

2022 Sponsorship Opportunities

Are you looking for the best way to meet, cultivate, and steward planned giving professionals in the Greater Washington, DC, area? The National Capital Gift Planning Council (NCGPC) offers many options designed to fit your needs and budget.

Prospective Audience

NCGPC has nearly 200 members from the Washington, DC metropolitan area, including decision makers from many of the region's not-for-profit organizations. Our programs also attract those new to planned giving, generalists whose duties include planned giving, major gift officers and allied professionals such as estate attorneys, certified public accountants, and financial advisors.

Sponsorship Platforms

****The NCGPC Board of Directors plans to return to in-person events beginning in January 2022. However, the Board retains the right to revert to virtual programs if it decides that it is unsafe to gather in person.****

Monthly Programs: Monthly educational programs are scheduled from 11:30am-1:00pm, generally on the second Wednesday of each month, January-May and September-December.

Members-Only Programs: NCGPC's "Ask the Experts" are specifically designed for newer or younger PG professionals to access a live expert in the field. Members can bring a complex, technical, or timely issue to discuss. NCGPC's "Mixers" are loosely structured events, alternating between virtual coffee breaks, virtual lunches, or happy hours.

Planned Giving Days: Our annual conference will be held June 7-8, 2022, at the DoubleTree by Hilton Silver Spring DC North (8777 Georgia Ave) in Silver Spring, Maryland. This year's conference will offer interactive and educational sessions-some of which are exclusive-, an engaging keynote speaker, the Distinguished Service Award Luncheon, a reception, and roundtable discussions. There are typically 240+ member and non-member attendees from the Washington, DC metropolitan area and beyond.

Communicating with those on our Mailing List: We communicate with our members and others who are interested in our programs primarily by eblast and LinkedIn postings. Eblasts are sent to our membership database, as well as hundreds of others who have asked to be on our distribution list. LinkedIn postings are seen by those who follow NCGPC.

Website: Our website is visited by hundreds weekly. Members access the site for information on and registration for upcoming programs and to download slides and materials from previous programs. Another popular destination is the job opportunities page.

Sponsor Benefits

Every sponsor will receive these benefits and recognition opportunities:

- ✓ Opportunity to submit topic/speaker suggestions
- ✓ Opportunity to submit links for our Whitepapers and Sponsor Training quarterly eblast
- ✓ Receive advance notice of program speakers and attendee contact information and a list of attendees after PG Days Conference
- ✓ Your logo on the website's Sponsor page
- ✓ Your logo on slideshow shown at monthly programs and PG Days
- ✓ Opportunity to attend the PG Days reception

2022 Sponsorship Benefits

Each Sponsorship runs from January 1 – December 31.

Benefit Category	Benefits	Diamond \$6,000 - \$10,000	Platinum \$4,000 - \$5,999	Gold \$3,000 - \$3,999	Silver \$2,000 - \$2,999	Bronze \$1,000 - \$1,999
Participant Contact Information	For monthly education programs, receive full participant contact information in Excel format one (1) week before, one (1) day before and post-event. For PG Days, receive full participant contact information soon after the Early Bird deadline, generally one (1) month or more before the conference, two (2) weeks before, one (1) week before and post-conference.	✓	✓			
Participant Contact Information	Receive full PG Days participant contact information in Excel format two (2) weeks before, one (1) week before and post-conference.			✓	✓	✓
Communications	Sponsor Spotlight interview is emailed and appears on the NCGPC website page during the agreed-upon month. A LinkedIn post will also direct people to it.	✓	✓			
Communications	Sponsor whitepapers and trainings shared quarterly via e-blast to the mailing list.	✓	✓	✓	✓	✓
Communications	Hyperlinked logo appears on the NCGPC website homepage.	✓				
Communications	Hyperlinked logo appears on NCGPC website sponsor page.	✓	✓	✓		
Communications	Logo appears on NCGPC website sponsor page.				✓	✓
Networking	Complimentary Exhibit Booth at Planned Giving Days.	✓	✓			
Networking	One (1) complimentary registration per monthly program (must be made in advance; email ncgpc@ascent-management.com)	✓				
Networking	Two (2) complimentary PG Days registrations and DSA lunch tickets.	✓				
Networking	One (1) complimentary PG Days registration and DSA lunch ticket.		✓	✓		
Networking	One (1) complimentary PG Days registration; lunch tickets can be purchased (please contact ncgpc@ascent-management.com). Additional lunch tickets available for purchase.				✓	✓

* In-kind support in combination with cash is considered in determining sponsorship level. Additional PG Days DSA Luncheon tickets will be available for purchase.

Other Sponsorship Benefits

You may also sponsor an NCGPC scholarship for \$1,000, which will cover the following for one member:

- One-year membership with the National Association of Charitable Gift Planners (NACGP)
- One-year membership with the National Capital Gift Planning Council (NCGPC)
- Attendance at nine (9) monthly education programs
- Registration for the 2022 Planned Giving Days
- Other membership benefits

NCGPC 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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