



2021

Sponsorship Opportunities

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

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

Prospective Audience

The PGCGP has almost 200 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

During 2020, to keep our members, guests, sponsors, and staff safe during the Covid-19 pandemic, all 2020 programs and sponsorship went virtual. Now, through June 30th 2021, all programs and events will continue to be virtual. While we remain cautiously optimistic about future events, the PGCGP Board will continue to offer virtual programs until we can safely host in-person gatherings again.

In 2021, we renewed our sponsorship opportunities to better reflect our return to in-person events after June 30th 2021. We hope to host our premier educational venue – the Planned Giving Day Conference – in-person again at the Union League in Philadelphia on October 27th 2021. Please click the link below to view a list of our sponsorship opportunities for both virtual and in-person events in 2021.

Educational Programs: PGCGP educational programs are normally scheduled between 11:00am to 2:00pm and include an expert speaker on topics related to planned giving and philanthropy. Currently, these sessions are hosted as monthly virtual events with occasional networking sessions for members-only prior to the virtual events.

Planned Giving Day Conference: We hope to host our annual premier educational conference in-person event on Wednesday, October 27th 2021, with interactive and engaging break-out education sessions – and some not offered anywhere else. Attendees at the Union League typically number 200 and include members and non-members from the Philadelphia metropolitan area as well as individuals from neighboring states. In 2021, the in-person conference will attract attendees and vendors regionally and nationally.

Planned Giving Course: The Planned Giving Course in 2021 will be offered in conjunction with the Planned Giving Day Conference and held in-person on Tuesday, October 26th. The sneak-peak session is designed for fundraisers new to planned giving and will offer a pre-conference refresher to members and non-members.

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. 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 Benefits

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.

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.

Contact Us

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The Power of Legacy

PLANNED GIVING DAY
Wednesday, October 27th, 2021

- Co-Branding with PGCGP for Diamond, Platinum, Gold, Silver and Bronze Sponsors
- Recognition of annual sponsorship at three council luncheon events
- Recognition of annual sponsorship at the annual Planned Giving Course Improved Sponsorship Experience at Planned Giving Day Conference



The Planned Giving Council of Greater Philadelphia is pleased to announce important enhancements to our sponsorship opportunities! In consultation with our valued partners, we now offer the following upgrades in our available Planned Giving Day sponsorship packages:

- Longer breaks between sessions for more face time with attendees
- Business card drop system for each sponsor/exhibitor
- Premium table at breakout session rooms
- Improved layout of all exhibitor tables

Year-long exposure to the universe of PGCGP members!

2021 Sponsorship Benefits

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
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.	●	●				
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.			●	●	●	
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.	●	●				
Communications / exposure	Share sponsor whitepapers and trainings in conjunction with approved PGCGP communication process in newsletter, eblasts, educational programs, and speaking options.	●	●	●	●		
Communications / exposure	Opportunity to introduce Key-Note Speakers, show short video, and introduce speakers for signature conference and educational programs.	●					
Communications / exposure	8x6 Booth Space at the Planned Giving Day Conference. Limited booth space available. One (1) Complimentary registration to PGD.	●	●	●	●	●	
Networking / exposure	Sponsor of a PGCGP educational program, Planned Giving Course, and Planned Giving Day Conference break-out sessions will have the opportunity to introduce self, talk briefly about their company and services, and introduce the facilitator and topic. Sponsors are welcome to participate in discussions with PGCGP members.	●	●	●			
Networking / exposure	Up to two (2) complimentary registrations when serving as Sponsor of a PGCGP educational program. Sponsor should coordinate with PGCGP administrative office.	●	●	●	●	●	
Networking / exposure	Up to two extra (2) complimentary registrations for the 2021 Planned Giving Day Conference. Sponsor should coordinate with PGCGP administrative office.	●	●	●			
Networking / exposure	1 Sponsor per track session and roundtables at Planned Giving Day Conference (breakout rooms) will introduce self and company as well as speaker/facilitator and topic.	●	●	●	●		
Communications / exposure	Hyperlinked logo and company write-up on Sponsor page of PGCGP website.	●	●	●	●	●	●
Communications / exposure	Include hyperlinked logos on all Planned Giving Day Eblasts.	●	●	●	●	●	●
Communications / exposure	Annual exposure and contact with PGCGP Board-Members	●	●	●	●	●	●