



sm^{ps}
New York

**2025-2026
SPONSORSHIP
OPPORTUNITIES**

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Sponsor SMPS New York

CAN YOUR FIRM AFFORD TO MISS THIS OPPORTUNITY?

Sponsoring the New York Chapter is a great way to increase your firm's visibility to thousands of marketing and business development decision-makers in the greater Metropolitan area. Sponsorship, and the active involvement in the chapter that comes with it, provides innumerable opportunities for firm leaders and change agents to:

- Generate new leads
- Anticipate trends and upcoming opportunities in a variety of market sectors
- Learn new skills to promote and better position their firms for profitability, and
- Expand their network throughout the Tri-state AEC and CRE industries

Sponsors reap the benefits of our chapter's expansive reach.



4,500

Social media followers who will see your firm



650+

Attendees to our programs during the 2024-2025 chapter year



200+

Chapter members; one of the largest in the country



2,000+

Actively-subscribed recipients of our mailing list; no fluff members here!



THE COMPANY YOU'LL KEEP

A selection of the companies we do business with.

Sponsor Firms

(partial list)

AFG
AKF Group
Arup
Buro Happold
Cerami
Cosential
D&B Engineering
Daikin
Dattner
Dewberry
E-J Electric
EverGreene Architectural Arts
First Environment
FullStack Modular
FXCollaborative
Hausman
HDR
Henderson Engineering
HLB
Howard L. Zimmerman Architects
Hunter Roberts
Hygrade Business Solutions
IPS
Kohler Ronan
Lafayette Metal & Glass
Langan
LERA
Liebhaber
Lilker
Mancini Duffy
MMC Contractors
Nelson & Pope
O'Donnell & Naccarato
One Lux Studio
Open Asset
PKSB Architects
Pullman SST
Schneider Electric

Member Firms

(partial list)

Abel Bainnson Butz
Acoustic Distinctions
ALC Environmental
Array Architects
BAM Architecture Studio
Bohler Engineering
COWI
CetraRuddy Architecture
Cooper Robertson
Dewberry
DeSimone Consulting Engineers
Dragados USA, Inc.
Diller Scofidio + Renfro
DY Consultants
Ennead Architects
Fisher Dachs Associates
GFT (formerly Gannett Fleming)
GEI Consultants
Gilbane
Ismael Leyva Architects
Jaros, Baum & Bolles
JFK&M Consulting Group
L&K Partners
Marvel Architects
McKissack & McKissack
Metropolis Group, Inc.
Mueser Rutledge Consulting
Engineers
Pavarini McGovern
Perkins Eastman Architects
Sam Schwartz
Shawmut Design and Construction
SIMCO Engineering
The Switzer Group
Thornton Tomasetti
Turner & Townsend
Woods Bagot
1100 Architect

Past Speaker Firms

(partial list)

AB Capstone
AECOM/Tishman
AKRF
AVR Realty Company
Bohler Engineering
CannonDesign
Center for an Urban Future
Circle S Studio
Curbed NY
Entro | CVEDesign
Fordham University
Genova Burns
Gensler
Grimshaw Architects
Intersection
Knox Design Strategy
Liberty Science Center
Mace North America
Manhattan Chamber of Commerce
Merck & Co
NYC DOT
NYC EDC
NYC HPD
NYU Langone Health
Port Authority of NY and NJ
PPG Paints
RXR Realty
SAS
SI Engineering
Skidmore, Owings & Merrill
Starr Associates LLP
Substance 151
The Marketing Advisory Network
The New School
Trimble/Sketchup/Sefaira
Turner Construction
WSP
Zetlin & De Chiara



***M/W/DBE firms and non-profit organizations receive a 20% discount off Bronze listed rates.**
 All benefits listed above are non-transferable. (Excludes Liberty Ball, Holiday Party, Annual Kick-Off Event, & Principal's Breakfast)

ANNUAL CORPORATE SPONSORSHIP PACKAGES

DIAMOND \$10,000 (MAX 1)	PLATINUM \$6,000 (MAX 3)	GOLD \$4,000	SILVER \$3,000	BRONZE* \$1,500
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Sponsor Benefits

Co-Host of virtual Town Halls	1	1	1	1	1
Stand-alone slide (designed by you) to appear at the beginning of all program events	1	1	1	1	1
Opportunity to moderate program event	2	1	1	1	1
Complimentary program registrations (Max attendees per event: Diamond-10; Platinum-5; Gold-4; Silver-3; Bronze-2; excluding special events)	18	15	10	8	6
Complimentary individual SMPS Society membership	6	2	1	1	1
Host an event at your office	1	1	1	1	1
Complimentary Registration(s) for CPSM Boot Camp	4	3	2	1	1
Submission fees waived for Liberty Awards	4	3	2	1	1
Thought Leadership Article/Blog Contribution on smpsny.org blog, newsletter, website, etc.	1	1	1	1	1
Complimentary tickets to SMPS-NY Liberty Ball	4	3	2	1	1
Complimentary tickets to SMPS-NY Holiday Party	4	3	2	1	1
Complimentary Holiday Party raffle tickets	12	10	5	2	2
Social Media Features to Spotlight Sponsors	8	6	4	2	1
Social Media Feature or Blog Post/Interview during January for SMPS A/E/C Growth Professionals Day	1	1	1	1	1
Free 30-day postings on smpsny.org Job Board	5	4	3	2	1
Logo and hyperlink on SMPS-NY website	1	1	1	1	1
Name and hyperlink on all SMPS-NY emails	1	1	1	1	1
Logo in all event PowerPoint reels (if applicable)	1	1	1	1	1

***Sponsorships are on a first-come, first-served basis and capped at the following:**

Program Panel Event Co-Host - 1 Sponsor Per Event
 Program Panel Networking Sponsor - 2 Sponsors Per Event
 Program Panel Supporter - Unlimited Availability
 Customizable event sponsorship opportunities are available upon request.

PANEL PROGRAM SPONSORSHIP PACKAGES*

	CO-HOST \$1,500 (MAX 3)	NETWORKING \$750 (MAX 3)	SUPPORTER \$500 (UNLIMITED)
Complimentary program registrations	4	2	1
Sponsor name included in “ <i>Program Title</i> , presented by <i>FIRM NAME</i> and SMPS-NY” for all electronic & print promotional material (unlimited, per program)			
Sponsor representative may deliver a 2-minute opening remark on the presentation topic	1		
Exclusive meet-and-greet with the event moderator and panelists prior to the start of the event	2	1	
Stand-alone slide (designed by you) in PowerPoint at both the beginning and the end of the virtual program for sponsored client panel programs	1	1	
Logo included on a slide with other sponsors at start of event			
Logo and hyperlink featured on SMPSNY.org client panel program event promotions and recap			
Logo and hyperlink listed on emails advertising sponsored event			

VIRTUAL PROFESSIONAL DEVELOPMENT / EDUCATIONAL EVENT PACKAGES

	PREMIUM \$350	SUPPORTING \$195
Complimentary program registrations	4	2
Sponsor may deliver a brief opening remark on presentation topic		
Stand-alone slide (designed by you) in PowerPoint at both the beginning and the end of the virtual program for sponsored client panel programs		
Logo included on a slide and other promotional materials with other sponsors at the start and end of the event		
Verbal recognition to all attendees at the start and end of the program		
Logo and hyperlink listed on emails advertising sponsored event and on website promoting sponsored event		
Social Media Features to Spotlight Sponsors		

***Sponsorships are on a first-come, first-served basis.**
 Customizable event sponsorship opportunities are available upon request.

HOLIDAY PARTY SPONSORSHIP PACKAGES

	POINSETTIA \$1,000 (MAX 3)	MISTLETOE \$500 (MAX 5)	SIGNATURE COCKTAIL \$250 (MAX 1)
Complimentary event ticket registrations	2	1	
Complimentary raffle tickets at event	2	1	
Sponsor representative may deliver a brief opening remark			
Verbal recognition to all attendees			
Logo included on event signage			
Logo and hyperlink featured on SMPSNY.org event page			
Firm featured in social media and email promotion in lead-up to and recap of event			
Opportunity to participate in announcing the raffle drawings			
Logo on bar signage			

LIBERTY BALL SPONSORSHIP PACKAGES

	MENTOR \$2,500 (MAX 1)	RUBY \$1,750	SCARLET \$1,250	ROSE \$750	CRIMSON \$300
Complimentary event ticket registrations awards	3	3	3	2	1
Logo on step and repeat banner					
Social Media and email promotion in the lead-up to and recap of the event					
One Minute Opening Remarks: Mentor during the protege graduation; Ruby during the MCA and PAA					
Verbal recognition to all attendees at the start and end of the program					
Name one of four specialty cocktails					
Logo on bar signage					

SOCIAL MEDIA HIGHLIGHT EXAMPLE



SMPS New York

1,783 followers

5mo • 🌐

Thank You to Our 'Marketing Metrics That Matter: Proving ROI Like a Pro' Event Sponsor, [LAN Associates](#)!

LAN Associates is a full-service engineering, planning, architecture, and surveying firm responsible for over \$250 million worth of construction per year. With over 130 architects, engineers, design professionals, environmental scientists, field observers, and administrative staff, LAN has the talent and resources to assemble diverse and experienced teams to handle a wide variety of project types. Celebrating 60 years of experience in 2025, we take pride in our ability to address the distinct needs of our large and varied client base. LAN has offices in New Jersey, New York, and Pennsylvania.

"SMPS has long served as a valuable sounding board and resource for marketing professionals in the AEC industry. At LAN Associates, our marketing team actively engages with SMPS by attending webinars, supporting program development, and connecting with peers across the industry—all of which contribute to our continued growth and professional development. We're truly grateful for SMPS's dedication to advancing our profession and supporting our success." said [Jen Mannino](#), Assistant Vice President of Marketing at [LAN Associates](#).

The graphic features a large yellow circle on the left containing a photo of Jen Mannino, a woman with long dark hair wearing a patterned blue and yellow shirt, sitting at a table. To the right of the circle, the text reads: "EVENT SPONSOR SPOTLIGHT" in large, bold, black letters, with "EVENT SPONSOR" in yellow above it. Below this, "LAN Associates" is written in yellow, followed by "Jen Mannino, Assistant Vice President | Marketing" in black. At the top right of the graphic are the logos for LAN ASSOCIATES and smps New York. The graphic is decorated with yellow and blue abstract shapes and dotted lines.

THOUGHT LEADERSHIP ARTICLE EXAMPLE

FEATURE

Aligning Marketing Strategy with Company Vision: Building Cohesion Across Diverse Marketing Teams

By: Krystle English, FSMPS, CPSM, PCM, CF CL APMP

Vision is more than just a statement on a wall (or a website) - it's the compass that guides every strategic decision. For marketing teams, aligning with a company's vision ensures consistency, clarity, and impact. Over the past six months, I've worked with my internal leadership team to develop a marketing strategy that unites our team around a shared purpose. This process revealed a critical question: *How do you unite a team with varying levels of experience to deliver marketing that reflects the firm's vision?*

The Challenge: Diverse Experience Levels Across Marketing Teams

Marketing teams often bring together professionals with varied backgrounds—some seasoned, others new to the AEC industry. This diversity is a strength, but it can also create fragmented approaches, inconsistent messaging, and missed opportunities for collaboration. Without a strong connection to the company's vision, marketing efforts risk becoming reactive instead of strategic.

I've spent much of my career in that reactive space. Taking a step back to identify where we can be more intentional—even when reacting—has been eye-opening. It's given me a clear roadmap for leading my team toward a future that's both strategic and aligned.

My team spans different generations and experiences. Some members are around my age, bringing backgrounds in graphics, hospitality, and product development. Others are younger—some with expertise in social media and design, and a few fresh out of college with new ideas and energy. This mix of ages and skill sets gives us a unique advantage: we approach challenges from multiple angles while learning from each other. By aligning our diverse strengths with the firm's vision, we turn those differences into a cohesive, collaborative marketing team. I make it a priority to create space for open communication and shared learning so every voice is heard, and every perspective adds value.

Why Vision Matters

Vision provides direction - it's your roadmap. It answers the "why" behind every bid, proposal, and client interaction. When marketing strategy aligns with the company vision:

- **Consistency strengthens the brand** across offices and markets.
- **Teams work toward shared goals**, reducing duplication and inefficiency.
- **Clients experience clarity**, reinforcing trust and credibility.

In short, vision transforms marketing from a series of tasks into a unified strategy.

Strategies for Building Alignment

1. **Communicate the Vision Clearly** - I schedule regular check-ins with both my team and leadership to ensure alignment and progress toward our goals. These meetings not only keep us on track but also help identify potential roadblocks early, creating an opportunity to collaborate on solutions before challenges escalate.
2. **Create Shared Goals** - Aligning individual responsibilities with firmwide goals strengthens collaboration and drives results. Each marketing team member partners with specific engineering teams, moving relationships beyond transactions to strategic partnerships. This approach builds trust, deepens expertise, and ensures marketing efforts support broader objectives. By understanding each team's unique challenges and priorities, we align strategies, deliver consistent messaging, and position marketing as a true partner in advancing the firm's vision.
3. **Empower Through Education** - I make sure my team has access to a variety of learning tools to expand their experience. Beyond my guidance, they can access other leaders in the office for training and support. This ensures that if I'm focused elsewhere, they still have resources to rely on. By giving a diverse marketing team the chance to learn from a diverse group of leaders, we strengthen alignment with the firm's vision and create more opportunities for collaboration.
4. **Leverage Collaborative Tools** - I've been exploring ways to make collaboration easier for our team. Since many of us already use Microsoft tools, I've focused on maximizing what we have to create solutions that align with our vision. By building a marketing tech stack within these tools, we've improved efficiency and streamlined delivery, especially as inboxes become increasingly cluttered with requests and notifications. This approach has strengthened team alignment and boosted productivity by reducing friction and keeping everyone connected through familiar platforms.

Turning Vision into Action

Vision-driven marketing isn't just aspirational, it's actionable. When we communicate clearly, set shared goals, and use tools that foster collaboration, we break down silos and deliver strategies that truly reflect our firm's identity and values. The payoff? A stronger brand, a more connected team, and marketing that drives long-term success. As a leader, I focus on creating clarity and empowering my team to see the bigger picture—so every action ties back to the vision and moves us forward together.

Byline: Krystle English, FSMPS, CPSM, PCM, CF CL APMP, is a Marketing Director at KPFF Consulting Engineers, where she oversees and directs marketing and business development efforts for the Los Angeles, San Diego, Austin, and New York Civil Engineering offices. She has over 18 years of experience in the AEC industry and is passionate about helping others find their creative potential and telling stories through great design and architecture. She is also a national speaker and writer who has published multiple articles in the SMPS Marketer Journal and other platforms. She holds several volunteer roles, including serving on the SMPS Marketer Editorial Committee.

Connect with Krystle on LinkedIn: <https://www.linkedin.com/in/krystleenglish/>



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