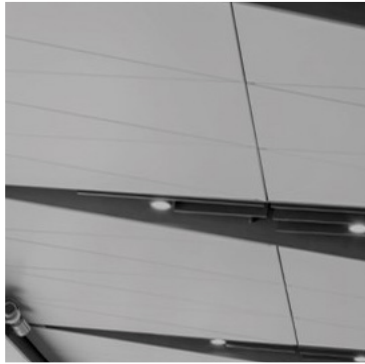


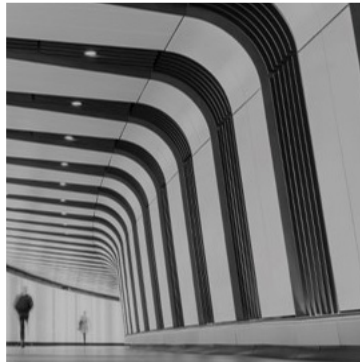
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**AWARDS,  
RECOGNITION, &  
SPONSORSHIP**

**2020-21**



# SMPS MISSION

**To advocate for, educate, and connect leaders in the building industry.**

# SMPS VISION

## **Business Transformed through Marketing Leadership.**

Our vision is for firms to execute marketing principles (research, strategy, branding, communications) to drive business decisions and pursue work that aligns with their brand, which will result in profitable operations and a respected market position.

### **What does “business transformed” mean?**

- Being able to clearly define and communicate what sets your firm apart
- Understanding the important balance between marketing and business development
- Helping our members anticipate and navigate the trends and challenges on the horizon
- Operating your business like it’s not business as usual

# SMPS DEI PHILOSOPHY & POLICY

SMPS recognizes, respects, and values the dignity of all people. We are united in our stance against all forms of injustice and inequity. SMPS commits to actively champion diversity, equity, and inclusion (DEI) within our organization, the firms we represent, the communities we serve, and the architecture/engineering/construction (A/E/C) industries. We are intentionally working to increase participation in our organization and the A/E/C industries by underrepresented groups; advocate for recruitment and retention of professionals of all backgrounds by creating inclusive and welcoming environments; and promote equality and opportunities for advancement in the Society and industry overall. Together, we can transform our businesses, enhance membership experiences, and influence change in our communities.

We recognize that our diversity is reflected by our different people and firms. We believe our varying ethnicities, cultures, religious beliefs, genders, sexual orientations, ages, levels of experiences, physical abilities, and other differences benefit us as individuals and as an organization. In SMPS, we will organize and promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment, and participation of diverse persons and firms.

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# **AWARDS, RECOGNITION, & SPONSORSHIP**

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## SAMPLES, RESOURCES, AND FORMS

All samples, resources, and forms referenced may be found in the library of the [MySMPS All Chapter Leaders Community](#), in the Awards and Sponsorship folders.

Links to SMPS award programs and sample chapter sponsorship materials:

- [MCA Program](#)
- [Weld Coxe Marketing Achievement Award Criteria](#)
- [Chapter President of the Year Criteria](#)
- [Striving for Excellence Criteria](#)
- [Sample Chapter Sponsorship Packages/Levels](#)

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## INTRODUCTION

In this section of the manual, you will find information on developing chapter awards programs, along with details on SMPS chapter awards. You'll also find information on building a successful sponsorship program.

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## CHAPTER AWARDS

Awards programs recognize excellence in marketing in the design and building industry. There are many possible categories of awards, including awards for marketing communications, as well as awards for participation in marketing and industry activities.

Awards programs can be open to both members and nonmembers. They provide opportunities to showcase outstanding marketing efforts as well as increase the visibility of the organization within the community at large. The awards programs should be developed to the highest quality level possible.

### Defining Entry Categories

#### Recognizing Marketing Professionals

These awards recognize outstanding contributions and achievements of top marketing professionals for their contributions to their firm's success and advancement of the marketing profession. Examples include Marketing Executive of the Year, SMPS Member of the Year, and Marketer of the Year.

Criteria may include accomplishments in:

- promoting chapter activities
- service to the profession
- marketing and strategic planning
- firm management contributions
- achievement of firm goals
- quality of marketing materials
- innovative/creative approaches to new markets or services

#### Recognizing Firms

These awards typically recognize marketing and communications efforts of the firm. There are a wide range of benefits to firms submitting entries. These include peer recognition, publicity, feedback from experts, networking opportunities, and firm morale building. To increase participation, allowing firms to compete against firms of comparable size is advisable. Chapters most typically define firm size by either annual revenue or personnel. Some types of awards can be chosen independent of firm size, such as Best of Show.

The chapter will need to identify how to classify firms that use outside consultants. When outside consulting or graphic design firms are used, the firm size designation should refer not to the consultant but apply to the firm that the piece is for.

Entry categories should be clearly defined, as well as the timeframe for when the piece was developed. Examples of categories and criteria are listed below.

Example Categories	Criteria and Scoring
<ul style="list-style-type: none"> <li>• advertising</li> <li>• annual report</li> <li>• book/monograph</li> <li>• brochure</li> <li>• corporate identity</li> <li>• direct-mail campaign</li> <li>• holiday</li> <li>• internal communications</li> <li>• magazine</li> <li>• team collaboration</li> <li>• mobile app</li> <li>• multimedia and three-dimensional design</li> <li>• newsletter-external</li> <li>• newsletter-internal</li> <li>• promotional campaign</li> <li>• recruitment and retention communications</li> <li>• social media</li> <li>• special event</li> <li>• tradeshow marketing</li> <li>• video/podcast</li> <li>• website</li> <li>• Best of Show</li> <li>• People's Choice</li> </ul>	<p>Point systems are typically used to evaluate entries. Point categories can include:</p> <ul style="list-style-type: none"> <li>• satisfaction of objectives</li> <li>• creativity</li> <li>• quality</li> <li>• content</li> <li>• results</li> </ul>

### Jurors

Potential jurors should be selected for expertise in marketing, communications, and the A/E/C industry. Including clients on the judging teams can heighten interest in awards programs.

Consider inviting local reporters or editors to participate as jurors. This creates an opportunity to build media relationships in person while exposing the media to the news and activities in your chapter and to the value of marketing in the A/E/C industry.

### Awards

Based on established criteria and scoring systems, firm awards can be distributed for several places in each category. Awards should only be given if all identified criteria are met. As a result, some categories may have no qualifying entries.

## Marketing and Communications

An aggressive and creative marketing program will emphasize the value of participating in award programs. A marketing plan should be developed with a schedule of promotions.

### Call for Entries

A Call for Entries should be widely publicized. It should include goals and objectives, eligibility requirements, submission guidelines, delivery instructions, contact information, submittal graphic standards, judging criteria, information on awards presentations, and an application form.

Requirements must be clearly stated. Actual submittal elements will be dependent on the category of award. In general, an award submittal should include:

- entry form
- entry fee (if applicable)
- creative brief or description of entry
- objective
- content
- results
- budget
- exhibits/examples

### Notification

A notification should be sent to all firms who entered the awards competition to notify them about the status of their entry(ies). For those that entered multiple categories, the letter should clearly designate which categories received awards. The notification also should outline when/where rankings will be announced. Winners should be informed about the procedure for attending the awards ceremony and submitting additional materials, such as display boards or digital images for display.

### Awards Event

Awards are typically presented at an evening event. Participating firms should be encouraged to send a representative to the event announcing final rankings. The event can include viewing of all entries, networking, keynote speakers, or other activities.

### Additional Information

Chapters should establish a strong committee to develop an awards program, and research a variety of awards programs to become familiar with best practices. Six months to a year is not an atypical planning time span. A schedule and budget will need to be developed. Sponsorships are an important tool in developing many awards presentation events. As part of the program development, chapters will need to decide whether submittals will be returned to entrants.

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## AWARDS PROGRAMS OFFERED BY SMPS

Information and criteria for all SMPS awards programs are posted in the [Recognition](#) section of the SMPS website, announced in *Marketer* and communications to the chapters, and advertised in blast emails to the membership. Entry deadlines vary from program to program and can be found in communications and on the website. Awards are presented during an awards ceremony at the annual conference each summer.

### Marketing Communications Awards

The SMPS Marketing Communications Awards recognize outstanding marketing vehicles created by architectural, engineering, design, and construction firms. Award winners benefit from industry recognition, networking opportunities, and free publicity in SMPS publications and press releases, and on the SMPS website.

### Weld Coxe Marketing Achievement Award

The annual Weld Coxe Marketing Achievement Award salutes an individual whose achievements and lasting contributions to the industry are exemplary. To be eligible for consideration, a nominee must be an SMPS member and have demonstrated significant and measurable accomplishments in research, education, leadership, marketing, and innovation.

The deadline for entries is typically May of each year. For more information, visit the [MAA](#) page on our website or contact Molly Dall’Erta at [molly@smps.org](mailto:molly@smps.org).

### Chapter President of the Year Award

The Chapter President of the Year Award recognizes a chapter president who exemplifies excellence in leadership by building a stronger, more vital chapter—the foundation of SMPS.

For program requirements, visit the [CPY](#) page on our website or contact Molly Dall’Erta at [molly@smps.org](mailto:molly@smps.org).

### Striving for Excellence Awards

The Striving for Excellence Awards recognize chapters for excellence in their management and service to members. The award program’s objectives emphasize a chapter’s:

- program/education goals
- leadership and chapter management
- membership
- communications
- financial health

Separate awards may be given for the following:

Communications	Programs
<ul style="list-style-type: none"><li>• Newsletter</li><li>• Website</li><li>• Social Media</li></ul>	<ul style="list-style-type: none"><li>• Educational Program</li><li>• Special Event</li></ul>

The deadline for entries is typically January of each year. For additional information and criteria, visit the [SFE](#) page on our website or contact Molly Dall’Erta at [molly@smps.org](mailto:molly@smps.org).



## Fellows Recognition Program

The Fellows of SMPS represent the highest level of experience and leadership in marketing within the design and building community. The Fellows serve as a resource at the chapter, regional, and headquarter's levels, providing insight, ideas, programs, and mentoring for the benefit of the members and the Society. In addition, these individuals teach, write, and speak on marketing issues outside of SMPS, working to advance the profession of marketing professional services throughout the A/E/C industries.

Only members who have been active in the Society for at least 10 years of the previous 15 consecutive years, have 15 years experience as a marketer and/or business developer in the A/E/C industry, and have held a current Certified Professional Services Marketer designation for a minimum of five years are qualified to apply for Fellow. The deadline to submit an application is usually in late April.

For additional information, visit [www.smeps.org/members/recognition/fellows-recognition-program](http://www.smeps.org/members/recognition/fellows-recognition-program) or please contact Molly Dall'Erta at [molly@smeps.org](mailto:molly@smeps.org).

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## SPONSORSHIP

Sponsors enhance a chapter's ability to deliver benefits and resources to members. Sponsorship opportunities can include: regular events, educational seminars, special events, awards programs, websites, and newsletters. Sponsorships can also tie in opportunities for branding and name recognition on event merchandise such as lanyards, pens, plastic cups, and registration tote bags. Event sponsors are particularly important to help ensure the program's success and, if necessary, to defray some of the costs associated with the event. Event sponsors would benefit from local publicity/promotion and an enhanced image within the A/E/C community.

It is important to remember that sponsorship is a business investment for the sponsor. Therefore, it is key that you communicate the value of reaching the targeted audience you have to offer and how the sponsor will derive direct benefit. Some sponsors simply wish to receive name recognition while other sponsors may expect to see a financial return on their investment. Sponsorships should be offered on varied levels and should be customizable to accommodate the needs of different sponsors. The more flexible and creative you are, the more successful you'll be.

Sponsorships with the highest value offer more than a company logo on event promotions and signage.

To add value, sponsors can be provided with complimentary registrations for staff or customers, complimentary booths or tabletops, VIP seating at speaker tables, mailing lists for direct-mail purposes, advertising, or private receptions with speakers or guests.

Sponsorships are best priced according to the value of the sponsorship, not the actual cost. For instance, lanyards and tote bags may be less expensive to purchase than food and beverages, but these items are often the most highly visible items and give the greatest recognition to the sponsor.

Here are a few steps to take in order to develop an organized approach to sponsorship:

- ☑ Identify all possible exposure and promotional opportunities for sponsors, including events, venues, and merchandise.
- ☑ Identify a specific volunteer position responsible for overseeing sponsorship.
- ☑ Define accountability and financial goals.
- ☑ Develop a benefits statement/package.
- ☑ Develop a marketing piece and price sponsorships according to value (not cost).
- ☑ Identify potential sponsors and keep track of their contact information electronically.
- ☑ Contact each prospect individually and keep records of communications and agreements. Use phone, email, and face-to-face meetings as appropriate.
- ☑ Recognize sponsors with links on the chapter website, in promotional blast emails, or other ways as outlined in benefits.
- ☑ Follow up immediately and consistently with sponsors—know what worked, what didn't, and secure a commitment for the following year.

## **Finding a Sponsor**

When looking for a sponsor, consider a company whose products or services are targeted at services required by marketers, business developers, and/or the A/E/C industries. Companies with local sales representatives also make good sponsorship prospects. Vendors that members already buy from often make the hottest prospects. Find printers, photographers, trade show display manufacturers, office equipment resellers, promotional product distributors, consultants, and software manufacturers with a known commitment to promoting the industry and with a strong presence in the community. If your chapter requires printing, signage, web development, photography, awards, etc., then in-kind sponsorships may be the easiest to secure. Sponsors who are able to donate services and products in exchange for sponsorship are also good prospects to seek out.

## **Letter and Material Development**

When developing a sponsor letter, the body text should identify your need, define the purpose of the event, make a formal request, and promise a follow-up call within a specified timeframe. Create a marketing piece outlining opportunities and benefits to send with your letter. To entice sponsors, you may want to provide success stories and testimonials from previous sponsors to include in your marketing materials to demonstrate value.

Your sponsorship piece should include information on the demographics of your membership, for example title or industry breakdown, as well as sample attendee firms or sponsor firms from past events. You may also want to include statistics collected from post-event surveys, such as percentage of members looking for vendors' services or percentage who have purchasing authority. In short, you want to convey in a concrete way that your chapter is a relevant and valuable audience for your sponsors.

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## SMPS HQ STAFF

### EXECUTIVE TEAM & OPERATIONS

**Chief Executive Officer**

Michael V. Geary, CAE  
[michael@smps.org](mailto:michael@smps.org)  
703.684.2260

**Deputy Chief Executive Officer**

Tina Myers, CAE  
[tina@smps.org](mailto:tina@smps.org)  
703.684.2263

## Operations Manager

Kevin Doyle  
[kevin@smps.org](mailto:kevin@smps.org)  
703.684.2271

### FINANCE

**Chief Financial Officer**

Antonio Payne, CPA  
[antonio@smps.org](mailto:antonio@smps.org)  
703.684.2261

### GROWTH, ENGAGEMENT, AND PROFESSIONAL DEVELOPMENT

**Chief Strategy Officer**

Marci Thompson  
[marci@smps.org](mailto:marci@smps.org)  
703.684.2262

**Publications Manager**

Christine Chirichella  
[christine@smps.org](mailto:christine@smps.org)  
703.684.2264

**Program and Logistics Coordinator**

Semra C. Ergun  
[semra@smps.org](mailto:semra@smps.org)  
703.684.2275

**Vice President, Component Relations**

Natalie Gozzard  
[natalie@smps.org](mailto:natalie@smps.org)  
703.684.2265

**Member Engagement Coordinator**

Matthew McFadden  
[matthew@smps.org](mailto:matthew@smps.org)  
703.684.2277

**Component Relations Manager**

Julio Santos  
[julio@smps.org](mailto:julio@smps.org)  
703.684.2269

### MARKETING AND ANALYTICS

**Awards Program Director**

Molly Dall'Erta  
[molly@smps.org](mailto:molly@smps.org)  
703.684.2270

**Content Manager**

Linda Smolkin  
[linda@smps.org](mailto:linda@smps.org)  
703.684.2266

**sm**ps

625 N. Washington Street  
Suite 302  
Alexandria, VA 22314  
Phone 703.549.6117  
@SMPSHQ