

MAY 4, 2022

2022 ANNUAL GALA

SPONSORSHIP PROSPECTUS



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.

DEAR INTERESTED SPONSOR,

Thank you for your interest in becoming a sponsor of the 2022 Boston Estate Planning Council's 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 Annual Gala is our premier and largest event of the year where an anticipated 300 members and guests will gather to participate in experiential sessions and to celebrate the recipient of the BEPC Excellence Award.

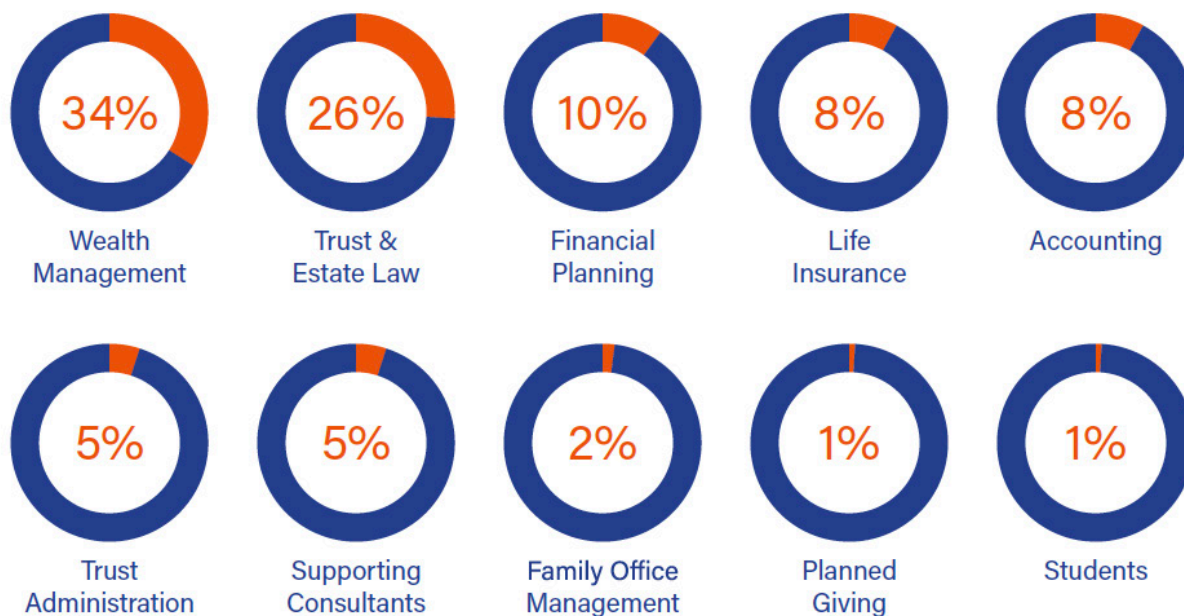
As a BEPC Annual Gala sponsor, your company will be highlighted to all attendees at the event as well as to all visitors to the BEPC website leading up to the Gala and through May 31, 2022. You will also have unique opportunities to showcase your products and services on our virtual event platform. This 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 Annual Gala sponsor or want more information about the benefits of sponsorship, please email sponsorship@bepec.org, call 978-364-5170 or visit www.bepec.org/event/2022GalaSponsor.

Sponsorship Committee Leadership: Emma Penick, Chair; Paul Nadeau, Vice-Chair; Heather Bartel, Vice-Chair; Holly Gately, 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.



SPONSORSHIP PACKAGES

COCKTAIL RECEPTION SPONSOR

\$15,000

This sponsor will be the exclusive sponsor of the networking Cocktail Reception prior to the awards dinner. Benefits for this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link

EVENT VISIBILITY

- Prominent full page, full color advertisement in the digital event program
- Signage and table signs during the Cocktail Reception – exclusive logo visibility
- Cocktail napkins during the Cocktail Reception – exclusive logo visibility
- Ten (10) complimentary tickets to the event with seating at a table in a prime location during the dinner with signage on the table recognizing the sponsorship
- Ten (10) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)
- General event signage – enhanced logo visibility

- Main stage screen – enhanced logo visibility
- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)
- 10% discount on any Virtual Celebration Packages (see below).

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

LEADERSHIP RECEPTION SPONSOR

\$10,000

This sponsor will be the exclusive sponsor of the Leadership Reception prior to the awards dinner. Anticipated attendance of 75-100 of BEPC Leaders, including Board members, committee chairs, past BEPC Presidents, and prior Excellence Award recipients. Benefits of this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link

EVENT VISIBILITY

- Exclusive two-minute address to Leadership Reception attendees about your organization
- Prominent full page, full color advertisement in the digital event program
- Signage and table signs during the Leadership Reception – exclusive logo visibility
- Cocktail napkins during the Leadership Reception – exclusive logo visibility
- Five (5) complimentary tickets to the event
- Five (5) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)

- General event signage – enhanced logo visibility
- Main stage signage – enhanced logo visibility
- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

SPONSORSHIP PACKAGES

CHAMPAGNE AND DESSERT RECEPTION

\$8,000

SOLD

This sponsor will be the exclusive sponsor of the Champagne and Dessert Reception following the dinner. (Anticipated attendance 300+.) Benefits of this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link

EVENT VISIBILITY

- Prominent half-page, full color advertisement in the digital event program
- Signage and table signs during the Champagne and Dessert Reception – exclusive logo visibility
- Cocktail napkins during the Champagne and Dessert Reception – exclusive logo visibility
- Five (5) complimentary tickets to the event
- Five (5) complimentary tickets to the invite-only Leadership Reception (ticket to Annual Gala required)
- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility

- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)
- 10% discount on any Virtual Celebration Packages (see below).

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

PHOTOGRAPHY SPONSOR

\$8,000

With this exclusive sponsorship your company is supporting all event photography. This includes red carpet photography, general event photographer, and photobooth. Your logo will be showcased in all photobooth photos onsite. Benefits of this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your firm will be highlighted as the photography sponsor for all attendees.

EVENT VISIBILITY

- Your logo will be featured with the BEPC logo on photo booth printed photos.
- Attendees will have the option to print or email their photos featuring the sponsor and BEPC logos. BEPC retains the right to determine whether the booth will feature print or email capabilities.
- Half-page, full-color advertisement in the digital event program

- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)
- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility
- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

SPONSORSHIP PACKAGES

RIDESHARE SPONSOR

\$7,500

This sponsor will be the exclusive sponsor to provide a complimentary coupon code to all attendees who use a specified rideshare service when leaving the Gala. Benefits of this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your company will be highlighted as the sponsor providing a complimentary \$10 voucher to all attendees who use a specified rideshare service when leaving the Gala
- Email blast sent to BEPC members regarding rideshare discount (blast coordinated and sent by BEPC; list not provided to sponsor)

EVENT VISIBILITY

- Exclusive and highly visible signage near registration
- Logo printed on \$10 voucher cards available at registration and upon departure
- Half-page, full-color advertisement in the digital event program

- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)
- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility
- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

MOBILE APP SPONSOR

\$7,500

This sponsor will be the exclusive sponsor supporting the mobile app and the live streaming of the Excellence Award presentation for virtual attendees. Benefits of this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your company will be highlighted as a premier virtual event sponsor
- Email blast sent to virtual attendees regarding the experiential sessions (blast coordinated and sent by BEPC; list not provided to sponsor)

EVENT VISIBILITY

- Prominent Half-page, full-color advertisement in the digital event program
- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)
- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility

- Recognition as the Excellence Award live streaming sponsor
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- Logo and sponsorship recognition in prominent placement on the mobile app
- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)
- Special recognition in the Excellence Award presentation.
- Prominent recognition in email blast sent to virtual attendees regarding virtual event information (blast coordinated and sent by BEPC; list not provided to sponsor)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

SPONSORSHIP PACKAGES

COAT AND BAG CHECK SPONSOR

\$6,000

This sponsor will be the exclusive sponsor to provide complimentary coat and bag check service to all attendees. Benefits of this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your company will be highlighted as the sponsor providing complimentary coat and bag check service for all attendees

EVENT VISIBILITY

- Exclusive and highly visible signage near coat and bag check
- Logo printed on coat and bag check tickets
- Half-page, full-color advertisement in the digital event program
- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only Leadership Reception (tickets to Annual Gala required)
- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility

- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

PARKING SPONSOR

\$6,000

SOLD

This sponsor will be the exclusive sponsor to provide complimentary parking service to all attendees. Benefits for this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your company will be highlighted as the sponsor providing complimentary parking service for all attendees

EVENT VISIBILITY

- Exclusive and highly visible signage at curb side parking stand, parking validation table near registration, and parking desk after event
- Half-page, full-color advertisement in the digital event program
- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)

- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility
- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

SPONSORSHIP PACKAGES

EVENT SPONSOR

\$5,000

This sponsorship offers organizations an opportunity to widely promote their brand in conjunction with the Gala to a large audience of the leading estate planning professionals in the Boston area. Benefits for this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link

EVENT VISIBILITY

- Quarter-page, full-color advertisement in the digital event program
- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)
- General event signage – enhanced logo visibility

- Main stage screen – enhanced logo visibility
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

VIRTUAL EXPERIENCE SPONSOR

\$3,500

With this level of sponsorship your company is supporting the virtual experiential sessions. This is a shared sponsorship opportunity. 4 opportunities available.

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your company will be highlighted as a premier virtual event sponsor
- Email blast sent to virtual attendees regarding the experiential sessions (blast coordinated and sent by BEPC; list not provided to sponsor)

EVENT VISIBILITY

- Quarter-page, full-color advertisement in the digital event program
- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only Leadership Reception (ticket to Annual Gala required)
- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility

- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)
- Logo and sponsorship recognition in opening remarks of experiential session
- Special recognition during the virtual networking session
- Prominent recognition in email blast sent to virtual attendees regarding experiential sessions (blast coordinated and sent by BEPC; list not provided to sponsor)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

SPONSORSHIP PACKAGES

PHILANTHROPY SPONSOR

\$3,000

SOLD

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your company will be highlighted as the sponsor directly supporting our Nonprofit Partners.
- Email blast sent to virtual attendees regarding the experiential sessions (blast coordinated and sent by BEPC; list not provided to sponsor)

EVENT VISIBILITY

- Quarter-page, full-color advertisement in the digital event program
- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invitation only

With this exclusive sponsorship your company is supporting BEPC's Nonprofit Partners. A portion of your contribution will be divided among our three Nonprofit Partners.

Leadership Reception (ticket to Annual Gala required)

- General event signage – enhanced logo visibility
- Main stage screen – enhanced logo visibility
- Recognition by the emcee during the dinner program
- Identification as a sponsor on name badges
- Complimentary centerpiece sponsorship included in this package

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

EVENT SUPPORTER

\$3,500

This sponsorship level offers organizations to demonstrate their support for BEPC to a large audience of Boston-area practitioners. Benefits for this package include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- EVENT VISIBILITY
- Quarter-page, full-color advertisement in the digital event program
- Four (4) complimentary tickets to the event
- Four (4) complimentary tickets to the invite-only Leadership Reception (ticket to Annual Gala required)

- General event signage – logo visibility
- Main stage screen – logo visibility
- Identification as a sponsor on name badges

VIRTUAL EVENT VISIBILITY

- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

SPONSORSHIP PACKAGES

VIRTUAL CELEBRATION SPONSOR

\$3,000 EACH

Each sponsorship package will enhance the virtual event experience. Sponsors are recognized as delivering complimentary packages shipped direct to attendees' doors.

SOLD

VIRTUAL COCKTAIL CELEBRATION

This sponsor will be the exclusive sponsor to provide a complimentary e-gift card to virtual attendees to use towards evening refreshments. BEPC will coordinate deliveries.

SOLD

VIRTUAL DINNER CELEBRATION

This sponsor will be the exclusive sponsor to provide a complimentary e-gift card to virtual attendees to use towards dinner. BEPC will coordinate deliveries.

SOLD

VIRTUAL DESSERT CELEBRATION

This sponsor will be the exclusive sponsor to provide a complimentary e-gift card to virtual attendees to use towards desserts or snacks. BEPC will coordinate deliveries.

Benefits for these packages include:

PRE-EVENT VISIBILITY

- BEPC home page and Annual Gala web page – logo and link
- Event-related communications sent to more than 700 professionals in the Boston area will feature logo and link
- Your company will be highlighted as the sponsor providing a complimentary celebration delivery to virtual attendees
- Email blast sent to BEPC members regarding celebration delivery (blast coordinated and sent by BEPC; list not provided to sponsor)

EVENT VISIBILITY

- Quarter-page, full-color advertisement in the digital event program
- Two (2) complimentary tickets to the event
- Two (2) complimentary tickets to the invite-only Leadership Reception (ticket to Annual Gala required)

- General event signage – logo visibility
- Main stage screen – logo visibility
- Identification as a sponsor on name badges

VIRTUAL EVENT VISIBILITY

- Recognition as celebration delivery sponsor
- Your company will be highlighted as the sponsor providing the exclusive celebration package of your choice.
- Email blast sent to BEPC members regarding celebration delivery (blast coordinated and sent by BEPC; list not provided to sponsor)
- A virtual exhibit booth to showcase your business with digital collateral (PDFs, videos, etc.)

POST-EVENT VISIBILITY

- Logo and link will remain on BEPC homepage until May 31, 2022
- Virtual exhibit booth will remain active until May 31, 2022.

CENTERPIECE SPONSOR

\$500

Adorn your table(s) with a beautiful centerpiece. Not only will this sponsorship brighten the event, but your organization will receive logo visibility on a recognition card placed in the arrangement and in the digital event program. The centerpieces are large, professionally designed arrangements. A portion of this sponsorship will also be donated to a local charity.

CUSTOM SPONSORSHIP

Do you have an idea to connect with BEPC members virtually? Connect with BEPC's Meeting Planner to discuss:

Karen Hill, KHill@BEPC.org

VISIT OUR ONLINE REGISTRATION SITE TO MAKE YOUR PURCHASE: www.bepc.org/event/2022GalaSponsor

Review the terms and conditions for the annual gala sponsorship packages on our website. Acknowledgment of the terms and conditions is required during the registration process.

QUESTIONS?

If you have questions about these sponsorship packages or benefits, please connect with BEPC's Sponsorship Coordinator to discuss: Michaela Sawicki, MSawicki@BEPC.org