



Are you looking for the best way to reach planned giving professionals in the Greater Philadelphia area?

2022

Sponsorship Opportunities

The Planned Giving Council of Greater Philadelphia (PGCGP) offers many options designed to fit your outreach needs and budget.

About Us

The Planned Giving Council of Greater Philadelphia is our region's leading professional association for individuals involved in charitable gift planning. Our members represent a broad spectrum of educational institutions, as well as charitable organizations that engage in health and human services, arts, culture, and the environment.

Our membership also includes representatives from financial institutions and organizations that provide services in finance and estate planning.

As an affiliate of the National Association of Charitable Gift Planners, our mission is to increase the quality and quantity of charitable planned gifts by serving as the premier professional resource for the gift planning community.

Prospective Audience

The PGCGP has almost two hundred members from the Philadelphia, New Jersey, and Delaware metro region, including members from many of the region's largest not-for-profit organizations and universities. Our programs also attract those new to planned giving, generalists whose duties include planned giving, major gift officers and allied professionals such as philanthropic advisors, estate attorneys, certified public accountants, and financial advisors.

Sponsorship Avenues

In 2022, we continue to update our sponsorship opportunities to better reflect our organizational needs. We plan to host our premier educational program – the Planned Giving Day Conference – in-person at the Union League of Philadelphia on Wednesday, October 12, 2022. Please visit pgcgp.org to view a list of our 2022 sponsorship opportunities.

Educational Programs: PGCGP educational programs are usually scheduled between 11:00am to 2:00pm and include an expert speaker on topics related to planned giving and philanthropy. In 2022, PGCGP will be offering a blend of hybrid and in-person educational programs.

Planned Giving Day Conference: We plan to host our annual premier educational conference in-person event on Wednesday, October 12, 2022, with interactive and engaging break-out education sessions – and some not offered anywhere else. Attendees at the Union League typically number two hundred

and include members and non-members from the Philadelphia metropolitan area as well as individuals from neighboring states. In 2021, the in-person conference attracted attendees and vendors regionally and nationally.

Planned Giving Course: In late 2022, the PGCGP will be offering a preview program for a Planned Giving Course scheduled for April of 2023.

Quarterly Newsletter and Communicating with our Members: We communicate with our members and colleagues in many ways including the PGCGP Newsletter as well as via Eblast and LinkedIn postings. Regular Eblasts are sent to our membership database, as well as hundreds of others who requested to be included in our distribution list. LinkedIn postings are seen by those who are linked with PGCGP and who follow us on the platform.

Website: Our website is visited by hundreds weekly. Members access the site for information about and registration for upcoming programs, to download handouts from previous programs, and sponsor-driven Whitepapers. Members also frequently access the job opportunities and newsletter page.

Sponsor Benefits

Every sponsor will receive these benefits and recognition opportunities:

- ✓ The opportunity to submit topic/speaker suggestions
- ✓ Opportunity to include links to Whitepapers and Articles in our newsletter, on the PGCGP website and Eblast
- ✓ Receive advance notice of program speakers and attendees
- ✓ Your logo on the website's Sponsor page as well as materials

Other Sponsorship Opportunities

Scholarship Sponsors:

Consider sponsoring a PGCGP scholarship for \$500 to cover the cost of a member's national (NACGP) membership, local PGCGP membership, PG Day, and other membership benefits. Award eligibility is prioritized for furloughed or unemployed colleagues, and then those whose nonprofit budgets do not cover professional development opportunities.

Questions?

Please contact our sponsorship committee chairs:

- Jessica Brookstein (Jessica.brookstein@use.salvationarmy.org)
- Daniel Greenspon (dan@philanthro.tech)

2022 Planned Giving Day

The PGCGP will host our annual 2022 Planned Giving Day Conference on **Wednesday, October 12, 2022**, at the Union League of Philadelphia. This all-day conference will feature two keynote speakers and four educational tracks for all levels of experience. The conference usually attracts over 150 planned giving professionals.

The timing of our conference is earlier this year because the National Association of Charitable Gift Planners has scheduled its national conference during the last week in October 2022. This year's theme is "**Reflecting on Tomorrow.**"





2022 Annual Sponsorship Opportunities

Each Sponsorship runs from
January 1 – December 31.

Benefit Category	Benefits	Diamond \$6,000	Platinum \$4,500	Gold \$3,500	Silver \$2,500	Bronze \$1,500	Scholarship \$500
Communications Exposure	Hyperlinked logo on Sponsor page of PGCGP website.	●	●	●	●	●	●
Communications Exposure	Hyperlinked logo on all PGCGP and Planned Giving Day Eblasts.	●	●	●	●	●	●
Communications Exposure	Annual exposure and contact with PGCGP Board-Members	●	●	●	●	●	●
Networking Exposure	Up to two (2) complimentary registrations for the 2022 Planned Giving Day Conference. (Sponsor should coordinate directly with the PGCGP administrative office to register.)	●	●	●	●	●	
Participant Contact Information	Receive full participant contact information in Excel format for Planned Giving Day two weeks in advance of the conference. Sponsors will also receive post-conference participant list.	●	●	●	●	●	
Networking Exposure	One sponsor per track or roundtable session (breakout rooms) will have the opportunity to briefly introduce self and company as well as introduce speaker/facilitator and topic at the Planned Giving Day Conference.	●	●	●	●	●	
Communications Exposure	One (1) 6-foot-long exhibit table at the Planned Giving Day Conference. Limited exhibit space available. One (1) complimentary registration to Planned Giving Day for representative at the exhibit table.	●	●	●	●	●	
Communications Exposure	Share sponsor whitepapers and trainings in conjunction with approved PGCGP communication process in newsletter, eblasts, educational programs, and speaking options.	●	●	●	●		
Networking Exposure	Recognition as a sponsor of a PG Day and/or an education program. Sponsor will have the opportunity to introduce self and company as well as introduce speaker/facilitator and topic at a selected PG Day or education program. Sponsors are welcome to participate in discussions with PGCGP members during the programs.	●	●	●			
Networking Exposure	Up to two (2) additional complimentary registrations for the 2022 Planned Giving Day Conference. (Sponsor should coordinate with PGCGP administrative office to register.)	●	●	●			
Participant Contact Information	Receive full participant contact information in Excel format for each educational program one week in advance and one day in advance. For Planned Giving Day Conference, receive participant list soon after early-bird deadline ends and again one week before the conference. For educational programs and Planned Giving Day, sponsors receive post-event participant lists.	●	●				
Communications Exposure	Opportunity to be in a Sponsor Spotlight Eblast. Sponsor Spotlight eblast appears on PGCGP website and eblasts inviting members to events and other initiatives. Linked In post will also direct people to the event and the opportunity to send a direct email campaign to PGCGP members two times in a calendar year.	●	●				
Communications Exposure	Opportunity to introduce Key-Note Speakers, show short video, and introduce speakers for signature conference and educational programs.	●					



2022 Sponsorship Commitment Form

Contact Information:

Name: _____

Company: _____

Address, City, State, Zip: _____

Email Address: _____ Phone: _____

I would like to confirm my commitment as the following sponsorship level:

- Diamond (\$6,000) Platinum (\$4,500) Gold (\$3,500)
 Silver (\$2,500) Bronze (\$1,500) Scholarship (\$500)

I agree to be an annual sponsor for the Planned Giving Council of Greater Philadelphia. By signing this agreement, I am confirming my sponsorship and agree to pay the sponsorship fee within 60 days of my commitment. I also acknowledge my organization will not be recognized as a sponsor until payment is made. Upon signing this agreement, I understand that I am unable to cancel this sponsorship.

Signature: _____

Date: _____

Payment Information:

- Check payment (*please make checks payable to Planned Giving Council of Greater Philadelphia*)
 Credit Card Payment

Name on Card: _____ Type of Card: _____

Card Number: _____ Exp Date: _____

CCID: _____ Card Billing Address: _____

PGCGP reserves the right to refuse and/or revoke participation by any sponsor or exhibitor in the event of a violation of industry ethical standards.

Please return your sponsorship commitment form to:
Planned Giving Council of Greater Philadelphia
P.O. Box 579 • Moorestown, NJ 08057
Phone: 267-597-3817 • Email: info@pgcgp.org