

# 41<sup>st</sup> MARKETING COMMUNICATIONS AWARDS

The most prestigious awards program recognizing excellence in marketing and communications by professional services firms.

## 2018 MCA SPONSORSHIP PROSPECTUS



SMPS

Society for Marketing  
Professional Services

# 2018 MCA SPONSORSHIP PROSPECTUS

**MAKE AN IMPACT!**

See next page for  
exclusive opportunities!

The Marketing Communications Awards (MCA) Program is the longest-standing, most prestigious competition that recognizes excellence in marketing communications among professional services firms in the design and building industry. This competition provides an unparalleled opportunity for A/E/C firms to showcase marketing best practices to the industry, and an extraordinary opportunity for you to expose these firms to your products and services that support marketing communications.

## POPULAR NATIONAL MCA SPONSORSHIP PACKAGES

Gain visibility at all levels with these opportunities.

### SUPPORTER LEVEL: \$1,500

*\* Includes Friend of MCA benefits plus:*

- Two invitations total to the MCA reception during Build Business
- Company logo on promotional MCA postcard mailing to 8,000 (depending on production schedule)
- Company logo on promotional ad in *Marketer*, mailing to over 7,000 (depending on production schedule)

### FRIEND OF MCA LEVEL: \$500

*\* Benefits include:*

- One invitation to the MCA reception during Build Business
- Company logo and a link to your website on the MCA web page ([www.smeps.org/mca](http://www.smeps.org/mca))
- Company logo and a link to your website on the MCA gallery and online judging portal ([www.smeps.org/mcagallery](http://www.smeps.org/mcagallery))
- Company logo on the MCA event signage at Build Business
- Company logo in the slideshow and verbal acknowledgment from the podium during the Evening of Excellence
- Company recognition on Twitter (6,100 followers) and Facebook (1,800 likes)

## AS A SPONSOR, YOU WILL HAVE THE ATTENTION OF:

- Thousands of potential participants in the competition
- 800+ attendees of Build Business, the premiere experience for A/E/C marketers and business developers, where the winning entries will be on display
- 800+ professionals attending the SMPS Evening of Excellence
- 100+ jurors during online judging event
- Winning A/E/C firms who will be recognized at the Evening of Excellence

**See next page for all MCA event dates.**

## CONTACT

Christine Chirichella at 571.348.2251, or [christine@smeps.org](mailto:christine@smeps.org) or Molly Dall'Erta at 703.549.6117, x231, or [molly@smeps.org](mailto:molly@smeps.org), to discuss sponsorship opportunities.

\* All promotion dependent on receiving logo/information by SMPS production deadlines. All sponsorship packages, options, and benefits are subject to change and available on a first-come, first-served basis.

# LOOKING TO MAKE YOUR MARK IN 2018?

## BRONZE LEVEL: \$2,500

*\*Includes all Supporter level benefits, plus choice of:*

- Floral arrangement sponsor at the Evening of Excellence at Build Business
- Exclusive branded online award gallery/juror portal sponsor **SOLD!**
- Place card or tent card sponsor at the Evening of Excellence at Build Business
- Photo booth sponsor for the Evening of Excellence After Party
- Champagne reception sponsor before the Evening of Excellence

## SILVER LEVEL: \$5,000

*\*Includes all Supporter level benefits, plus choice of:*

- Crystal awards presented to winning firms during the SMPS Evening of Excellence at Build Business **SOLD!**
- Evening of Excellence video sponsor

## GOLD LEVEL: \$10,000

*\*Includes all Supporter level benefits, plus choice of:*

- Overall Evening of Excellence sponsorship — See your name in lights!
- Evening of Excellence program sponsor
- Wine or dessert sponsor for the Evening of Excellence dinner
- Entertainment sponsor for the Evening of Excellence After Party

\* All promotion dependent on receiving logo/information by SMPS production deadlines. All sponsorship packages, options, and benefits are subject to change and available on a first-come, first-served basis.

# MCA EVENTS

**AUGUST 15–17, 2018,  
SAN DIEGO, CA**

**Build Business**

Winning entries on display

**AUGUST 16, 2018,  
SAN DIEGO, CA**

**SMPS Evening of Excellence**

Winners announced and honored

**SMPS**

**Society for Marketing  
Professional Services**

### **BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP**

The Society for Marketing Professional Services (SMPS) is the only organization dedicated to creating business opportunities in the A/E/C industries. With nearly 7,000 members, SMPS provides leadership and professional development programs, industry research, business-building events, and vital marketing resources. Through SMPS, our members tap into powerful networks to form project teams, secure business referrals and intelligence, and benchmark performance. The Society is committed to validating the practice of marketing and business development as essential to the success of all professional services firms.

# 2018 MCA SPONSORSHIP PROSPECTUS

# SPONSOR ORDER

## SPONSOR INFORMATION

Company: \_\_\_\_\_ Company URL: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Yes! We would like to sponsor the 2018 Marketing Communications Awards!

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## LEVEL

Gold (\$10,000) Exclusive Sponsorship of [event/item]  
\_\_\_\_\_

Silver (\$5,000) Exclusive Sponsorship of [event/item]  
\_\_\_\_\_

Bronze (\$2,500) Exclusive Sponsorship of [event/item]  
\_\_\_\_\_

Supporter (\$1,500) Non-Exclusive Sponsorship of [event/item]  
\_\_\_\_\_

Friend of MCA (\$500)

## PAYMENT

Check enclosed (payable to SMPS)  
in the amount of \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to my

AMEX  Visa  MasterCard

Card #: \_\_\_\_\_ Exp. Date .

Name as it appears on card:  
\_\_\_\_\_

Signature:  
\_\_\_\_\_

## EMAIL, FAX, OR MAIL THIS FORM WITH PAYMENT TO:

MCA/SMPS ATTN: Christine Chirichella or Molly Dall'Erta  
123 N. Pitt Street, Suite 400  
Alexandria, VA 22314

Fax: 703.549.2498  
ATTN: Christine Chirichella or Molly Dall'Erta  
Phone: 571.348.2251 or 703.549.6117 x231  
Email: christine@smps.org or molly@smps.org

## COMPANY LOGO (REQUIRED)

Please send a 300 dpi graphic file in .eps vector format of your company logo to molly@smps.org as soon as possible.

## SPONSORSHIP PAYMENT SCHEDULE AND TERMS

50% due within 30 days of agreement and final balance due by April 4, 2018. Nonrefundable, cannot be canceled.

Although payments to SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.