



Honoring our Legacy.
Powering the Future.

About the Campaign

For 110 years, **SMPTE** has brought the global media technology community together. Through Standards, Education and Community, SMPTE has enabled collaboration across the industry and helped shape the technologies and practices that power the creation, distribution and experience of media worldwide.

As SMPTE launches its **110th Anniversary Campaign**, the Society is both celebrating a legacy of achievement and investing in a strategic course for the future.

This campaign is about more than honoring the past. It marks the beginning of a new era of investment designed to strengthen the foundations of our industry and secure SMPTE's next century.

With the industry evolving at an unprecedented pace, from AI- and cloud-based workflows to new forms of content creation, distribution and authenticity — media organizations, technology providers, creators, technologists, educators and students of every age need a trusted place to learn, share expertise, develop talent, access knowledge, and most importantly, solve challenges together...

For 110 years, that place has been SMPTE.

For the next 110 years — with your support — that place will remain SMPTE.



Our Mission

The **110th Anniversary Campaign** will help position SMPTE to serve the global media technology community for the next generation.

Campaign support will advance strategic initiatives that expand education and workforce development, increase access to technical knowledge, strengthen Standards development, facilitate trusted innovation in AI and emerging technologies, deepen global and local community engagement, and enhance SMPTE's long-term sustainability.

Together, these investments will ensure SMPTE has the resources, talent and operational capacity to remain the trusted convener, educator and standards leader for our industry.



Our Goals

Your support of the **SMPTE 110th Anniversary Campaign** honors a legacy that has shaped media technology for more than a hundred years... while helping build the Standards, drive the innovations, and mentor the leadership that will shape the organization's future.

Unrestricted campaign support gives SMPTE the flexibility to invest in the highest-priority initiatives of its strategic plan.

Five Strategic Priorities. One Shared Vision.

- ~Standards
- ~Education
- ~Community
- ~AI Leadership
- ~Infrastructure &
Operations



Standards

SMPTE Standards are the foundation for interoperability across the global media technology ecosystem.

Your Campaign support will help:

Democratize Access to Standards

Help ensure that the technical Standards that power global media **remain open, accessible and trusted**.

Your donation will sustain the rigorous Standards development process that drives interoperability and innovation while expanding — and enabling — free access to SMPTE Standards worldwide.

Transform Standards Development with AI

Your gift will help power an **AI-enabled platform** that will embed artificial intelligence into the Standards development process.

The platform will enhance discovery, streamline workflows, support AI-assisted authoring, and help identify emerging trends that will shape future Standards.



Education

SMPTE is the trusted bridge between Standards and real-world practice.

Your Campaign support will help:

Build the Future of Media Technology Learning

Your donation will help create a **next-generation education and professional development platform** that transforms technical standards into practical, accessible learning tools.

Through Modular Courses, Guided Learning Pathways, Peer-to-Peer Engagement and AI-Enabled Educational Tools, SMPTE will build a dynamic ecosystem where professionals and students can develop skills, solve real-world challenges and adapt to rapidly evolving technologies.

Unlock 110 Years of Knowledge: AI Platform

Help us harness more than a century of media technology expertise by creating an **AI-powered knowledge platform** that makes SMPTE's collective wisdom more accessible than ever before.

SMPTE Standards, the *Motion Imaging Journal*, conference proceedings, webinars, courses and other technical resources will be integrated into a unified, intelligent interface, leveraging SMPTE's unparalleled archive to drive innovation and solve emerging challenges.



Community

SMPTE's strength comes from its global community of members — technologists, students, educators, creators and industry leaders.

Your Campaign support will help:

Develop the Next Generation of Leaders

By investing in mentorship and knowledge transfer, you can help strengthen SMPTE's talent pipeline and cultivate the leaders who will guide our industry into the future.

SMPTE will establish a **structured mentorship and leadership development program** that connects students, early-career professionals and new members with experienced SMPTE leaders.

Through guided learning, career development, and hands-on engagement with SMPTE activities, participants will gain the skills, knowledge and professional networks needed to become the next generation of industry innovators and leaders.

Expand Globally, Support Locally

Your support will **empower SMPTE Sections** to deliver high-quality educational programs, technical events, and networking opportunities, while at the same time **expanding SMPTE's presence in emerging and underserved regions**.

By investing in local engagement and global growth, donors will help foster collaboration, professional development and innovation across our worldwide media technology community.



AI Leadership

There has never been a more important time to flex SMPTE's convening power, which has brought together technical experts, creators, manufacturers and academics to solve the industry's challenges for over a century.

Your Campaign support will help:

Shape the Future of Trusted AI

This investment will enable SMPTE to **convene industry leaders, researchers and policymakers** to develop Standards and best practices for AI interoperability, authenticity, transparency and human oversight to ensure artificial intelligence is deployed responsibly across the media and entertainment ecosystem.

Funding will **enable the creation** of new Standards initiatives, AI-focused industry forums and working groups, educational programs and workforce training, research and thought leadership, strategic partnerships with global organizations, and the modernization of Standards development processes to keep pace with rapidly evolving technologies.

Infrastructure & Operations

To deliver its strategic priorities, SMPTE needs the talent, systems, tools and operational capacity to support long-term growth.

Your Campaign support will help:

Strengthen SMPTE for the Next Century

Your donation will **bolster the operational foundation** that powers SMPTE's Standards development, education programs, membership services, industry partnerships and community engagement efforts.

Investments in **staffing, technology and organizational infrastructure** will enable SMPTE to operate more effectively, serve members more efficiently, and expand our global impact across the media technology community.

How You Can Help:

SMPTE Contributor —
Up to \$2,499

Recognized Campaign Levels:

Supporter — \$2,500

Advocate — \$5,000

Champion — \$10,000

Leadership Circle — \$15,000

Visionary Circle — \$25,000+



110 TH ANNIVERSARY CAMPAIGN:	Supporter	Advocate	Champion	Leadership Circle	Visionary Circle
• Recognition on SMPTE's website as a 110 th Anniversary Campaign supporter	✓	✓	✓	✓	✓
• Recognition in SMPTE's Annual Report	✓	✓	✓	✓	✓
• Social media recognition/campaign callout		✓	✓	✓	✓
• Bi-annual 110 th Anniversary Campaign impact report		✓	✓	✓	✓
• Thank-you call with SMPTE President & Executive Director, including campaign update			✓	✓	✓
• Recognition at select SMPTE events/conferences as a Campaign Supporter on applicable campaign materials				✓	✓
• Invitation to 110 th Anniversary Campaign annual briefing/VIP reception					✓

Inaugural Supporters

All donations of \$10,000 or more, pledged on or before **December 31, 2026**, will receive recognition as an **Inaugural Supporter of SMPTE's Open Access Standards Library**.

- Your name or company logo will be featured in the Standards section of the SMPTE website until December 31, 2027.
- Your name or company logo will be recognized on the Donor page of the SMPTE website in perpetuity.

Impact Giving

Visionary Circle — \$25,000+

Impact gifts provide leadership-level support for SMPTE's next decades. Donors making gifts of \$25,000 or more **may choose to direct their support toward specific SMPTE programs or areas of interest.**

All of SMPTE's priorities expand access to technical knowledge, strengthen Standards development, support responsible innovation in AI and emerging technologies, cultivate the next generation of media technology leaders, deepen global and local engagement, and ensure the organization has the operational capacity to serve the industry for generations to come.

Legacy Giving

SMPTE's achievements have been built by generations of professionals who believed in the power of Standards, Education and Community. Legacy giving allows supporters to help secure SMPTE's future for the next generation of media technology leaders.

If you are interested in including SMPTE in your estate plans or making a planned gift, SMPTE would be honored to help you explore meaningful options.

Legacy giving opportunities may include:

- Estate gifts
- Bequests
- Planned gifts
- Other future gift commitments

For more information on Legacy Giving, please contact Britta Bucholz at bbucholz@smpte.org.

Ways to Give

SMPTE Contributors: **To Fund the Future —**
• Please click [here](#).

**Recognized
Campaign Levels:** **For more information —**
• [Britta Bucholz](#)

**Alternate Payment
Methods:** **Please contact —**
• [Britta Buchholz](#)

SMPTE is an industry-led, nonprofit 501(c)(3)
organization advancing standards, education and
community across the global media technology sector.

EIN: 13-1624188. Contributions are tax-deductible to the
extent permitted by law.

Thank You

Your support helps SMPTE elevate the creative minds and technical leaders of the future, so they can continue to collaborate, innovate and shape the future of media technology.