

SPONSORSHIP OPPORTUNITIES & BENEFITS



AIA New Orleans

A Chapter of The American
Institute of Architects



Society for Marketing
Professional Services
Southeast Louisiana



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HOLIDAY PARTY
DECEMBER 5

AIA DESIGN CENTER:

5:30-8:00 PM

**1000 ST. CHARLES AVE
NEW ORLEANS, LA**

FOOD DRINK MUSIC FUN

MEMBERS (PLUS ONE)

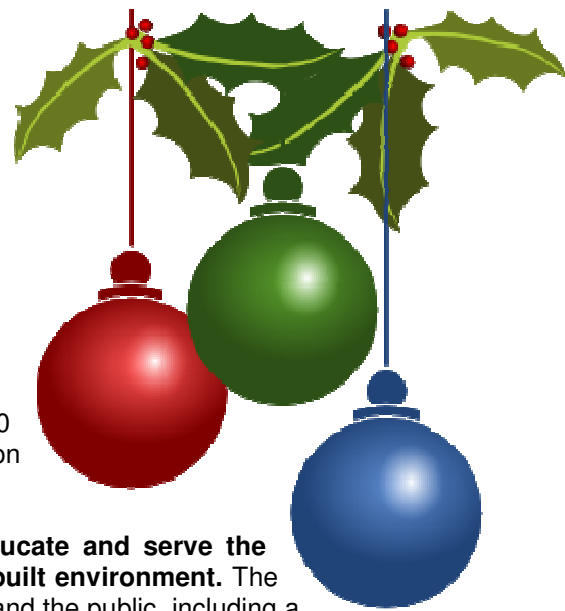
VISIT: AIANEWORLEANS.ORG

RSVP ONLINE

SMPS-SELA.ORG

2013 AIA NEW ORLEANS & SMPS SOUTHEAST LOUISIANA

HOLIDAY PARTY



ABOUT THE AMERICAN INSTITUTE OF ARCHITECTS (AIA) NEW ORLEANS

AIA New Orleans is a non-profit organization comprised of 500 professional architects. It is a component of the national organization whose membership includes 88,000 professional architects worldwide.

Founded in 1911, AIA New Orleans' mission is to represent, educate and serve the architecture profession and entire community as it concerns the built environment. The chapter hosts more than 70 different events each year for its members and the public, including a lecture series provided in partnership with the Tulane School of Architecture, continuing education classes, building tours, architecture exhibitions, an annual architecture film presented with the New Orleans Film Society, and much more. The AIA New Orleans' Center for Design serves its members and the public through offering architecture and design education opportunities in the forms of lectures, a study center, special events, and more. AIA New Orleans' Center for Design is also the only dedicated architecture and design exhibition space in the state of Louisiana.

AIA New Orleans has also been closely involved with the rebuilding efforts, as evidenced through programs and events to serve the community, including the Governors Conference in November 2005; a Charrette for Urban Impact Ministries resulting in sustainable home designs for odd-sized lots in Central City in 2006; co-sponsoring and co-organizing the 2006 Housing Solutions Summit, which provided free seminars and education to over 30,000 New Orleans residents; and the ongoing Architect Pairing Program that pairs volunteer architects with homeowners adversely affected by hurricanes Katrina and Rita.

ABOUT THE SOCIETY FOR MARKETING PROFESSIONAL SERVICES (SMPS) SOUTHEAST LOUISIANA

SMPS "SeLA" is a community of more than 100 marketing and business development professionals working to secure profitable business relationships for their A/E/C companies throughout the Gulf South. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers members professional development, leadership opportunities and marketing resources to advance their careers. The southeast Louisiana chapter was chartered in 2008, and has rapidly grown to include members throughout Louisiana, Mississippi and the Gulf Coast. SMPS SeLA events include: Monthly luncheons in New Orleans and quarterly luncheons in Baton Rouge; SeLaBration, a gala and awards ceremony to recognize marketing excellence in the design and construction industry; marketing workshops; "Building Business in the Gulf South" regional marketing conference; and numerous networking and educational events.

SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry. Companies tap into a powerful national and regional network to form teams, secure business referrals and intelligence, and benchmark performance. The national SMPS organization was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses.

Today, SMPS represents a dynamic network of 6,000+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its chapters benefit from the support of 3,700 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. **SMPS' mission is to advocate for, educate, and connect leaders in the building industry.** SMPS' vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.



2013 AIA NEW ORLEANS & SMPS SOUTHEAST LOUISIANA
HOLIDAY PARTY

Dear AIA / SMPS Supporter,

On Thursday, December 5, 2013, the **American Institute of Architects (AIA) New Orleans** and **Society for Marketing Professional Services (SMPS) Southeast Louisiana** will jointly host a holiday party for the organizations' combined 600-plus members. Last year's holiday party had an excellent turnout. We expect nothing less from this year's widely anticipated holiday extravaganza!

To make this party a true success, we need sponsors— financial or in-kind. This party will give unprecedented access and exposure to the Architect, Engineering and Construction community. We encourage you to become a sponsor of the highly attended AIA / SMPS holiday party.

Enclosed are the **Sponsorship Opportunity Packages**, including benefits. Please review these packages and select one that fits your promotional goals. The AIA / SMPS Holiday Party is an excellent opportunity for you to put your business in front of hundreds of architecture, engineering, construction, development and marketing professionals. It is also a great way to help two worthy non-profit organizations.

Someone from our holiday party organizing committee will follow up with you in a few days to answer any questions you may have. Or, to speak with someone directly about this opportunity, just call the AIA New Orleans Design Center at (504) 525-8320. Ask for Nicole Dufour: dufour@aianeworleans.org, Veronica White: white@aianeworleans.org or Susan Matherne: smatherne@gibbsconstruction.com.

Thank you in advance for your consideration and support.

Sincerely,

Brett Petry, AIA
President
AIA New Orleans Executive Committee

Erin Shaw
President
SMPS Southeast Louisiana Board

2013 AIA NEW ORLEANS & SMPS SOUTHEAST LOUISIANA
HOLIDAY PARTY

SPONSORSHIP OPPORTUNITIES AND BENEFITS

In support of the holiday party, please select from a sponsorship package below and send your check in today.

EVENT SPONSOR - \$2,500

- Logo recognition on event listing on two websites: <http://www.AIANewOrleans.org> and <http://www.smpssela.org>.
- Continued logo recognition through **January 30, 2014** on the websites of both organizations. Also includes link to your company's website.
- Logo recognition in a minimum of three (3) e-blasts distributed to 8,000+ individual e-mail addresses.
- Logo recognition on on-site signage during the event.
- Eight (8) tickets to the Holiday Party.

CONTRIBUTING SPONSOR - \$1,000

- Logo recognition on event listing on two websites: <http://www.AIANewOrleans.org> and <http://www.smpssela.org>.
- Logo recognition in a minimum of three (3) e-blasts distributed to 8,000+ individual e-mail addresses.
- Logo recognition on on-site signage during the event.
- Four (4) tickets to the Holiday Party.

AIA / SMPS SUPPORTING SPONSOR - \$500

- Logo recognition in a minimum of three (3) e-blasts distributed to 8,000+ individual e-mail addresses.
- Logo recognition on on-site signage during the event.
- Two (2) tickets to the Holiday Party.

FRIEND OF AIA / SMPS - \$250

- Company name recognition on on-site signage during the event.
- Two (2) tickets to the Holiday Party.

Checks may be mailed directly to AIA New Orleans (*checks payable to AIA New Orleans*). Someone from our holiday party organizing committee will follow up with you in a few days to answer any questions you may have. **OR**, to speak with someone directly about this opportunity, just call the AIA New Orleans Design Center at (504) 525-8320. Ask for Nicole Dufour: dufour@aianeworleans.org, Veronica White: white@aianeworleans.org or Susan Matherne: smatherne@gibbsconstruction.com.

