Annual Sponsorship Opportunities



smps
Oregon

A DIVERSE COMMUNITY OF MARKETING AND BUSINESS DEVELOPMENT PROFESSIONALS WORKING TOGETHER TO MOVE THE A/E/C INDUSTRIES FORWARD.



ABOUT SMPS OREGON

Founded in 1973, SMPS now has over 7,500 members across 58 chapters in the U.S. and Canada, serving professionals in fields like architecture, engineering, planning, interior design, construction, and specialty consulting. The SMPS Oregon chapter is one of the oldest, largest, and fastest-growing chapters in the country, with over 250 members representing over 150 A/E/C firms. Sponsoring SMPS Oregon offers a prime opportunity to connect with industry leaders and decision-makers throughout Oregon and SW Washington, fostering relationships and promoting your firm at every SMPS event.

MEMBER OVERVIEW

Reach a targeted audience of seasoned A/E/C marketers, business developers, and firm leaders responsible for driving revenue and strategic growth. A few facts about our membership include:

- **97% fill A/E/C marketing and business development roles**
- **50% have ten or more years of experience**
- **Two-thirds manage firm-wide marketing departments**
- **29% are principals, associates, or directors**

NEXT STEPS

Ready to become an SMPS Oregon Annual Sponsor?

Sign up online

Visit the SMPS Oregon sponsorship webpage at **smpsoregon.org/sponsorship_opportunities** to select your sponsorship level and complete your registration.

Have questions?

Contact Kelly Johnson, 2027 Chapter President, at **kelly.johnson@3j-consulting.com** to discuss opportunities, benefits, or the sponsorship process.

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	UMPQUA $3,000	MCKENZIE $2,000	COLUMBIA $1,500	WILLAMETTE $1,000	DESCHUTES $500
	2 spots*	5 spots*	8 spots*		
Annual SMPS Membership ($450 value)	1				
Sponsored blog post on website	✔	✔			
Host a complimentary workshop or informational session**	✔	✔			
Recognition on website, events, and e-newsletter	✔	✔	✔	✔	✔
Opportunity to display marketing materials at events	✔	✔	✔	✔	✔
Complimentary event tickets***	4	4	2	2	1
Complimentary Inclusive Partnership Mixer tickets	4	2	1		
Complimentary Boards, Bags & Brews social tickets	4	2	1		
Complimentary Market Mixer tickets	4	2	1	1	
First opportunity to renew annually	✔	✔	✔	✔	✔

* Sponsor limits are guidelines, not guarantees of exclusivity. SMPS Oregon chapter leadership may, at its discretion, add sponsors at any level, including in-kind sponsors.

**Sponsor may host one educational or informational session for SMPS Oregon members on a topic of their choice, including a product demonstration, project tour/walk, case study, industry trend discussion, or professional development topic. Sessions are subject to chapter approval, scheduling, and venue requirements.

***Does not include Market Mixer, Inclusive Partnership Mixer, or Boards, Bags & Brews

We want every sponsor to get the most from their investment. If you have specific goals or needs, we're open to discussing a tailored benefits package that works for your firm and supports the chapter.

Additional Opportunities

IN-KIND SPONSORSHIP

SMPS Oregon welcomes in-kind sponsorships, including donations of goods, services, venues, expertise, or other resources that support the chapter's programs and operations. **Annual in-kind sponsorships require a 12-month commitment**. Chapter leadership will evaluate the fair market value of each contribution and assign benefits commensurate with that value, aligned with the corresponding sponsorship level in the matrix on the previous page.

EVENT SPONSORSHIP

Our calendar of events throughout the year includes educational workshops, panel discussions, networking socials, and cornhole competitions. By sponsoring an event, your firm gains direct exposure to a targeted audience. Event sponsorships range from $250 to $1,500 and may include an opportunity to speak at the sponsored event.

Education Events

Throughout the year, the chapter hosts workshops, lunch & learns, and webinars that focus on the professional development of our membership and the greater AEC marketing community. Events are a mix between virtual and in-person and are typically attended by 25 to 60 people.

GROW

GROW is an annual member outreach event that focuses on member growth and engagement. This is an in person event that is typically attended by over 100 people.

MARKET MIXER

A signature event that our members look forward to every Spring, Market Mixer attracts decision makers from all aspects of the built environment, including principals, project managers, developers, and more. This is an in person event that is typically attended by approximately 200 people.

BOARDS, BAGS & BREWS

Our chapter hosts an annual cornhole competition, networking opportunity, and fundraiser to start of the summer season every year. This is an in person event that is typically attended by approximately 200 people.

INCLUSIVE PARTNERSHIP MIXER

Our Inclusive Partnership Mixer is designed to foster connections with DMWESB-owned firms. The mixer provides an opportunity to discover new partnerships and attracts principals and project managers. This is an in person event that is typically attended by approximately 100 people.



SMPS OREGON WILL HOST AT LEAST 15 EVENTS IN 2027, RANGING FROM MEMBERS-ONLY GET TOGETHERS TO CONTINUING EDUCATION AND DEVELOPMENT TO OUR SIGNATURE NETWORKING EVENTS, REACHING APPROXIMATELY 2,000 ATTENDEES.

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