



***2018***  
***SPONSORSHIP***  
***PROSPECTUS***

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## ABOUT WPGC

The mission of the Washington Planned Giving Council (WPGC) is to increase the quality and quantity of charitable planned gifts by serving as the voice and professional resource for the gift planning community of Western Washington.

We are made up of development professionals, trust officers, attorneys, financial planners, insurance professionals, accountants, and others whose work includes educating, promoting, and administering charitable planned gifts in Western Washington. The WPGC is affiliated with the Partnership for Philanthropic Planning (PPP) which is the leading nationwide organization for gift planning professionals.

The WPGC meets monthly in Seattle over lunch to exchange ideas and listen to presentations on various aspects of charitable planned gift planning. In addition, the WPGC sponsors an annual conference in Seattle that features local and national speakers, webinars through PPP, and Planned Giving 101 sessions.

With more than 155 non-profit and allied professional members, WPGC is a valuable resource that connects all sectors of the gift planning community.



## 2018 Sponsorship Opportunities

### Planned Giving Day Conference Sponsor (limit: two) Sponsorship Level: \$4,000

Planned Giving Day, WPGC's Annual Conference, gives our sponsors an unparalleled opportunity to reach decision makers in charitable organizations from across the Pacific Northwest. In 2017, our Conference and Professional Achievement Luncheon drew the more than 200 attendees, most of whom hold positions of authority in their organizations – as board members, executive directors, or directors or managers of planned and major gifts. Attendees also include allied professionals, consisting of attorneys, accountants, and bankers.

The 2018 Conference will be held again at the Conference Center in downtown Seattle's Washington State Convention Center on **Thursday, October 11, 2018**. This location was well received by sponsors and attendees alike for its convenient location and professional facility, with a floor plan that offers high-visibility and access to sponsor booths.

Our Conference Sponsors receive recognition equal to their status as our most important supporters, including:

- An opportunity to briefly share information about the sponsoring institution and introduce a speaker at a plenary session;
- High-visibility placement of logo in Conference materials, signage, and on the WPGC website, a full page advertisement in the Conference booklet, and a central exhibit booth at the Conference. **Sponsors who confirm before the end of the calendar year will also be included in the conference promotional brochure;**
- Two complimentary registrations for the Conference (including two tickets for luncheon); and
- One complimentary registration at each of the WPGC monthly meeting luncheons.

## Professional Achievement Luncheon Sponsor

**Sponsorship Level: \$2,500**

In 2012, the WPGC hosted its inaugural Washington Planned Giving Council Professional Achievement Award in Gift Planning. The recipient, selected for his or her lifetime contributions to the gift planning profession, will be honored at a special lunch at the 2018 Annual Conference. Past honorees include Frank Minton (2012), Roger Schoenhals (2013), Ed Larson (2014), Ann Knapp (2015), Sara Eldred (2016), and Lorraine del Prado (2017)

Our Professional Achievement Luncheon Sponsors receive:

- Special thanks from the podium at the lunch;
- Prominent mention in printed materials about the lunch;
- An exhibit booth at the Annual Conference, a half page advertisement in the Conference booklet and corporate logo on the WPGC website. **Sponsors who confirm before the end of the calendar year will also be included in the conference promotional brochure;** and
- Two complimentary registrations for the conference (including 2 tickets for the luncheon).

## Conference Breakout Session Sponsor

**Sponsorship Level: \$2,000**

The WPGC Conference Committee works hard to assemble planned giving experts to help our attendees build and strengthen their planned giving program. The 2018 Conference is organized into three Breakout Sessions.

Each Conference Breakout Sessions Sponsor will receive:

- Prominent mention in Conference promotional materials and on signage;
- An opportunity to briefly share information about the sponsoring organization and introduce a speaker;
- An exhibit booth at the Conference;
- Half page advertisement in the Conference booklet. **Sponsors who confirm before the end of the calendar year will also be included in the conference promotional brochure;**
- Corporate logo on the WPGC website; and
- Two complimentary registrations for the Conference (including 2 tickets for the luncheon).

## WPGC Sustaining Sponsor

### Sponsorship Level: \$1,500

Our Sustaining Sponsor level offers an opportunity to position yourself in front of conference attendees who hold positions of authority in their organizations – as board members, executive directors, or directors or managers of planned and major gifts – as well as allied professionals, consisting of attorneys, accountants, and bankers

Our WPGC Sustaining Sponsors receive:  
Conference recognition:

- An exhibit booth at the annual Conference;
- Acknowledgement in Conference materials and signage;
- Quarter page advertisement in the Conference booklet. **Sponsors who confirm before the end of the calendar year will also be included in the conference promotional brochure;** and
- Corporate logo on the WPGC website.
- Two complimentary registrations for the Conference (including 2 tickets for the luncheon).

## WPGC Monthly Luncheon Sponsor

### Sponsorship Level: \$1,500

Our Monthly Luncheon Sponsor level offers a wonderful opportunity to reach decision makers in development offices throughout the Greater Seattle area. The WPGC luncheons typically draw 50-80 participants, including planned and major gifts officers, and allied professionals

Monthly Luncheon recognition:

- Recognition in their month's luncheon registration email;
- The opportunity to briefly describe their organization and introduce the featured luncheon speaker;
- Quarter page advertisement in the Conference booklet;
- Corporate logo on the WPGC website; and
- Complimentary luncheon registration at one WPGC monthly meeting for sponsor representative.

## WPGC Supporting Sponsor

Sponsorship Level: \$500

The WPGC provides a variety of programs and resources to its members and the larger estate planning community, including monthly luncheon programs, the annual Planned Giving Day conference, networking and mentorship opportunities, a job board and more. Supporting Sponsors provide vital funding for all of the WPGC's ongoing programmatic and outreach efforts.

Each Supporting Sponsor will receive:

- Corporate logo included on the WPGC website;
- Quarter page advertisement in the Conference booklet. **Sponsors who confirm before the end of the calendar year will also be included in the conference promotional brochure;** and
- Acknowledgement in Conference promotional materials.

To learn more about WPGC please visit:

[www.wpgc.org](http://www.wpgc.org)



## 2018 Sponsor Form

Company Name: \_\_\_\_\_  
(Please list as you would like name to appear on the website and printed materials)

Contact Person: First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Name(s) of company representatives staffing the exhibit booth (limit two):

\_\_\_\_\_

SPONSOR LEVEL	AMOUNT	SELECTION
Planned Giving Day Conference Sponsor	\$4,000	
Professional Achievement Luncheon Sponsor	\$2,500	
Conference Breakout Session Sponsor	\$2,000	
WPGC Sustaining Sponsor	\$1,500	
WPGC Monthly Luncheon Sponsor	\$1,500	
WPGC Supporting Sponsor	\$500	

### PAYMENT INFORMATION:

- Check:** Please make checks payable to WPGC and mail along with a copy of Registration Form to address below.
- Credit Card:** WPGC accepts Visa and MasterCard.

Name on Credit Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

### Return completed registration form and payment to:

WPGC Office  
2150 N. 107<sup>th</sup> St, Suite 205  
Seattle, WA 98133-9009  
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