

2026 LUXURY INDUSTRY

# Sponsorship Opportunity



**POWERHOUSE**  
SMART®

**Partnering for Excellence in Luxury**

Our sponsors are true partners, integral to our mission of fostering growth and connection among luxury industry professionals.

powerhousesmart.com  
847-767-7077



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Dear Sponsor,

At PowerHouse SMART®, our sponsors are much more than contributors—they're family. Together, we form a thriving ecosystem where each partnership fuels our collective mission. We don't just align brands; we cultivate lasting connections that celebrate growth, collaboration, and integrity in the luxury space.

As a valued sponsor, you're invited to join us on this journey, where every interaction, event, and shared moment strengthens the unique fabric of our community.

Together, we embrace a purpose that goes beyond business, creating a legacy of impact across the industry. Please review our sponsorship levels, and based on your goals and budget, let's create a tailored plan to grow together in 2026.



**Wendy Cohen**

Founder & CEO  
[wscohen@powerhouseadvisors.com](mailto:wscohen@powerhouseadvisors.com)



**BETTER TOGETHER**

# Who We Are

PowerHouse SMART® is a membership-based community for professionals in the luxury design and build industry who value thoughtful connection, collaboration without ego, and work that contributes to something larger than themselves.

This is not a networking group, a referral club, or a transactional organization. Membership is shaped by alignment, shared values, and the experience of being part of a thoughtfully curated community—one where conversations are purposeful, participation is intentional, and relationships continue well beyond individual events.

PowerHouse SMART® exists for people who care about how they show up, who they work with, and the standards they help shape in the industry.

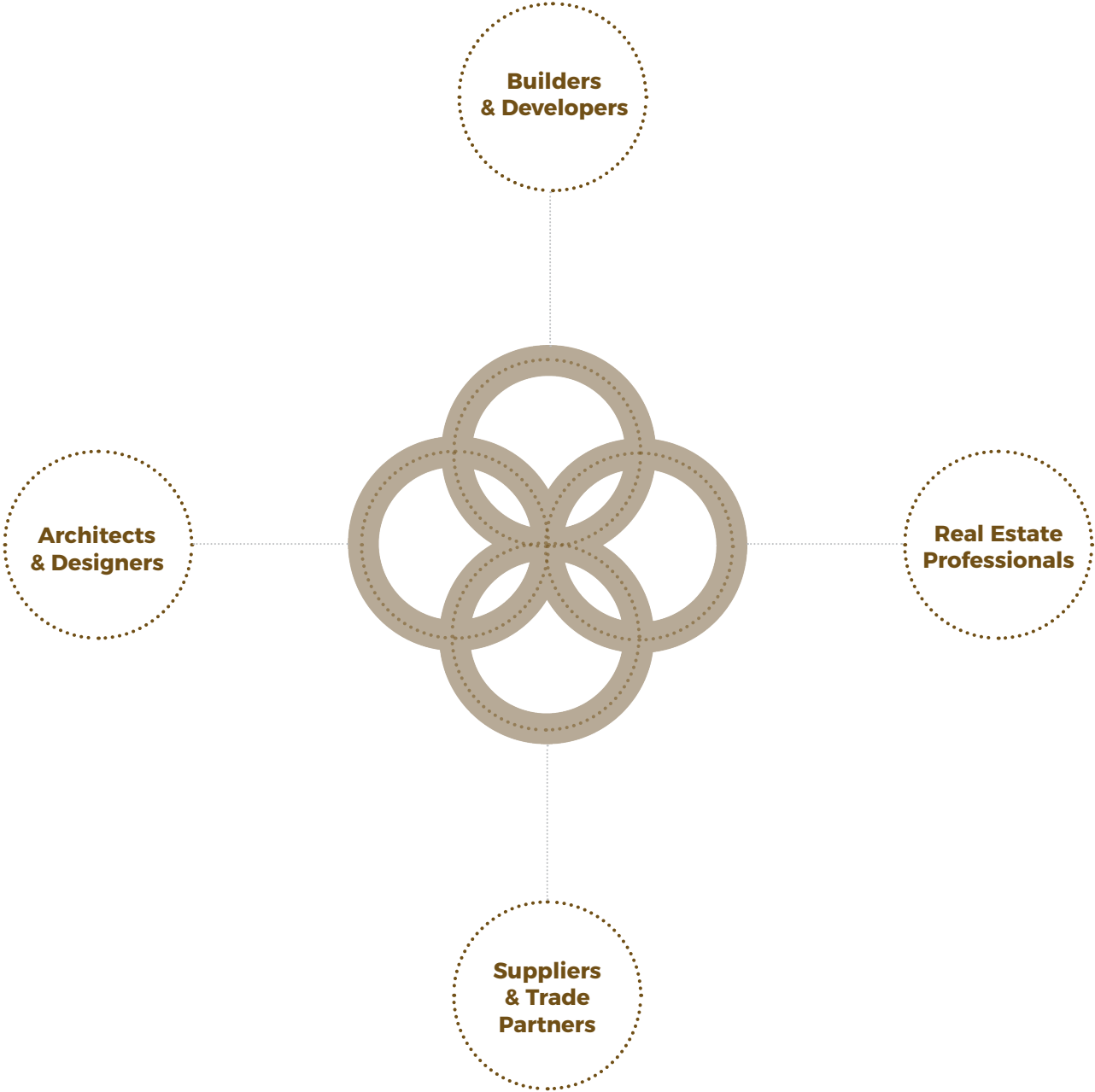


# Connections

PowerHouse SMART® is built on relationships. Every event is an opportunity to connect with industry leaders across key sectors of the luxury design and build world. These connections don't just expand your network, they strengthen the community itself.

At the heart of PHS are four core circles: architects & designers, builders, real estate professionals, and trade partners. Each brings a distinct strength—vision, execution, creativity, and solutions. Together, those strengths form a connected ecosystem grounded in trust, generosity, and shared purpose.

Inside PHS, members gain more than contacts; they gain alignment. They collaborate with professionals who understand their standards, value partnership over transaction, and help make projects smoother, faster, and more successful. The return is clear: stronger relationships, better collaboration, and better business.



# Events

From luxury conferences and CEU workshops to hard-hat tours, coffee gatherings, and impact trips, each event balances insight, hospitality, and space for real connection.

## Luxury Conferences

Signature annual conferences bringing together a curated group of industry leaders for meaningful connection and shared perspective.

## PowerConnect™ Groups

Small, curated groups that meet monthly with the same members, fostering deeper connection, ongoing conversation, and consistent growth.

## Coffee Meet & Greets

Smaller gatherings open to both members and guests who want to connect with others in the industry in a relaxed setting.

## Impact Trips

A purpose-driven global impact trip that brings leaders together through global connection, nonprofit partnerships, and meaningful shared experiences.

## Luxury Summits

A curated, intimate summit experience designed to deepen relationships, encourage meaningful conversation, and bring industry leaders together through connection-driven discussions.

## Hard Hat Tours

On-site exclusive experiences that provide behind-the-scenes access to projects, the professionals behind them, and their processes.

## Cool Cafe Pop-Ups

Created for small groups of 2 to 8 colleagues, these one-hour cafe gatherings are hosted at different locations, offering a simple and approachable way to connect.

## CEU Events

Designed as gatherings that combine accredited education with meaningful connection, the CEU events offer an approachable way to learn, engage, and build relationships within the industry.

# Social Media

PowerHouse SMART® is committed to maintaining a consistent presence on social media, as we recognize its power to connect, inspire, and engage our audience. Through strategic planning and high quality content, we strive to utilize social platforms to their fullest potential.

Our goal is not only to inform but to build meaningful relationships within the luxury industry, driving innovations and success for our members and sponsors.



## FACEBOOK

[@PowerHouse SMART Networking & Education](#)

4.7k followers  
Weekly posts; reels & photos  
Stories, re-sharing, member highlights, creative content, consistent engagement



## INSTAGRAM

[@powerhousesmart](#)

1.5k followers  
13k accounts reached  
Weekly posts; reels & photos  
Stories, re-sharing, member highlights, creative content, consistent engagement



## LINKEDIN

[@PowerHouse SMART: PH Companies](#)  
[@PowerHouse Recruiting: PH Companies](#)  
[@Luxury Home Builders Network](#)

3k followers  
17k members  
Cross-posting from other platforms  
Sponsor & member highlights, events, engagement and group management



## YOUTUBE

[@PowerHouse SMART](#)

2.2k views  
Ongoing videos of interviews, events, presentations, and talks.  
Cool Collabs Podcast

**MAKING A DIFFERENCE TOGETHER**

# Our Partners

The first layer of impact at PowerHouse SMART® happens inside the community itself. Members engage in rooms designed for trust, respect, and meaningful exchange—where people are known by name, conversations are thoughtful, and collaboration replaces competition.

Impact shows up through shared knowledge, honest dialogue, and the willingness to support one another across roles, disciplines, and experience levels.

From principals and senior leaders to emerging voices, members contribute to an environment where growth is mutual and excellence is reinforced through relationship, not ego.

This internal culture sets the foundation for everything PHS does beyond its walls.



# Recent Sponsors

# JENNAIR®



Art in harmony  
with nature.



## Artful Living



# Collaborative Associations

We proudly collaborates with top industry organizations, keeping us at the cutting edge of design, construction, and architectural innovation.

Through these partnerships, we offer our sponsors unparalleled networking opportunities and access to influential communities in our field.



# Non-Profit Beneficiaries

We believe in using our resources and connections to make a lasting impact on the world around us.

Our commitment to giving back is woven into the fabric of our company, as we proudly partner-donate with non-profit organizations that support health, wellness, education, community, and social equity.

Through these partnerships, we aim to amplify the reach and success of each cause, and we invite our sponsors to join us in this mission.



Barbara's Friends  
Children's Cancer  
Fund

Helps Outreach, Helping  
You Help Others

# Recent Speakers



Holly Connaker  
*Connaker Group*



Susan Thayer  
*Rabbit Creek, LLC*



Dawn McKenna  
*The Dawn McKenna Group*



Karen Herold  
*Studio K Creative*



Nancy Nelson-Flom  
*Intersource by Stark*



John Quinlivan  
*Gordan James Construction & Dev.*



Richard Tucker  
*Compass Minnesota*



Lauren Coburn  
*Lauren Coburn, LLC*



Elizabeth Cohen  
*Studio M Interiors*



Cathy Paper  
*RockPaperStar*



Robert Hull  
*JMAD*



Jasmin Reese  
*Jasmin Reese Interiors*



Raad Ghantous  
*Raad Ghantous & Associates*



James McNeal  
*JMAD*



Adrienne Russ  
*Frazier Homes*



David Lupberger  
*Remodel Force*



Mark Benner  
*Mark Eric Benner Architects Ltd.*



Pamela S. McNally  
*National Kitchen & Bath Association*



Steve Bench  
*Generational Consulting*



Allyson Case Anderson  
*Integro Builders, LLC*



Duane Draughton  
*VizX Design Studios*



Todd Polifka  
*Custom One Homes*



Michael Menn  
*MMLTD*



Kimberly Nigro  
*Studio Nigro Architecture & Design*

# Testimonials



Rebecca Pogonitz  
Owner & Principal  
*GOGO Design Group*

“Congratulations to your PHS Team for putting together another excellent, informative, and fun event. Thank you for including Vadara and UGM. We greatly appreciate all the hard work, dedication, and awesome energy you all bring. I always learn something new and meet amazing passionate people. Looking forward to future events, working together, and continuing to build mutually beneficial relationships.”

Brian Barnett  
Vice President Sales - North America  
US Surfaces



Lauren Collander  
Founder & Creative Director  
*Lauren Collander Interiors*

“We were particularly impressed by the seamless organization of the event. We know how much hard work goes into planning an event of this magnitude, and we want you to know how much we appreciate your efforts.”

Ioana Savos  
CEO  
New Explode Construction



Nathan Kipnis  
Principal  
*Kipnis Architecture & Planning*  
*FAIA | LEED BD+C*

“[The] event was great. Really cool presentation with the VR and a great group of people. As always everyone is so open to meeting each other.”

John Brodick  
North America Manager  
Santa Margherita S.p.A.



EXPANDING YOUR NETWORK

# Regions

Membership is experienced locally through regional communities, each guided by local leadership and shaped by the culture of its market, while remaining connected by shared values and standards.

Members have access to events, relationships, and opportunities both within their primary city and across all active markets.



# Midwest Region



What began as a small circle of trusted professionals has grown into one of the most respected collaborative communities in the luxury residential industry. Today, the Illinois/Wisconsin chapter serves as the flagship PowerHouse community and continues to set the tone for the organization's relationship-driven culture.

In 2022, Elizabeth Cohen, then General Manager of Studio M Interiors in Minnesota, attended the Chicago Luxury Conference and experienced firsthand the unique spirit of collaboration and connection that defines the PowerHouse community. Inspired by the depth of relationships and shared leadership she witnessed, Elizabeth helped bring the PowerHouse vision to Minnesota.

Since its founding, the Minnesota community has quickly grown into a vibrant network of architects, designers, builders, and industry partners who value both professional excellence and authentic relationships.

# West Region



PowerHouse SMART® expanded to Southern California in 2012 at the request of a longtime PowerHouse sponsor who recognized the need for a trusted leadership community within the region's dynamic luxury design market.

Southern California's chapter connects industry leaders across San Diego, Costa Mesa, Glendale, Palm Springs, and the greater Los Angeles region, bringing together architects, designers, builders, and luxury real estate professionals who are shaping some of the most innovative homes in the country.

# South Region



The PowerHouse SMART® Southwest Florida community emerged organically from the relationships built within the Chicago chapter.

Over the years, many PowerHouse members began relocating to or spending extended time in Naples and Southwest Florida, one of the country's fastest-growing luxury residential markets. Recognizing the opportunity to support this thriving design and building community, members encouraged PowerHouse leadership to expand the network to this vibrant region.

Launched in 2023, the Naples / Southwest Florida chapter connects architects, designers, builders, developers, and luxury real estate professionals who are shaping the region's extraordinary growth.

## PARTNER WITH PHS

# Sponsorship Levels

PowerHouse SMART® offers sponsorship opportunities that connect luxury design, build, and real estate professionals through meaningful partnerships, high-impact events, and national visibility. From the National Exclusive Sponsor, offering unmatched influence across all cities, to National Partner and City Exclusive Sponsors, each level provides strategic exposure through events, digital platforms, and media collaboration.

City-level tiers—Platinum, Gold, and Silver—deliver focused recognition and engagement within local markets. In-Kind Sponsorships honor partners who contribute products, services, or venues that elevate PHS experiences, while Event Sponsors participate through one-off collaborations that spotlight their brands.

Across all tiers, PowerHouse SMART® sponsorships create authentic visibility, valuable connections, and strong alignment with the industry's most innovative leaders.



# National Exclusive Sponsor

**All Cities | \$50,000**

The highest level of partnership, offering unparalleled visibility across all PHS cities, signature recognition at every Luxury Conference, and opportunities to shape the industry conversation. The one National Exclusive Sponsor receives custom media assets, premier branding, and top-level access.

## Sponsor Benefits

- Premier logo placement on PHS homepage with backlink
- Premier logo placement on PHS city pages with backlink (coming with new website launch)
- Premier logo placement on sponsorship page with backlink (coming with new website launch)
- Prominent recognition in all public PHS email announcements and social media spotlights
- Recognition as a National Exclusive Sponsor at all PHS events
- Custom PowerHouse-produced 2-3 minute brand video (interview-style or event-focused)
- One brand-only press feature to PHS list (brand introduction)
- Dedicated opportunity to host a premier event with full marketing support and receive the email list of rsvp attendees
- Customized feature role in PHS philanthropic collaborations (Luxury Raffles, nonprofit partnerships)
- Optional promotional email per quarter to PHS list (offers, sales, new product launches, etc)
- Two of your brand events promoted on the PHS event calendar (events you're hosting on our event page)
- Branded swag, assets, event supplies opportunity incorporated at PHS events
- Customized personal invitation up to 20 PHS contacts for 1:1 meetings (email, introduction)
- Two yearly memberships (valued at \$918)
- If applicable, B2B resource list placement (valued at \$2,500)
- Exclusive recognition as National Sponsor Leader at all Luxury Conferences
  - Dedicated segment during a flagship event
  - Premier slide in the LC loop deck
  - Enhanced visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - Opportunity to provide branded swag at conference
  - 4 VIP Tickets + 6 Conference Tickets per conference

# National Partner Sponsor

All Cities | \$30,000

National reach with premium visibility and recognition. The Sponsor Partners benefit from exposure across all PHS markets with strong positioning in events and digital platforms.

## Sponsor Benefits

- Premier logo placement on PHS homepage with backlink
- Premier logo placement on PHS city pages with backlink (coming with new website launch)
- Premier logo placement on sponsorship page with backlink (coming with new website launch)
- Prominent recognition in all public PHS email announcements and social media spotlights
- Recognition as a National Partner Sponsor at all PHS events
- Custom PowerHouse-produced 1-minute brand video (interview-style or event-focused)
- Dedicated opportunity to host a premier event with full marketing support and receive the email list of rsvp attendees
- Customized feature role in PHS philanthropic collaborations (Luxury Raffles, nonprofit partnerships)
- Optional promotional email twice per calendar year to PHS list (offers, sales, new product launches, etc)
- One of your brand events promoted on the PHS event calendar (events you're hosting on our event page)
- Customized personal invitation up to 10 PHS contacts for 1:1 meetings (email, introduction)
- Two-year memberships (valued at \$918)
- If applicable, B2B resource list placement (valued at \$2,500)
- Exclusive recognition as National Partner Sponsor at all Luxury Conferences
  - Dedicated segment during a flagship event
  - Premier slide in the LC loop deck
  - Enhanced visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - Opportunity to provide branded swag at conference, first come first serve
  - 4 VIP Tickets + 6 Conference Tickets per conference

# Exclusive City Sponsor

**One City | \$20,000**

The highest level of partnership for one city, offering unparalleled visibility at one city's Luxury Conference + events, with premium branding and storytelling opportunities. Ideal for local market dominance.

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## Sponsor Benefits

- Premier logo placement on PHS homepage with backlink
- Premier logo placement on PHS city pages with backlink (coming with new website launch)
- Premier logo placement on sponsorship page with backlink (coming with new website launch)
- Dedicated mentions in email newsletters + social content + thank-you email after event
- Opportunity to host a flagship city event with full marketing promotion \*responsible for event expenses and receive the email list of RSVP attendees
- Custom PowerHouse-produced 1-minute brand video (interview-style or event-focused)
- One brand-only press feature to PHS list (brand introduction)
- Customized feature role in PHS philanthropic collaborations (Luxury Raffles, nonprofit partnerships)
- Optional promotional email twice per calendar year to PHS list (offers, sales, new product launches, etc)
- Two of your brand events promoted on the PHS event calendar (events you're hosting on our event page)
- Customized personal invitation up to 10 PHS contacts for 1:1 meetings (email, introduction)
- Two yearly memberships (valued at \$918)
- If applicable, B2B resource list placement (valued at \$2,500)
- Exclusive recognition as City Exclusive Sponsor at city Luxury Conference
  - Dedicated segment during a flagship event
  - Premier slide in the LC loop deck
  - Enhanced visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - Opportunity to provide branded swag at conference, first come first serve
  - 2 VIP Tickets + 4 Conference Tickets for city conference

# Platinum City Sponsor

**One City | \$12,500**

Strong local visibility for sponsors who want connection and recognition at the city level.

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## Sponsor Benefits

- Logo placement on PHS city page with backlink (coming with new website launch)
- Logo placement on sponsorship page with backlink (coming with new website launch)
- Dedicated mentions in email newsletters + social content + thank-you email after event
- Opportunity to host a flagship city event with full marketing promotion \*responsible for event expenses and receive the email list of rsvp attendees
- Customized feature role in PHS philanthropic collaborations (Luxury Raffles, nonprofit partnerships)
- One of your brand events promoted on the PHS event calendar (events you're hosting on our event page)
- Optional promotional email once per calendar year to PHS list (offers, sales, new product launches, etc)
- One yearly membership (valued at \$459)
- If applicable, B2B resource list placement (valued at \$2,500)
- Recognition as Platinum City Sponsor at Luxury Conference
  - Logo inclusion in the LC loop deck
  - Visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - 1 VIP Tickets + 2 Conference Tickets for city conference

# Gold City Sponsor

**One City | \$7,500**

Local visibility for sponsors who want connection and recognition at the city level.

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## Sponsor Benefits

- Logo placement on PHS city page with backlink (coming with new website launch)
- Logo placement on sponsorship page with backlink (coming with new website launch)
- Mentions in select email campaigns and social posts + thank-you email after event
- Option to host or co-host a city-level PHS event  
\*responsible for event expenses
- Opportunity to participate in philanthropic efforts
- If applicable, B2B resource list placement (valued at \$2,500)
- One yearly membership (valued at \$459)
- Recognition as a Gold City Sponsor for one city's Luxury Conference
  - Logo in LC loop deck and event page
  - Visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - 1 VIP + 1 Conference Tickets

# Silver City Sponsor

**One City | \$3,000**

An accessible entry point for local sponsors who want visibility within their city and access to the PHS community.

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## Sponsor Benefits

- Logo placement on PHS city page with backlink (coming with new website launch)
- Logo placement on sponsorship page with backlink (coming with new website launch)
- Mention in select social posts + thank-you email after event
- Option to host or co-host a city-level PHS event  
\*responsible for event expenses
- Opportunity to participate in philanthropic efforts
- Recognition as a Silver City Sponsor for one city's Luxury Conference
  - Logo in LC loop deck and event page
  - Visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - 1 VIP + 1 Conference Tickets

IN-KIND

# National Exclusive Sponsor

All Cities | \$40,000+

## Sponsor Benefits

- Premier logo placement on PHS homepage with backlink
- Premier logo placement on PHS city pages with backlink (coming with new website launch)
- Premier logo placement on sponsorship page with backlink (coming with new website launch)
- Recognition as a National Exclusive In-Kind Sponsor at all PHS events
- Prominent recognition in all public PHS email announcements and social media spotlights
- One brand-only press feature to PHS list (brand introduction)
- Dedicated opportunity to host a premier event with full marketing support and receive the email list of rsvp attendees
- Customized feature role in PHS philanthropic collaborations (Luxury Raffles, nonprofit partnerships)
- Branded swag, assets, event supplies opportunity incorporated at PHS events
- If applicable, B2B resource list placement (valued at \$2,500)
- Exclusive recognition as National In-Kind Exclusive Sponsor at all Luxury Conferences
  - Dedicated segment during a flagship event
  - Premier slide in the LC loop deck
  - Enhanced visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - Opportunity to provide branded swag at the conference pertaining to your provision only
  - 3 VIP Tickets + 3 Conference Tickets per conference

IN-KIND

# National or City Partner Sponsor

All Cities | up to \$40,000

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## Sponsor Benefits

- Premier logo placement on PHS city pages with backlink (coming with new website launch)
  - Premier logo placement on sponsorship page with backlink (coming with new website launch)
  - Prominent recognition in all public PHS email announcements and social media spotlights
  - Recognition as a National or City In-Kind Partner Sponsor at relative PHS events
  - Dedicated opportunity to host a premier event with full marketing support and receive the email list of rsvp attendees
  - Customized feature role in PHS philanthropic collaborations (Luxury Raffles, nonprofit partnerships)
  - If applicable, B2B resource list placement (valued at \$2,500)
- For National Partner Sponsor:
    - Exclusive recognition as National Partner Sponsor at all Luxury Conferences
    - Dedicated segment during a flagship event
    - Premier slide in the LC loop deck
    - Enhanced visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
    - Opportunity to provide branded swag at the conference pertaining to your provision only
    - 2 VIP Tickets + 2 Conference Tickets per conference

IN-KIND

## National or City Gold Sponsor

All Cities | up to \$20,000

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### Sponsor Benefits

- Logo placement on PHS city page with backlink (coming with new website launch)
- Logo placement on sponsorship page with backlink (coming with new website launch)
- Mentions in select email campaigns and social posts
- Opportunity to participate in philanthropic efforts
- If applicable, B2B resource list placement (valued at \$2,500)
- Recognition as a In-Kind Gold Sponsor
  - Logo in LC loop deck and event page
  - Visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - 1 VIP + 1 Conference Tickets

IN-KIND

## National or City Silver Sponsor

All Cities | up to \$10,000

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### Sponsor Benefits

- Logo placement on PHS city page with backlink (coming with new website launch)
- Logo placement on sponsorship page with backlink (coming with new website launch)
- Mentions in select email campaigns and social posts
- Opportunity to participate in philanthropic efforts
- If applicable, B2B resource list placement (valued at \$2,500)
- As a National In-Kind Silver:
  - Recognition at conference
  - Logo in LC loop deck and event page
  - Visibility through weekly social media and email amplification for 6-8 weeks leading up to the conference and up to 3 weeks post-conference
  - 1 VIP + 1 Conference Tickets

# Event Sponsors

## Single Event or In-Kind

In-kind sponsors contribute services, products, or spaces that elevate PHS events and experiences. From venue spaces and photography to food, design, and media partnerships, these collaborations allow PHS to deliver different, fun, and meaningful events with a boutique feel.

### Event Contributor \$1,000

- Logo on event webpage
- Logo in event loop deck
- Recognition in one event email
- Recognition in one social media post

### Event Supporter \$3,000

- Logo on event webpage
- Logo in event loop deck
- Recognition in one event email
- Recognition in one social media post
- Logo signage at the event
- Dedicated thank-you in social recap post
- 1 ticket to the event

### Event Host/Collaborator \$5,000

- Logo on event webpage
- Logo in event loop deck
- Recognition in one event email
- Recognition in one social media post
- Logo signage at the event
- Dedicated thank-you in social recap post
- 1 ticket to the event
- Opportunity to co-host or present at the event (with PHS marketing push)
- Recognition from stage + in event program
- Logo prominence on all event promotions (email, social, signage)
- 2 tickets to the event

BE A PART OF PHS

# The Vision

At PHS, we blend the pillars of leadership engagement, relationship building, and thoughtful career placement through PowerHouse Recruiting, PowerHouse SMART®, and PowerHouse Luxury Conferences.

This powerful combination allows us to anticipate industry changes and unveil emerging opportunities, sharing these insights with our friends, colleagues and partners. We come together to grow together with social integrity.





ELEVATE YOUR PRESENCE

# Partner with Us

## Become a Sponsor

This isn't just a sponsorship; it's our commitment to you. We're thrilled to support, elevate, and drive loyalty to you. Ready to do this together?

[Sponsorship Form](#)

[powerhousesmart.com](https://powerhousesmart.com)