

# 2021 VIRTUAL GALA

SPONSORSHIP PROSPECTUS

May 19, 2021



Join Boston's estate planning community for this annual gathering to celebrate the Council and the presentation of the prestigious Excellence Award. This is an opportunity for your organization to support the event and gain valuable visibility with these impressive practitioners working with high-net-worth individuals throughout New England. It's a great year to support the Gala with these unique experiences.



B O S T O N  
ESTATE PLANNING COUNCIL

## DEAR INTERESTED SPONSOR,

Thank you for your interest in becoming a sponsor of the 2021 Boston Estate Planning Council's Virtual Annual Gala.

As the history of the Council will attest, we are one of the oldest associations of our kind in the country, with a membership of more than 700 estate planning professionals.

The BEPC Virtual Annual Gala is our premier and largest event of the year where an anticipated 300 members and guests will virtually gather to participate in experiential sessions and to celebrate the recipient of the BEPC Excellence Award.

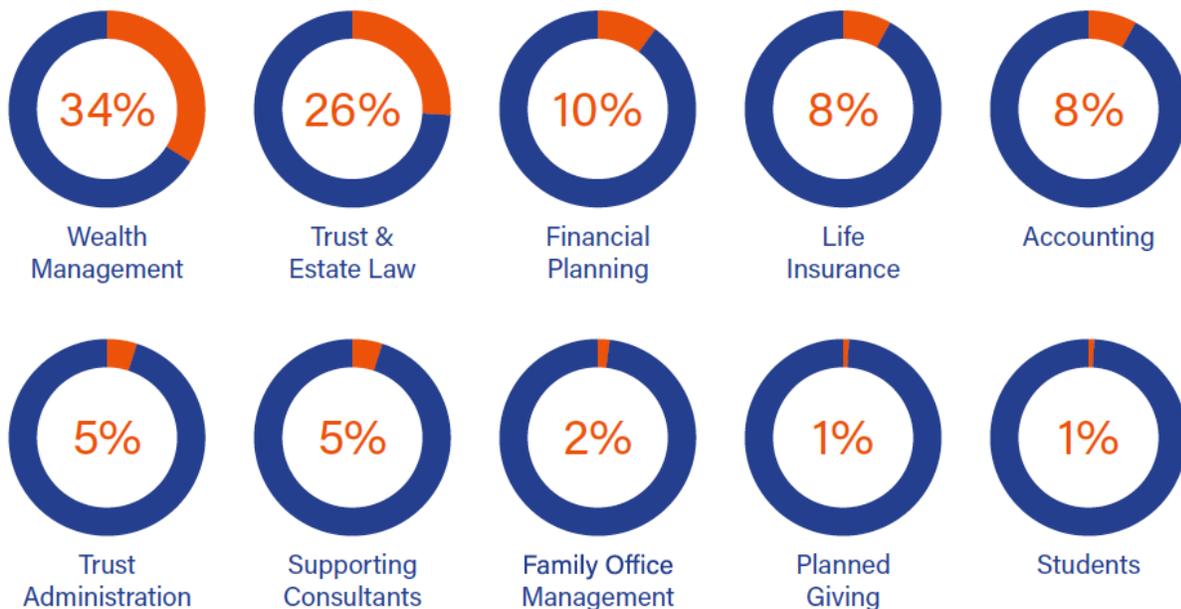
As a BEPC Annual Gala sponsor, your company will be highlighted to all attendees at the virtual event as well as to all visitors to the BEPC website leading up to the Gala and through May 31, 2021. You will also have unique opportunities to showcase your products and services on our virtual event platform. This will give your company's brand ideal placement and exposure to professionals throughout Boston's estate planning community.

If you are interested in becoming a Virtual Annual Gala sponsor or want more information about the benefits of sponsorship, please email [sponsorship@becp.org](mailto:sponsorship@becp.org), call 978-364-5170 or visit [www.becp.org/event/2021GalaSponsor](http://www.becp.org/event/2021GalaSponsor).

Sponsorship Committee Leadership: Holly Gately, Co-Chair; Laura Godine, Co-Chair; Emma Penick, Vice Chair; and Debra Whitney, Board Liaison.

## BEPC AT A GLANCE

The Boston Estate Planning Council is made up of a diverse group of estate planning professionals in the Boston area. Below is a snapshot of the disciplines that our membership represents.



## VIRTUAL GALA AGENDA

Time	Event
5:00pm – 6:00pm	Gold Level Concurrent Experiential Sessions <ul style="list-style-type: none"> <li>▪ Sponsored Flower Design</li> <li>▪ Sponsored Charcuterie Board Creation</li> <li>▪ Sponsored Cocktails with Mixologist</li> <li>▪ Sponsored Wine &amp; Cheese Tasting</li> </ul>
6:00pm – 6:03pm	Transition to the “Main Stage”
6:03pm – 6:06pm	Virtual Red Carpet Welcome
6:08pm – 6:30pm	Welcome and Opening by Jared Bowen, Emcee <ul style="list-style-type: none"> <li>▪ Outgoing President’s Remarks, Kelly Aylward</li> <li>▪ President’s Award Presentation, Kelly Aylward</li> <li>▪ Incoming President’s Remarks, Steven M. Carr</li> <li>▪ Recognition of AEP® Designees, Emcee</li> <li>▪ Recognition of Sponsors and Non-Profit Partners, Emcee</li> </ul>
6:30pm – 7:00pm	Silver Level Concurrent Experiential Sessions <ul style="list-style-type: none"> <li>▪ Sponsored Chocolate Tasting Experience</li> <li>▪ Sponsored Comedian</li> <li>▪ Sponsored Mentalist</li> <li>▪ Sponsored Dueling Pianos</li> </ul>
7:00pm – 7:30pm	<ul style="list-style-type: none"> <li>▪ Video Introduction of Excellence Award Recipient, Emcee</li> <li>▪ Announcement of Excellence Award Recipient</li> <li>▪ Excellence Award Recipient Introduction and Speech</li> <li>▪ Closing Remarks, Emcee</li> </ul>
7:30pm-8:00pm	Optional Networking Breakout Rooms

## SPONSORSHIP PACKAGES

### PLATINUM

EXCLUSIVE

\$10,000

This is the exclusive and premiere sponsorship package. With the purchase of this sponsorship your company is supporting the emcee, the virtual event platform and the production company. You are making it all happen!

### GOLD

4 OPPORTUNITIES

\$5,000 EA

With this level of sponsorship your company is supporting all of the following 60-minute experiential sessions.

#### FLORAL DESIGN SPONSOR

Receive farm-fresh flowers and enjoy a master class from an expert! Throughout the masterclass, you will be taught step-by-step how to create a beautiful arrangement in a stylish vase! Your family members can join in the experience.

#### CHARCUTERIE BOARD CREATION SPONSOR

Each guest will receive a gourmet selection of cheeses, meats, and more delivered to their doorstep. During the live session, guests will learn step-by-step how to create a cheese and charcuterie board that is as gorgeous to look at, as it is delicious to eat. Get ready to learn expert tips and tricks on how to build a board that will delight you and really wow your family and friends!

#### MIXOLOGIST SPONSOR

We are bringing the bar to you! The live mixology session offers a guided step-by-step demonstration of three cocktails from a master mixologist. Spirits, garnishes, mixers, and more will be sent to each participant's front door.

#### WINE AND CHEESE TASTING SPONSOR

Casual wine drinkers and connoisseurs will both be delighted by our wine tasting experience. Each guest will receive cheese and wines shipped to their front door! When you mix knowledgeable hosts, world class wines, and a fun online format, you're guaranteed to have a good time. This includes six cheeses and two wines shipped to the participant's front door.

### SILVER

4 OPPORTUNITIES

\$2,500 EA

With this level of sponsorship your company is supporting all of the following 30-minute experiential sessions.

#### CURATED CHOCOLATE TASTING EXPERIENCE

Discover the art of chocolate tasting and the secrets hidden within the cocoa bean. The participants will receive chocolate kits delivered to their doorstep. This will be the most delicious session yet!

#### COMEDIAN SPONSOR

Looking for a surefire way to reduce stress? Data shows laughter provides short-term and long-term benefits including stress relief. This event will be good clean fun and filled with energy.

#### MENTALIST SPONSOR

The attendees of this session will talk about it long after the event is over. The mentalist will blend the art of mystery with the study of psychology, the predictability of human nature, and the power of intuition, with a disarming sense of humor. The result is slack-jawed amazement, where the most skeptical of audiences begin to feel a renewed sense of wonder as impossibilities become realities. This session is fun for the whole family to enjoy.

#### DUELING PIANOS SPONSOR

Seated at opposing baby grand pianos, they sing and play a wide variety of hits from the 1950s through today. A dueling piano show is not a concert. They take popular songs, often requested by the audience, and encourage singing and participation; their show is filled with interaction, impeccable comedic timing, and "unscripted" freedom, which leads to an unforgettable event!

## SPONSORSHIP PACKAGES

### EVENT SPONSOR

\$1,000

This sponsorship offers organizations an opportunity to widely promote their brand to a large audience of the leading estate planning professionals in the Boston area.

### EVENT SUPPORTER

\$500

This sponsorship level offers organizations an opportunity to demonstrate their support for BEPC to a large audience of Boston-area practitioners.

SPONSORSHIP PACKAGES	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Event Sponsor \$1,000	Event Supporter \$500
<b>EXCLUSIVE PACKAGE</b>	✓	✓	✓		
<b>PRE-EVENT</b>					
Prominent logo displayed on event platform	✓	✓	✓		
BEPC home page and Annual Gala web page – logo and link	✓	✓	✓		
Event-related communications sent to more than 700 professionals in the Boston	✓	✓	✓		
<b>EVENT VISIBILITY</b>					
Prominent logo displayed on event platform	✓				
A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)	✓	✓	✓		
Logo displayed at the beginning and end of the experiential sessions	✓	✓	✓		
Recognition from the emcee of your sponsorship	✓	✓	✓		
Complimentary registrations to the Virtual Annual Gala	8	4	2		
Logo, a brief description, and social links on event platform	✓	✓	✓	✓	✓
<b>POST EVENT VISIBILITY</b>					
Logo and link will remain on the BEPC home page until May 31, 2021	✓	✓	✓		

### CUSTOM SPONSORSHIP

Do you have an idea to connect with BEPC members virtually? Connect with BEPC's Meeting Planner to discuss: [KRegan@BEPC.org](mailto:KRegan@BEPC.org)

### VISIT OUR ONLINE REGISTRATION SITE TO MAKE YOUR PURCHASE:

[www.bepc.org/event/2021GalaSponsor](http://www.bepc.org/event/2021GalaSponsor)