



2026 ANNUAL SPONSORSHIP OPPORTUNITIES

Co-Directors of Sponsorship + Points of Contact

Brittany Anderson, Marketing Coordinator at Colliers

Rachel John, Marketing Director | Associate at BOUDREAUX

sponsorship@smpspalmetto.org

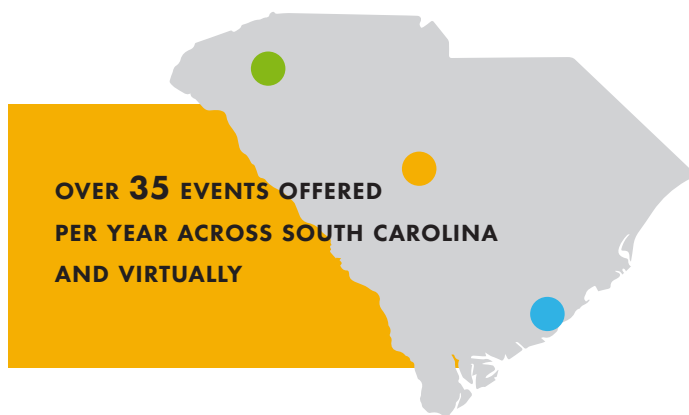
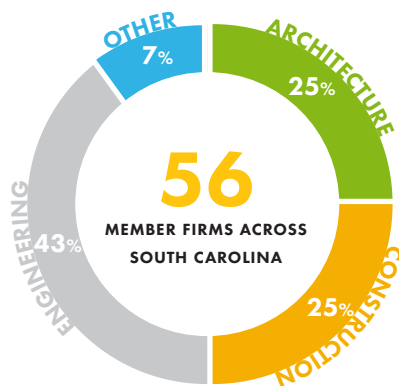
What is SMPS?

The Society for Marketing Professional Services (SMPS) is a diverse community of over 7,000 marketing and business development professionals working together to move the A/E/C industries forward. SMPS is a national organization and premier provider of marketing and business development resources for the A/E/C industry sectors. Our organization focuses on promoting and advancing the profession through education, networking and career development. Our membership consists of firm principals, business development executives, marketing directors, managers, coordinators and assistants.

Who is SMPS Palmetto?

SMPS Palmetto is the only SMPS chapter in the state of South Carolina. Since its founding in 2010, SMPS Palmetto has been dedicated to advocating, educating and connecting marketing and business development professionals in South Carolina's A/E/C industry through networking, professional development, leadership opportunities and research. At over 120 members, SMPS Palmetto offers a competitive advantage in positioning member firms successfully in the marketplace while providing resources to advance individual member's careers.

QUICK FACTS + IMPACT



SMPS PALMETTO SPONSORSHIP BENEFITS

- Exposure to principals, marketers, professionals and decision-makers throughout the state of South Carolina from the Lowcountry to the Midlands to the Upstate
- Stand out from the competition and lead by example
- Receive recognition at industry events
- Cultivate new and existing relationships face-to-face and virtually with potential partners and clients
- Distinguish yourself as a business leader within the A/E/C, real estate and development industries

WHO SHOULD SPONSOR?

- A/E/C firms
- Billing software suppliers
- Consulting firms
- Binding equipment retailers
- Promotional product retailers
- Catering companies
- CRM management companies
- Graphic design firms
- Market research companies
- Media and press
- Office equipment suppliers
- Presentation equipment retailers
- Printing and signage firms
- Real estate and development firms

Annual Sponsor Opportunities

Annual Sponsorships are open to both member and non-member firms, and there is no limitation placed on competing firms for Annual Sponsorships. Annual sponsorships run from January 1st to December 31st.

	PLATINUM \$2,000	GOLD \$1,000
BENEFITS		
Company Logo with Hyperlink to Company Website on SMPSPalmetto.org	✓	✓
Company Featured on SMPS Palmetto Social Media Channels <i>(ideas for postings: company news, updates, firm overviews, promotions)</i>	✓ 3 posts annually	✓ 1 post annually
Verbal Recognition + Logo Displayed at all SMPS Palmetto Programs and Events	✓	✓
Free Program and Event Registration	✓ 10 annually	✓ 5 annually
Opportunity to Host one SMPS Special Event (Hard Hat Tour, Project Showcase, or In-Office Gathering)	✓	
Access to Membership Roster	✓	
Access to Programs Virtual Training Library at Year End (est. 5 per year)	✓	
Opportunity to Provide Company Job Postings to be Promoted on SMPSPalmetto.org	✓	

Program Sponsor Opportunities

With over 35 events planned for 2026, Program Sponsorships are a great way to gain exposure through a topic-focused or networking event. Program Sponsorships are available per event. If interested in this opportunity, please contact sponsorship@smpspalmetto.org for more information and pricing.

	PROGRAM \$500	TABLE \$750
BENEFITS		
Opportunity to Provide a Banner and Speaker Gift(s) at Program	✓	✓
Opportunity to setup a table/booth at the program next to registration		✓
Company Featured on SMPS Palmetto Social Media Channels Prior to Event	✓ 1 ticket	✓ 5 tickets
Free Program and Event Registration	✓	✓

Thank you for choosing to support SMPS Palmetto! We look forward to our chapter's 2026 program offerings with your critical support. Your firm will get the largest return on investment with complimentary tickets, special privileges, year-long promotion and more! SMPS Palmetto Chapter board members receive \$500 off annual sponsorship prices.

COMPANY NAME

commits to acting as a

"PLATINUM" OR "GOLD" SPONSOR

for the Society for Marketing Professional Services (SMPS) Palmetto chapter in South Carolina.

Firm members will have the ability to network at each program and will receive all benefits as stated in the 2026 Sponsorship Opportunities document for the level indicated below.

ANNUAL SPONSORSHIP

- PLATINUM LEVEL (\$2,000)
- GOLD LEVEL (\$1,000)

PROGRAM SPONSORSHIP

- I WISH TO BE CONTACTED ABOUT PROGRAM SPONSORSHIPS (\$500-\$750)

IN-KIND SPONSORSHIP

- I WISH TO BE CONTACTED ABOUT IN-KIND SPONSORSHIPS (\$500-\$1,500)

NEXT STEPS

Please [email](#) a copy of this sponsorship form as well as a high-resolution logo (vector format preferred) and brief company description to:

Brittany Anderson + Rachel John
Sponsorship Co-Directors
sponsorship@smpspalmetto.org

Payment is due upon completion of this agreement form.

[Payment via credit card is preferred](#) and can be set up by visiting our [Sponsorship Page](#).

If preferred, payment via check should be made out to SMPS Palmetto and mailed to the address below:

SMPS PALMETTO
P.O. Box 2407
Mount Pleasant, South Carolina 29465

2025 Was a Great Year for SMPS Palmetto!

This year, we proudly hosted a variety of programs, events, and networking opportunities across the state—both in person and virtually.

Monthly Empower Hours in the Lowcountry, Midlands, and Upstate created space for connection and discussion. Workshops covered practical topics like proposal management, social media and graphic design.

Lunchtime panel discussions featured conversations on economic development, leadership and industry trends. Members also enjoyed facility tours, networking socials and webinar watch parties.

With events held each month, we're proud of the opportunities we created—and the strong community we're building together.

We're All Ears

Have an idea for a program or event? Email sponsorship@smpspalmetto.org and we'll pass along your idea!

Save the Date!

We're excited about the following programs, events, and networking opportunities planned for 2026:

- Monthly Empower Hours
- Education/Training Workshops (examples include: proposal management, social media management, graphic design)
- Lunchtime Panel Discussions (examples include: economic development, leadership development, industry-specific)
- Facility Tours
- Networking Socials
- Webinar Group Viewings

A Look at Our Favorite Moments





President
Cate Smolinsky

2025-2026



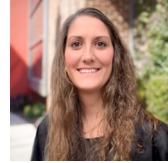
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Hood Construction



Past President
Elizabeth Dees, MBA, CFSM
Trident Construction



Secretary
Katie Meyers
Parrish & Partners



Treasurer
Kara Thomason
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Advisor
Jehan Wills
McMillian Pazdan Smith



Advisor
Caitlin Rath, CFSM
Kimley-Horn



Sponsorship Director
Brittany Anderson
Colliers



Sponsorship Co-Director
Rachel John
BOUDREAUX



Membership Director
Niki Pastore
ECS Southeast, LLC



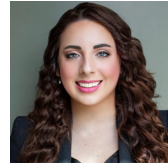
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Neel-Shaffer, INC



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Patty Tidd
Hood Construction



Programs Co-Director
Liz McCary
Colliers



Communications Director
Parker Stalvey
Safeguards Consulting



Communications Co-Director
Shelley Smith
McMillian Pazdan Smith

THANK YOU 2025 SPONSORS!



Platinum Sponsorship



Platinum Sponsorship



Platinum Sponsorship



Platinum Sponsorship



Platinum Sponsorship



Platinum Sponsorship



Gold Sponsorship



Pedigree Public Relations

Gold Sponsorship

In-Kind Sponsorship:

