

Sponsorship Opportunities

2024

Dear friends,

Thank you for your interest in supporting the National Capital Gift Planning Council. NCGPC would not be the valued organization that it has become without the support of our longstanding, generous and dedicated sponsors.

Each year, NCGPC hosts a series of monthly programs, provides networking opportunities, organizes one-on-one and group mentoring, coordinates roundtable discussions, and offers an all-day conference. Moreover, our commitment extends to identifying and pursuing strategies that increase the diversity, equity and inclusion of our membership and leadership.

At the core of NCGPC lies a profound mission—to foster philanthropy by empowering and unifying gift planning professionals across the National Capital area. Through education and connection, we strive to strengthen fundraising professionals, non-profit organizations, and allied professionals in all aspects of charitable gift planning. We could not accomplish our work without the dedication of our generous sponsors.

As a sponsor, you'll receive a selection of benefits and gain invaluable exposure through introductions, exhibit tables, monthly meeting acknowledgement, recognition in our year-end email and social media posts, logo placements, and more during our program year. Additionally, our all-day conference presents numerous exclusive benefits for our esteemed sponsors.

We invite you to save the date for our all-day conference, PG Day, scheduled for Thursday June 6, 2024. We also invite you to join us for our 2024 monthly programs, where opportunities for collaboration and engagement abound.

Sponsorships go quickly and are available on a first-come, first-served basis. The following benefit grid and accompanying lists are for our 2024 programming year which runs from January 1, 2024, to December 31, 2024. To reserve your sponsorship today, please complete the Sponsorship Interest Form enclosed on the last page of this packet and return it to us. We will then send you a Sponsorship Agreement and more information about how to share your company's information so we can generously recognize you as a 2024 NCGPC sponsor. Thank you for your consideration!

Sincerely,



Jade Bristol
NCGPC President



Sarah Sosa-Acevedo
NCGPC President-Elect

 National Capital Gift Planning Council		Diamond*	Platinum*	Gold*	Silver*	Bronze*
		\$8,000	\$5,000	\$4,000	\$3,000	\$2,000
Benefit Category	Benefit Description					
Program Year	One (1) complimentary registration per monthly program	Yes				
	Receive program attendee list with contact info, post event	Yes			As applicable*	
	Logo placement on slideshow at monthly programs	Yes	Yes	Yes	Yes	
	Opportunity to recommend program speakers for monthly programs and conference	Yes	Yes	Yes	Yes	Yes
	Opportunity to submit links for Whitepapers webpage	Yes	Yes	Yes	Yes	Yes
Digital Recognition	Receive one Sponsor Spotlight LinkedIn post and a thanks from the NCGPC President in the end-of-year e-blast message	Yes	Yes	Yes	Yes	Yes
	Hyperlinked logo on the NCGPC website homepage	Yes	Yes	Yes		
	Hyperlinked logo on the NCGPC Sponsors webpage	Yes	Yes	Yes	Yes	Yes
	Postings on NCGPC's job board (30 days each)	2	2	1	1	
PG Day Conference	Speaking remarks from podium	Yes	Yes			
	Complimentary PG Day registrations	2	1	1	1	1
	Ability to register additional staff members at a discounted rate	Yes	Yes	Yes	Yes	Yes
	Logo placement on Sponsors slide	Yes	Yes	Yes	Yes	Yes
	Recognition from podium by NCGPC Board Member	Yes	Yes	Yes	Yes	Yes
	Copy of three conference attendee lists with contact info: <ul style="list-style-type: none"> 1. Early Bird Registrants List 2. Pre-Conference Registrants List 3. Post-Conference Attendee List 	Yes	Yes	Yes	Yes	Yes
	Complimentary exhibitor table with tablecloth and seating	Yes	Yes	Yes	Yes	Yes
	Logo placement on conference promotions and webpage	Yes	Yes	Yes	Yes	Yes
	Logo placement on conference app	Yes	Yes	Yes	Yes	Yes

*See Sponsorship Guide for additional benefits unique to your sponsorship selection.

DIAMOND SPONSORSHIP

\$8,000

Diamond Sponsorship (2 available) – Lead Sponsorships

1. Lead Programmatic Sponsor – **SOLD!**
2. Lead PG Day 2024 Sponsor

NCGPC's lead sponsorship opportunity will allow you a selection of the most unique benefits, including the following throughout the programming year:

- ✓ One (1) complimentary registration per monthly program
- ✓ Receive attendee list with contact info for monthly programs, 1 week before event & post event
- ✓ Logo placement on slideshow at monthly programs
- ✓ Opportunity to recommend NCGPC program speakers for monthly meetings and conference
- ✓ Opportunity to submit links for Whitepapers webpage
- ✓ Receive one Sponsor Spotlight LinkedIn post and a thanks from the NCGPC President in the end-of-year e-blast message
- ✓ Logo placement on the NCGPC website homepage and sponsorship page
- ✓ Two (2) job postings on NCGPC's job board (for 30 days each; posted on our website and shared via e-blast)

The Diamond Sponsor also receives the following PG Day conference benefits:

- ✓ Two (2) PG Day conference registrations for Thursday, June 6, 2024
- ✓ Ability to register additional staff members at a discounted rate for PG Day
- ✓ Logo placement on Opening Keynote title slide and PG Day Sponsors slide
- ✓ Copy of three conference attendee lists (including name, title, organization, email):
 - i. Early Bird Registrants List, sent 1 week after Early Bird registration closes
 - ii. Pre-Conference Registrants List, sent 1-2 weeks before conference
 - iii. Post-Conference Attendee List, sent 1 week after event
- ✓ Complimentary exhibitor table with tablecloth and seating
- ✓ Logo placement on conference promotions and on NCGPC's conference webpage
- ✓ Logo on conference app

The **Diamond Sponsorship** offers a maximum level of exposure for your company's brand, including prime time speaking slots, an exhibit table at PG Day, two complimentary registrations, as well as logo placement on marketing and conference app. Moreover, you are considered a collaborator and thought leader alongside NCGPC throughout the year, sharing your insights, expertise, and innovative solutions with our council. This high-tier sponsorship demonstrates your commitment and support to NCGPC's membership and the National Capital area's planned giving industry, highlighting your dedication to its growth and development.

As a Diamond Sponsor, you can elect to support NCGPC leading in one of these unique ways and receive the additional benefits listed under the option selected:

1. Lead Programmatic Sponsor

- ✓ Introduce speaker at monthly programs to attendees (in person and virtual)

2. Lead PG Day 2024 Sponsor

- ✓ Introduce the PG Day Opening Keynote speaker to conference attendees

SOLD!

PLATINUM SPONSORSHIP

\$5,000

Platinum Sponsorship (5 available) – PG Day 2024 Category

- PG Day Distinguished Service Award (DSA) Luncheon Sponsor
- PG Day Closing Panel Sponsor
- PG Day Reception Sponsor
- PG Day Parking Sponsor
- PG Day Technology Sponsor

NCGPC's Platinum opportunity offers a collection of elevated benefits, including the following throughout the programming year:

- ✓ Logo placement on slideshow at monthly programs
- ✓ Opportunity to recommend NCGPC program speakers for monthly meetings and conference
- ✓ Opportunity to submit links for Whitepapers webpage
- ✓ Receive one Sponsor Spotlight LinkedIn post and a thanks from the NCGPC President in the end-of-year e-blast message
- ✓ Logo placement on the NCGPC website homepage and sponsorship page
- ✓ Two (2) job postings on NCGPC's job board (for 30 days each; posted on our website and shared via e-blast)

Platinum sponsors also receive the following PG Day conference benefits:

- ✓ Speaking remarks from podium at assigned time
- ✓ One (1) PG Day conference registration for Thursday, June 6, 2024
- ✓ Ability to register additional staff members at a discounted rate for PG Day
- ✓ Logo placement on PG Day Sponsors slide
- ✓ Copy of three conference attendee lists (including name, title, organization, email):
 - iv. Early Bird Registrants List, sent 1 week after Early Bird registration closes
 - v. Pre-Conference Registrants List, sent 1-2 weeks before conference
 - vi. Post-Conference Attendee List, sent 1 week after event
- ✓ Skirted exhibitor table
- ✓ Logo placement on conference promotions and on NCGPC's conference webpage
- ✓ Logo on conference app

As a Platinum Sponsor, you can elect to support NCGPC in one of these unique ways and receive the additional benefits listed under the option selected:

1. PG Day Distinguished Service Award (DSA) Luncheon Sponsor

- ✓ Logo placement on conference luncheon title slide
- ✓ Recognition from podium from NCGPC board member during luncheon
- ✓ Opportunity to introduce DSA award presenter
- ✓ Speaking remarks from podium during luncheon

2. PG Day Closing Panel Session Sponsor

- ✓ Logo placement on closing panel session title slide
- ✓ Recognition from podium from NCGPC board member during closing panel session
- ✓ Opportunity to introduce closing panel session moderator
- ✓ Speaking remarks from podium during closing panel Session

3. PG Day Reception Sponsor

- ✓ Logo placement on conference reception title slide
- ✓ Recognition from podium from NCGPC board member during conference opening and closing
- ✓ Opportunity to hand out drink tickets to attendees
- ✓ Speaking remarks from podium leading up to reception

4. PG Day Parking Sponsor

- ✓ Logo placement on conference reception title slide
- ✓ Recognition from podium from NCGPC board member during conference opening and closing
- ✓ Opportunity to hand out parking vouchers to attendees
- ✓ Speaking remarks from podium leading up to reception

5. PG Day Technology Sponsor

- ✓ Logo placement on three conference tracks title slides
- ✓ Logo placement on wi-fi signage throughout conference
- ✓ Recognition from podium from NCGPC board member during conference and by each track presenter at each track presentation
- ✓ Prominent conference website and app recognition

GOLD SPONSORSHIP

\$4,000

Gold Sponsorship (5 available) – PG Day Category

- PG Day *Donor Engagement* Track Sponsor
- PG Day *Behind the Scenes* Track Sponsor
- PG Day *Getting Technical* Track Sponsor
- PG Day Breakfast & Breaks Sponsor
- Lanyard and Name Badge Sponsor

NCGPC's Gold sponsorship opportunity will allow you a selection of fabulous benefits, including the following throughout the programming year. Regardless of your specific Gold election below, each Gold Sponsor will receive:

- ✓ Logo placement on slideshow at monthly programs
- ✓ Opportunity to recommend NCGPC program speakers for monthly meetings and conference
- ✓ Opportunity to submit links for Whitepapers webpage
- ✓ Receive one Sponsor Spotlight LinkedIn post and a thanks from the NCGPC President in the end-of-year e-blast message
- ✓ Logo placement on the NCGPC website homepage and sponsorship page
- ✓ One (1) job posting on NCGPC's job board (for 30 days each; posted on our website and shared via e-blast)

Each Gold Sponsor will also receive the following PG Day conference benefits:

- ✓ One (1) PG Day conference registration for Thursday, June 6, 2024
- ✓ Ability to register additional staff members at a discounted rate for PG Day
- ✓ Logo placement on PG Day Sponsors slide and recognition from podium by a board member
- ✓ Copy of three conference attendee lists (including name, title, organization, email):
 - vii. Early Bird Registrants List, sent 1 week after Early Bird registration closes
 - viii. Pre-Conference Registrants List, sent 1-2 weeks before conference
 - ix. Post-Conference Attendee List, sent 1 week after event
- ✓ Complimentary exhibitor table with tablecloth and seating
- ✓ Logo placement on conference promotions and on NCGPC's conference webpage
- ✓ Logo on conference app

As a Gold Sponsor, you can elect to support NCGPC in one of these unique ways and receive the additional benefits listed under the option selected:

1. **PG Day *Donor Engagement* Track Sponsor**
 - ✓ Introduce three (3) conference session speakers in the *Donor Engagement* Track
 - ✓ Logo placement on *Donor Engagement* track title slides

2. **PG Day *Behind the Scenes* Track Sponsor**
 - ✓ Introduce three (3) conference session speakers in the *Behind-the-Scenes* Track
 - ✓ Logo placement on *Behind the Scenes* track title slides

3. **PG Day *Getting Technical* Track Sponsor**
 - ✓ Introduce three (3) conference session speakers in the *Getting Technical* Track
 - ✓ Logo placement on *Getting Technical* track title slides

4. **PG Day Breakfast and Breaks Sponsor**
 - ✓ Logo placement on conference breakfast and two breaks title slides
 - ✓ Recognition from podium from NCGPC board member during breakfast and signage at breakfast and breaks

5. **Lanyard and Name Badge Sponsor**
 - ✓ Logo or name placement on conference lanyards
 - ✓ Recognition from podium from NCGPC board member during conference

SOLD!

SILVER SPONSORSHIP

\$3,000

Silver Sponsorship (7 available) – Special Programming Category

- Round Tables Sponsor
- PG101 Fundamentals Course Sponsor
- DEI Sponsor
- PEF Sponsor
- Movie Screening Sponsor
- 2024 Holiday Happy Hour Sponsor
- Job Board Sponsor

NCGPC's Silver Sponsorship opportunity will allow you a selection of wonderful benefits, including the following throughout the calendar year:

- ✓ Logo placement on slideshow at monthly programs
- ✓ Opportunity to recommend NCGPC program speakers for monthly meetings and conference
- ✓ Opportunity to submit links for Whitepapers webpage
- ✓ Receive one Sponsor Spotlight LinkedIn post and a thanks from the NCGPC President in the end-of-year e-blast message
- ✓ Logo placement on the NCGPC website Sponsorships page
- ✓ One (1) job posting on NCGPC's job board (for 30 days each; posted on our website and shared via e-blast)

Each Silver Sponsor will also receive the following PG Day conference benefits:

- ✓ One (1) PG Day conference registration for Thursday, June 6, 2024
- ✓ Ability to register additional staff members at a discounted rate for PG Day
- ✓ Logo placement on PG Day Sponsors slide and recognition from podium by a board member
- ✓ Copy of three conference attendee lists (including name, title, organization, email):
 - x. Early Bird Registrants List, sent 1 week after Early Bird registration closes
 - xi. Pre-Conference Registrants List, sent 1-2 weeks before conference
 - xii. Post-Conference Attendee List, sent 1 week after event
- ✓ Complimentary exhibitor table with tablecloth and seating
- ✓ Logo placement on conference promotions and on NCGPC's conference webpage
- ✓ Logo on conference app

As a Silver Sponsor, you can elect to support NCGPC in one of these unique ways and receive the additional benefits listed under the option selected:

1. Round Tables Program Sponsor

- ✓ Underwrite this popular NCGPC program
- ✓ Logo recognition on event title slide and promotional materials
- ✓ Opportunity to suggest round table topics and facilitate a roundtable session
- ✓ Receive special thanks and recognition from an NCGPC board member during event
- ✓ Opportunity to deliver welcome remarks at 2024 Round Tables program
- ✓ One (1) complimentary registration for program
- ✓ Receive program attendee list with contact info, sent one week post event

2. NEW! PG101 Fundamentals Course Sponsor

In 2024, NCGPC will be kicking off a Fundamentals Course aimed for small non-profits and those who are new to planned giving, need a refresher, or are a development generalist. This 6-week virtual course will give an overview of gift planning and the tools needed to make the most of it.

- ✓ Underwrite this new fundamentals course
- ✓ Deepen and diversify the pipeline of planned giving professionals
- ✓ Logo recognition on course opening slides and promotional materials
- ✓ Opportunity to deliver welcome remarks at course sessions
- ✓ Receive special thanks by NCGPC board member at each course session
- ✓ Receive course enrollment list with contact information for program participants

3. Program Excellence Fund (PEF) Sponsor

The Program Excellence Fund (PEF) enables the Council to provide quality programming to its members by elevating its speaker offerings and attracting speakers from a larger pool of candidates, often inaccessible due to the costs associated with fees and travel.

- ✓ Support NCGPC's mission to provide "...educational programming that enhances professional development..."
- ✓ Ensure programs are content and quality driven, unconstrained by costs
- ✓ Ensure, wherever possible, speakers from diverse communities will be afforded opportunities to present diverse viewpoints and experiences in our field
- ✓ Attract speakers with experience and expertise who can present on emerging or cutting-edge topics relevant to the profession
- ✓ Receive special thanks by NCGPC board member at applicable programs
- ✓ Get logo placement on applicable program opening slides
- ✓ Receive attendee list with contact info for applicable programs, sent one week post event

4. Diversity, Equity, and Inclusion (DEI) Sponsor

The DEI sponsorship is an opportunity to make a public statement about your organization's commitment to diversity, equity, and inclusion – a statement that is important to your employees, customers, business partners, and our community.

- ✓ Underwrite diverse program speakers and/or programs promoting DEI
- ✓ Diversify the roster of programmatic speakers throughout the year
- ✓ Deepen and diversify the pipeline of planned giving professionals
- ✓ Help keep our program registration fees below market value
- ✓ Receive special thanks by NCGPC board member at applicable programs
- ✓ Get logo placement on applicable program opening slides
- ✓ Receive attendee list with contact info for applicable programs, sent one week post event

5. Job Board Sponsor

- ✓ Logo placement on job board on webpage for the 2024 calendar year
- ✓ Name and logo placement on every job announcement eblast, which count with the best email open rates for NCGPC

6. **NEW!** Movie Screening Sponsor

In 2024, NCGPC aims to hold a documentary film screening followed by a discussion of the documentary (title to be determined) directly relating to planned giving.

- ✓ Underwrite this special program for 2024
- ✓ Logo recognition on event title slide (as applicable) and promotional materials
- ✓ Opportunity to deliver welcome remarks at event
- ✓ Receive special thanks by NCGPC board member during event welcome
- ✓ One (1) complimentary registration for program
- ✓ Receive program attendee list with contact information, sent one week post event

7. 2024 Holiday Networking Sponsor

- ✓ Underwrite this popular program and networking event around the holidays (December 2024)
- ✓ Logo recognition on event title slide and promotional materials
- ✓ Opportunity to deliver welcome remarks at event
- ✓ Receive special thanks by NCGPC board member during event welcome
- ✓ One (1) complimentary registration for program
- ✓ Receive program attendee list with contact information, sent one week post event

BRONZE SPONSORSHIP

\$2,000

Bronze Sponsorship (10 available) – PG Day Exhibitor Category

Exhibiting provides a chance to demonstrate your innovative industry solutions. The tier offers a one complimentary registration and exhibitor table, along with other promotional benefits.

NCGPC's foundational sponsorship opportunity will allow you a selection of great benefits, including the following throughout the programming year.

- ✓ Opportunity to recommend NCGPC program speakers for monthly meetings and conference
- ✓ Opportunity to submit links for Whitepapers webpage
- ✓ Logo placement on the NCGPC Sponsorships webpage

Each Bronze Sponsor will also receive the following PG Day conference benefits:

- ✓ One (1) PG Day conference registration for Thursday, June 6, 2024
- ✓ Ability to register additional staff members at a discounted rate for PG Day
- ✓ Logo placement on PG Day Sponsors slide and recognition from podium by a board member
- ✓ Copy of three conference attendee lists (including name, title, organization, email):
 - i. Early Bird Registrants List, sent 1 week after Early Bird registration closes
 - ii. Pre-Conference Registrants List, sent 1-2 weeks before conference
 - iii. Post-conference Attendee List, sent 1 week after event
- ✓ Complimentary exhibitor table with tablecloth and seating
- ✓ Logo placement on conference promotions and NCGPC's conference webpage
- ✓ Logo on conference app

Sponsorship Interest Form

2024

Thank you for your commitment to participate as a sponsor of the National Capital Gift Planning Council. To reserve your sponsorship today, please complete this form. A member of our team will send you more information about how to share your company information so we can generously recognize you as a 2024 NCGPC sponsor. Thank you for your consideration!

Sponsor Company:	
Sponsor Rep Name:	
Job Title:	
Address:	
City, State, ZIP:	
Preferred Phone:	
Preferred Email:	
Preferred Fax:	
Company website link:	

Sponsorship Preference:

Diamond Sponsor (\$8,000)

- Lead 2024 Program Sponsor
- Lead 2024 PG Day Sponsor

Platinum Sponsor (\$5,000)

- PG Day DSA Luncheon Sponsor
- PG Day Closing Panel Sponsor
- PG Day Reception Sponsor
- PG Day Parking Sponsor
- PG Day Technology Sponsor

Gold Sponsor (\$4,000)

- PG Day Donor Engagement Track Sponsor
- PG Day Behind the Scenes Track Sponsor
- PG Day Getting Technical Track Sponsor
- PG Day Breakfast & Breaks Sponsor
- Lanyard and Name Badge Sponsor

Silver Sponsor (\$3,000)

- Round Tables Sponsor
- PG101 Fundamentals Course Sponsor
- PEF Sponsor
- DEI Sponsor (Giving Docs)
- Job Board Sponsor
- Movie Screening Program Sponsor
- 2024 Holiday Networking Event Sponsor

Bronze Sponsor (\$2,000)

- PG Day Exhibitor