

2021 Sponsorship Opportunities

Are you looking for the best way to reach 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 capital metro area, including decision makers from many of the region's largest 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 Avenues

In order to keep our members, guests, sponsors, and staff safe during the Covid-19 pandemic, all 2021 programs through June 30 will be virtual. The NCGPC Board retains the right to continue to offer virtual programs until it deems that it is safe to hold them in-person.

Monthly Programs: Monthly educational programs are scheduled from 11:30am-1:00pm, generally on a Wednesday or Thursday.

Members-Only Programs: Two new monthly programs for members will begin in January 2021. NCGPC's "Office Hours" are specifically designed for members to join together and share ideas on planned giving topics. Newer or younger PG professionals can easily access a live expert in the field, or anyone 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 a two-day virtual event on June 10-11, 2021, with interactive and engaging virtual education sessions – and some not offered anywhere else. Attendees typically number 240 and include members and non-members from the Washington, DC, metropolitan area as well as individuals from neighboring states. In 2021, the Conference is likely to attract attendees nationwide.

Communicating with our Members and 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 are linked with NCGPC and who follow us on the platform.

Website: Our website is visited by hundreds weekly. Members access the site for information on and registration for upcoming programs and to download handouts from previous programs. Another popular destination is the job opportunities 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 Sponsor Training in a quarterly Eblast*
- ✓ Receive advance notice of program speakers and attendees
- ✓ Your logo on the website's Sponsor page
- ✓ Your name and logo on the Distinguished Service Award video to be shown at PG Days

* Not available to Scholarship sponsors.

2021 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	Scholarship \$500
Participant Contact Information	Receive full participant contact information in Excel format for each monthly program one week in advance and one day in advance. For PG Days, receive participant list soon after early-bird deadline ends and again one week before the conference. For both monthly programs and PG Days, sponsors receive post-event participant lists	✓	✓	✓			
Participant Contact Information	Receive full participant contact information in Excel format for PG Days two weeks in advance of the conference. Sponsors will also receive post-conference participant list				✓	✓	
Communications / exposure	Individually highlighted in a Sponsor Spotlight Eblast. Sponsor Spotlight Interview appears on NCGPC website page during that month. Linked In post will direct people to it that same month	✓	✓	✓			
Communications / exposure	Share sponsor whitepapers and trainings on a quarterly basis, according to our accepted process	✓	✓	✓	✓	✓	
Communications / exposure	Introduce self, show short video, and introduce speaker at one Monthly Program	✓	✓	✓			
Communications / exposure	PG Days is currently planning to purchase and mail our keynote's book to each attendee who registers in advance. We will include an insert with all sponsor logos	✓	✓	✓	✓	✓	✓
Networking / exposure	Sponsor-of-the-Month for new programs (Office Hours and Mixers); Each sponsor will have the opportunity to introduce self, talk briefly about their company and services, and introduce the facilitator & topic. Sponsors are welcome to participate in discussions with members	✓	✓	✓			
Networking / exposure	Up to three (3) complimentary registrations when serving as Sponsor-of-the-Month. Sponsor should coordinate with ncgpc@ascent-management.com	✓	✓	✓			

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Networking / exposure	Up to three (3) complimentary registrations for the 2021 virtual Planned Giving Days Conference. Sponsor should coordinate with ncgpc@ascent-management.com	✓	✓	✓	✓	✓	
Networking / exposure	1 sponsor per track session and per roundtable discussion at PG Days (via 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 NCGPC website	✓	✓	✓	✓	✓	✓
Communications / exposure	Include hyperlinked logos on all PG Days Eblasts	✓	✓				
Communications / exposure	Include logos of all sponsors at beginning of DSA winners' video	✓	✓	✓	✓	✓	✓

* Multiple sponsorships can be combined to provide recognition at a higher sponsorship level. Diamond Level Sponsorship is the highest level and represents a total value of \$6,000 or more.

* In-kind support in combination with cash is considered in determining sponsorship level.

Other Sponsorship Benefits

You may also sponsor an NCGPC scholarship for \$500, which will cover a member's national (NACGP) membership (\$180), local NCGPC membership (\$150), PG Days registration (\$99), and 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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