



Annual Corporate Sponsor Form



The only association in Arkansas for Sales and Marketing Professionals since 1940.

Name _____ Signature _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ Email _____

Name as you would like it to appear for recognition purposes: _____

Ad/Logo Requested: Yes ___ No ___ (Please email company logo and ad, if applicable, in .jpg, .tif, .pdf or .esp format to Jeanie Reed at arkansas@smei.org.)

While conventional media advertising loses its effectiveness, smart marketers are turning to alternative means of reaching customers. Corporate involvement in a professional association, when properly executed, has the power to strengthen a brand, build customer loyalty and increase sales and service revenues, while at the same time supporting those values and activities a community cherishes.

SMEI-AR's Corporate Sponsor program is an excellent way for your business to align with the principles and ethics of a worldwide and centrally located association for sales and marketing, made up of an above average representation of individual professional members.

Not only does your Corporate Sponsorship create a marketing win for your organization, it positions your company amongst a corporate group that supports ethical practices in sales and marketing by promoting the principles of SMEI-AR. Your company's Corporate Sponsorship directly contributes to the association's mission while giving you many direct benefits. Corporate involvement shows that your company believes a high standard in the sales and marketing profession is important. See Sponsorship Opportunities and Benefits below.

CORPORATE SPONSORSHIP OPPORTUNITIES

(Please check appropriate Corporate Sponsor Level for confirmation. Thank you for supporting SMEI-Arkansas)

PLATINUM SPONSOR - \$2,500

- ◆ One year SMEI-AR membership (normal cost \$395.00)
- ◆ Link to your company website for 12 months on the SMEI-AR website located on SME International's website
- ◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
- ◆ Full page color ad for 12 months in the TRENDS monthly newsletter
- ◆ Sponsorship of one monthly meeting—entitles you to promote your company to the members and guests and distribute promotional materials
- ◆ Opportunity to book a speaker from your company to make a educational presentation at one monthly meeting
- ◆ Logo placement for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"
- ◆ Six tickets to "Top Manager of the Year" event (normal cost \$750)

GOLD SPONSOR - \$2,000

- ◆ One year SMEI-AR membership (normal cost \$395.00)
- ◆ Link to your company website for 12 months on the SMEI-AR website located on SME International's website
- ◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
- ◆ 1/2 page color ad for 12 months in the TRENDS monthly newsletter
- ◆ Logo placement for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"
- ◆ Four tickets to "Top Manager of the Year" event (normal cost \$500)

SILVER SPONSOR - \$1,500

- ◆ One year SMEI-AR membership (normal cost \$395.00)
- ◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
- ◆ 1/4 page color ad for 12 months in the TRENDS monthly newsletter
- ◆ Logo placement for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"
- ◆ Two tickets to "Top Manager of the Year" event (normal cost \$250)

BRONZE SPONSOR - \$1,000

- ◆ One year SMEI-AR membership (normal cost \$395.00)
- ◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
- ◆ 1/8 page color ad for 12 months in the TRENDS monthly newsletter
- ◆ Company name recognition for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"

FRIEND OF SMEI-AR - \$500

- ◆ One year SMEI-AR membership (normal cost \$395)
- ◆ Company name placed in TRENDS newsletter for 12 months
- ◆ Company name recognition for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"



PAYMENT



CHECK PAYMENT

Enclosed is my check in the amount of \$_____ made payable to: SMEI-Arkansas, P.O. Box 6917, Sherwood, AR 72120.

CREDIT CARD PAYMENT - PLEASE CHECK APPROPRIATE BOXES!

Debit Card Credit Card - Amount \$_____

VISA Mastercard American Express

Credit card number: _____

Expiration date: _____ 3-digit CVV code _____

Name as it appears on card: _____

Signature of cardholder: _____

Fax form to: Jeanie Reed at 501-834-0511.
For more details call 501-425-7781.
Visit our website at www.smeiarkansas.org.

Thank you for your support!