event

## FIRMS REPRESENTED BY OUR MEMBERS

19six Architects  
**3QC, Inc.**  
4Creeks, Inc.  
Advance Design Consultants Inc  
AECOM Hunt  
Airco Mechanical Inc  
Arcadis U.S., Inc.  
Ardurra  
Ascent Environmental Inc  
Atlas Lab Inc.  
Balfour Beatty  
Bender Rosenthal, Inc.  
Bennett Engineering Services  
BKF Engineers  
Blackburn Consulting  
Blair, Church & Flynn Consulting Engineer  
**Boulder Associates**  
Brandman University  
Brown and Caldwell  
Brycon Corporation  
**Buehler**  
Cal Coast Telecom  
California Drywall  
Callander Associates  
Capitol Archive Print  
Capital Engineering Consultants Inc  
CDM Smith  
Century Graphics  
Chax Training and Consulting

Clark Pacific  
Coastland | DCCM  
Coastland Civil Engineering  
Collaborative Design Studio  
Cunningham Engineering  
CYS Structural Engineers Inc  
Deacon Construction  
Dealey Renton & Associates  
Degenkolb Engineers  
Design Workshop, Inc.  
Dewberry  
DLR Group  
Dokken Engineering  
DPR Construction  
Dreyfuss + Blackford Architecture  
ENGEO Incorporated  
Enthalpy Analytical  
**Environmental Science Associates**  
Farr West Engineering  
Fehr & Peers  
FirstCarbon Solutions  
**FLINT**  
GEI Consultants, Inc.  
Geo-Logic Associates  
Geosyntec Consultants, Inc.  
GHD Inc.  
Ghirardelli Associates  
Glumac  
**GO Strategies**

Government Financial Strategies  
Guinn Consulting Engineers, LLC  
Hagans Strategic Consulting, LLC  
Harris & Sloan  
HDR Engineering, Inc.  
HELIX Environmental Planning  
Hensel Phelps  
HGA Architects & Engineers  
Holdrege & Kull Consulting Engineers and Geologists  
ICF  
Interwest Consulting Group  
JK Architecture Engineering  
Kitchell  
Kleinfelder  
Kjeldsen, Sinnock & Neudeck, Inc.  
Landmark Construction  
Lawson Mechanical Contractors  
Lecet Southwest  
Level 10 Construction  
Lionakis  
Lumos & Associates  
M. Neils Engineering, Inc.  
Mark III Construction  
Mark Thomas  
MARKETLINK  
Matriscope Engineering Laboratories, Inc.  
Maytum Marketing Resources  
McCarthy Building Companies, Inc.

McGuire and Hester  
Michael Baker International, Inc.  
**Miyamoto International**  
Mogavero Architects  
Nacht & Lewis  
NCE  
O'Dell Engineering  
Otto Construction  
PK Electrical, Inc.  
Provost & Pritchard Consulting Group  
**PSOMAS**  
PZSE Structural Engineers  
Quad Knopf, Inc. dba QK  
Quincy Engineering  
R.E.Y. Engineers  
R3 Consulting Group, Inc.  
RES  
RMW architecture + interiors  
Rodan Builders, Inc.  
Roebbelen Contracting, Inc.  
S+B James Construction  
Sacramento Business Journal  
SAGE  
**Stantec**  
Studio W  
Swinerton  
Teichert Construction  
Tepa LLC  
Terracon Consultants, Inc.

Tesco Controls, Inc.  
The Boldt Company  
The HLA Group, Landscape Architects & Planners, Inc.  
TRC Engineers, Inc.  
Turley and Associates  
UNICO Engineering  
United Construction  
Vanir Construction Management, Inc.  
**Webcor**  
West Yost Associates  
Westervelt Ecological Services  
**Wood Rodgers, Inc.**  
Woodard & Curran  
Youngdahl Consulting Group  
ZFA Structural Engineers

# 2024 SMPS SACRAMENTO COMMITMENT FORM



## SPONSORSHIP SELECTION (CHECK LEVEL OF CHOICE)

- ☐ **CAPITOL LEVEL** (Annual Sponsor) – \$2000
- ☐ **CITY LEVEL** (Annual Sponsor) – \$1500
- ☐ **VILLAGE LEVEL** (Annual Sponsor) – \$1000
- ☐ Join prior to December 31, 2024 and receive a 10% discount off your specified annual level cost
- ☐ SBE, MBE, WBE, DBE, VOSB, SDVOSB, etc. receive a 25% discount off specified annual level cost (discounts can't be combined)

## PROGRAM OR EVENT SPONSOR LEVELS\*

- ☐ **MODERATOR SPONSOR** – \$1000
- ☐ **PROGRAM SPONSOR** – \$600
- ☐ **EDUCATION SPONSOR** – \$400
- ☐ **NETWORKING SPONSOR** – \$200

\*PLEASE COORDINATE WITH SPONSORSHIP ON PROGRAM OR EVENT SELECTION

## SPONSOR INFORMATION

Name of company:

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Name of contact person:

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Phone number:

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Email:

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Alternate contact for  
coordinating benefits  
(if different from above):

---

Phone number:

---

Email:

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## METHOD OF PAYMENT

☐ Credit Card    ☐ Check    ☐ Invoice me



Credit card payments are accepted via our website at:  
<https://sm<sup>ps</sup>-sac.org/sponsors>

Annual sponsors can pay via our website. Program and Event sponsorships are tied to a specific event and must be coordinated prior to payment. Please contact Sponsorship for more information.



Sponsorship form and check should be mailed to:

SMPS Sacramento  
PO Box 10371  
Sacramento, CA 95816



Preferred to be invoiced?  
Email [SPONSORSHIP@SMPS-SAC.org](mailto:SPONSORSHIP@SMPS-SAC.org) to coordinate.

### For any questions regarding sponsorship levels please contact:

For sponsorship questions or to email completed sponsorship commitment forms, contact the Sponsorship Committee at: [SPONSORSHIP@SMPS-SAC.org](mailto:SPONSORSHIP@SMPS-SAC.org)

For program related questions, contact Programs Committee Chair, Tina Cooper at: [tcooper@markthomas.com](mailto:tcooper@markthomas.com)

For education program questions, contact Education Committee Chair, Marisa Storts at: [marisa.storts@vanir.com](mailto:marisa.storts@vanir.com)

Sponsorship benefits are activated upon payment in full of sponsorship and are valid through December 31, 2024.

### 2024 SMPS SPONSORSHIP COMMITTEE CONTACTS

Marina Hill  
SMPS Sacramento Past President | Sponsorship Chair  
Miyamoto International  
916.213.0984  
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