

smps[®]

North Texas

2026 Sponsorship Opportunities



SMPS North Texas

SMPS North Texas is a dynamic community for marketing and business development professionals in the architecture, engineering, and construction industries. Representing the Dallas-Fort Worth metroplex, our chapter is dedicated to fostering meaningful relationships, offering industry-specific education and training, and providing outstanding programming that empowers professionals to grow their careers and their firms.

Our mission is to advocate for, educate, and connect leaders in the building industry. As part of a broader SMPS network of nearly 7,000 professionals, SMPS North Texas helps its members stay ahead of the curve in a constantly evolving business environment. Together, we transform the way A/E/C firms operate by promoting innovation, collaboration, and growth at every level.

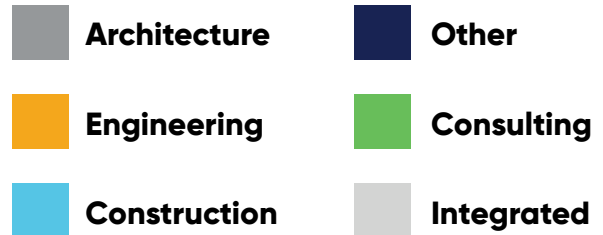
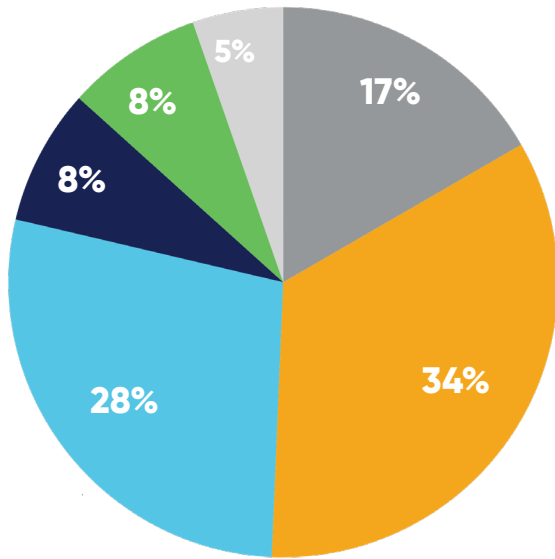
Sponsor Our Chapter in 2026!



SMPS North Texas is made up of

215 members from 150 companies

Our membership spans from seasoned professionals to marketers just beginning their careers. Notably, **37% of our members** have participated **for 16 or more years**, bringing a wealth of experience and insight that enriches the entire chapter.



In-person events this past year, specifically our educational and industry programming, garnered **678 total registrations.**

Our website gets **~3,000 unique visitors per month**, with monthly pageviews across the entire site at about 25,000-30,000.

THE LIMIT DOES NOT EXIST:
Unlocking the Potential of Small but Mighty Teams **SEPT 24**
Lindsay Hart
Destiny Silva

WELCOME TO SMPS NORTH TEXAS

2025 Gold Sponsors THE RIOS GROUP

2025 Silver Sponsors olsson

2025 Bronze Sponsors CORE

CAREER OPPORTUNITIES
Strategic Marketing Specialist
Performance Contracting (PCI)
Performance Contracting is a national employee-owned specialty contractor that offers quality services...
[VIEW AD](#)

UPCOMING EVENTS
OCT 15 SMPS North Texas Monthly Midday Meetup - Fort Worth
Join Miguel Zamora in Fort Worth for Lunch!
[View Details](#)
OCT 15 SMPS North Texas Monthly Midday Meetup - Plano
Join Z Design in Plano for Lunch

Why Become an Annual Sponsor?

Annual sponsorship with SMPS North Texas is your gateway to connecting with key influencers and decision-makers in the architecture, engineering, and construction (A/E/C) industries. It's a smart and cost-effective way to showcase your firm, build your network, and gain a competitive edge in the marketplace.

High Visibility at Low Cost: Maximize your exposure to top principals, business development professionals, and marketers in the A/E/C community without breaking your budget.

Our Network is Your Network: Leverage access to a powerful, targeted audience of industry leaders to help you connect with clients, form partnerships, and build business.

Showcase Your Brand: Share your firm's story, credentials, and expertise with hundreds of professionals through event sponsorships, our newsletter, and chapter communications.

Exclusive Networking Opportunities: Engage directly with decision-makers and influencers at monthly social, educational, and professional development events.

Stay Ahead of the Competition: Elevate your company by aligning with SMPS and demonstrating your commitment to the advancement of the A/E/C industry.

Professional Development and Mentoring: Support the growth of your team and the broader industry by sponsoring programs that focus on education, training, and mentorship.

Sponsoring SMPS North Texas means more than just increasing your brand's visibility—it's about creating real opportunities to meet, network, and collaborate with the people shaping the future of the built environment. With various sponsorship levels available, you can choose the option that best fits your goals while gaining unique access to thought leaders, key speakers, and a community dedicated to professional excellence.



What do the sponsorships do?

- Enhance the quality and variety of programs and speakers
- Expand the frequency of networking events for greater member engagement
- Increase awareness of SMPS and showcase the value we offer to the industry
- Support community initiatives and volunteer opportunities
- Funding sponsorships for key industry conferences

SPONSORSHIP LEVEL SPECIFICS

Platinum Sponsorship | *Our most exclusive level, Platinum sponsorship offers premier benefits designed to maximize your firm's visibility and engagement.*

- » 2 Full SMPS North Texas Memberships
- » 8 Event Tickets of your choosing (excluding Gala tickets)
- » Newsletter Features: 1 dedicated Sponsorship Spotlight email and 1 featured section
- » Exclusivity: ONE sponsor per discipline (Architect, Engineer, Contractor, Consultant)
- » Sponsor Designation on name tags at events
- » First access to exclusive "Blueprints and Bubbles Happy Hour"
- » Meet and greet with panelist before or after events
- » Dedicated introduction slide at each event
- » 4 tickets to Annual Sponsor Dinner
- » Social Media Posts: Dedicated posts, 1 per quarter (timing chosen by the firm)
- » Commercial Spot at 2 Events: A 5-minute firm introduction (first come, first served)
- » Member Pricing for all Awards Gala tickets

Gold Sponsorship | *A standout option for firms looking to connect, engage, and be recognized.*

- » 1 Full SMPS North Texas Membership
- » 5 Event Tickets of your choosing (excluding Gala tickets)
- » Newsletter Features: A full section once a year
- » Exclusivity: Limited number of sponsorships available
- » Dedicated introduction slide at each event
- » 3 tickets to Annual Sponsor Dinner
- » Social Media Posts: Dedicated posts, 2 per year (timing chosen by the firm)

Silver Sponsorship | *A smart choice for firms seeking meaningful exposure at an accessible level.*

- » 3 Event Tickets of your choosing (excluding Gala tickets)
- » Dedicated introduction slide at each event
- » 2 tickets to Annual Sponsor Dinner
- » Social Media Posts: Group logo posts, 2 per year (timing chosen by SMPS)
- » Newsletter Feature: A 100-word blurb once

Bronze Sponsorship | *Designed for firms seeking cost-effective exposure within the industry.*

- » 2 Event Tickets of your choosing (excluding Gala tickets)
- » Dedicated introduction slide at each event
- » 1 tickets to Annual Sponsor Dinner
- » Social Media Posts: Group logo post, 1 per year (timing chosen by SMPS)

NEW IN 2026

Sponsorships that put you in front of AEC decision-makers. This year features two **Blueprints & Bubbles** networking events (developers + city officials) and expanded programming that brings more owners, municipal leaders, and executives to the table.

Platinum Annual Sponsor – New Benefit

Platinum sponsors receive exclusive Meet & Greet access with the panelists/speakers at **Blueprints & Bubbles** and at our other programming events.

- » Private Meet & Greet access (limited-capacity) before or after programs
- » Priority seating and on-stage acknowledgment
- » Prominent logo placement across event materials and webpages
- » Inclusion in event promotions and post-event recaps
- » First access to select add-ons (e.g., Member Meet-Up dates; see below)

Member Meet-Up Sponsor | \$400 per event

High-energy networking touchpoints throughout the year—**a great way to get your brand in front of the AEC industry.**

New this year: “Bring Your CEO/Boss” so leadership can see the value of our organization firsthand, and encourage your firm’s key stakeholders to mingle.

- » 10-minute spotlight “commercial” at your Meet-Up
- » Reserved table and on-site signage
- » Social media promotion tied to your sponsored date
- » **Annual sponsors receive first access to Meet-Up dates**
- » **Only two sponsors per event;** Annual sponsors have first access then first come, first serve



CORE Construction is proud to be an annual sponsor. Attending educational sessions, hosting events, and participating in chapter committees has been a great experience for our marketing team to grow professionally and personally while having the opportunity to meet and work with industry peers. We look forward to our continued partnership with SMPS North Texas!

Megan Brown
VP, Marketing & Communications, CORE Construction



An annual sponsorship with SMPS North Texas offers valuable exposure and new ways to connect within the A/E/C community. Our 2026 program includes logo placement on our website and at events, unlimited job postings, and an invite to our annual appreciation event.

Higher sponsorship levels offer additional perks like event introductions, social media posts, and exclusive discounts. With expanded benefits focused on visibility and relationship-building, a sponsorship is a smart investment in your firm's growth.

Sponsor Benefit	Platinum \$4,750	Gold \$3,200	Silver \$1,500	Bronze \$750
Sponsor Designation on Event Name Tags	✓			
Member Pricing for Awards Gala Tickets	✓			
Exclusivity	✓	✓		
Dedicated Newsletter Features	✓	✓		
Intro Opportunities at Events	✓	✓	✓	
North Texas Chapter Memberships	2	1		
Free Tickets to Events of Your Choice <small>*excluding the Awards Gala</small>	8	5	3	2
Annual Sponsor Appreciation Event	4	3	2	1
Social Media Recognition	Dedicated Posts	Dedicated Posts	Group Posts	Group Posts
Unlimited Free Job Postings	✓	✓	✓	✓
Logo Placement on Website Homepage and Event Banner	✓	✓	✓	✓

Past Annual Sponsors Include



why support our chapter?

The SMPS audience is composed of principals, vice presidents, directors, and marketing professionals who want to cultivate new and existing business relationships, dazzle clients, and grow profits.

Your decision to sponsor the SMPS North Texas makes a difference. With these donations, we can continue to advocate for, educate and connect leaders in the industry and transform business through marketing leadership.

We thank you.



Ready to sponsor?

Make your mark with SMPS North Texas.

Together, we can build lasting connections and drive success in the A/E/C industry.

Visit smpsntx.org and fill out the Sponsorship Form or reach out to sponsorship@smpsntx.org.