



2019
SPONSORSHIP
PROSPECTUS

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ABOUT WPGC

The Washington Planned Giving Council (WPGC) unites non-profit, legal, financial and tax professionals in philanthropic planning. Its mission 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.

The WPGC is affiliated with the National Association of Charitable Gift Planners (CGP), which is the leading nationwide organization for gift planning professionals.

WHAT IS PLANNED GIVING DAY?

Planned Giving Day is the largest annual conference in Western Washington that is focused on Charitable Gift Planning. Organized by WPGC and held in downtown Seattle, the conference features local and national speakers, webinars through CGP, and Planned Giving 101 sessions. Each year hundreds of non-profit professionals, trust officers, attorneys, financial planners, insurance professionals, accountants, and others attend the conference for networking and education sessions.

This year County Executive **Dow Constantine** and notable philanthropist **Bobbe Bridge** will share insights on their personal philanthropic passions, charitable giving, and the intersection of non-profit, for-profit, and public sectors that contribute to the vibrancy of our region.

Mark Davis from the Seattle Philanthropic Advisors Network (SPAN) will moderate this special discussion.



Washington Planned Giving Council

WHY YOU SHOULD SPONSOR THE 2019 PLANNED GIVING DAY

1. **Reach** – Reach over 2,000 from your target audience. As a sponsor, you will receive online, print, and in-person opportunities to showcase your company.
2. **Community Impact** – The Northwest has tremendous untapped philanthropic potential to address our communities' greatest challenges and inequities. As Washington State continues to grow, corporations have increasingly more opportunities to financially support the local community.
3. **Connection** – As a sponsor, your company will have the opportunity to connect with potential clients who need your services. WPGC will host a passport activity that will encourage hundreds of attendees to visit your company's table. Sponsors will also have the opportunity to introduce speakers, giving your company increased visibility.
4. **Reputation** - Be seen as a leader in the industry by supporting this event. Seattle's top professionals, attorneys, and financial planners will be attending the conference. Show them how incredible you are!



2019 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 2018, 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 2019 Conference will be held again at the Conference Center in downtown Seattle's Washington State Convention Center on **Thursday, September 26, 2019**. 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 by the deadline to be announced soon, 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), Lorraine del Prado (2017), and Albert Thurmond (2018).

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.
- 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.
- 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.
- 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.
- and
- Acknowledgement in Conference promotional materials.

To learn more about WPGC please visit:
www.wpgc.org



2019 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:

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