

**Thank you for your interest in supporting the Planned Giving Group of New England.** Without the assistance of sponsors, PGGNE would not be the prestigious organization that it has become.

Sponsorships are available on a first-come, first-served basis, and go quickly. The listed sponsorships and benefits are for our 2017-2018 year, which is July 1, 2017 to June 30, 2018.

To reserve a sponsorship, return a completed partnership form (enclosed) and payment. Payment and artwork/logo must be received by the stated deadline to allow proper promotion. Please submit a high-resolution logo for promotional purposes; preferably an EPS vector file, or PNG and JPEG files.

## General Sponsorship Opportunities

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### Monthly Meeting

**Deadline:** 60-days prior to meeting  
**Opportunity:** Each Meeting is Exclusive  
**Cost:** \$425 each (Bulk Discount!)

PGGNE holds eight monthly educational meetings from September to April for members and non-members. Whether you already attend our monthly meetings to see your existing customers and begin conversations with prospective new ones or are new to PGGNE and would like to build your client base, now you can get even more visibility. By sponsoring a monthly meeting (for only \$425) you can instantly connect with our attendees, build instant brand recognition and convey your company's generous spirit. Last year our monthly meetings averaged 200 registrations. If you want PGGNE members and non-members to know exactly who you are and what your company does, a Monthly Meeting Sponsorship is an excellent way to accomplish this at a very affordable price.

Sponsorship includes: meeting registration for one representative, opportunity to briefly address our audience during the luncheon (introduce yourself, welcome attendees, provide a brief description of your company's services, and introduce PGGNE's President), opportunity for your representative to staff a six foot (6') skirted table near the registration desk to display marketing material and/or giveaways. In addition, your company logo will appear on the meeting's online registration page, with a hyperlink to your website.

Meeting Dates are: September 13, October 18, November 8, December 6, ~~January 10 (webinar) – RESERVED~~, ~~February 14 (webinar) – RESERVED~~, March 7, and April 12 ~~RESERVED~~.

<b>Cost</b>	<b>Sponsorship Type</b>
\$ 425.00	1 Meeting
\$ 800.00	2 Meetings
\$1,200.00	4 Meetings

### Scholarship

**Deadline:** September 8, 2017 for New Member and PG Fundamentals Course  
March 30, 2018 for Annual Conference  
**Opportunity:** Each Scholarship is Exclusive  
**Cost:** \$500 each

Help a planned giving colleague reach a professional milestone by sponsoring a PGGNE scholarship. Scholarship offerings available for sponsorship are: **New Member Scholarship**, **Annual Conference Scholarship**, and **PG Fundamentals Scholarship**. Each scholarship offers a deserving recipient the opportunity to enhance their knowledgebase and build industry connections to someone whom otherwise might not have the opportunity.

Sponsorship includes: recognition in communications related to the scholarship and newsletter. In addition, your company logo will appear on the home and scholarship pages, of the PGGNE website, with a hyperlink to your website.

## Mentor Program

**Deadline:** September 8, 2017

**Opportunity:** Exclusive

**Cost:** \$1,500

The PGGNE Mentor Program is dedicated to the gift planning community throughout New England. The program pairs a seasoned professional with one looking to expand their with industry prowess through peer to peer interaction throughout the membership year –and sometimes beyond. A Mentor Program breakfast is held in October, in conjunction with our monthly meeting, to help kick-off the program.

Sponsorship includes: opportunity to display marketing material and/or giveaways inside the Mentor Program room, recognition in communications related to the breakfast, recognition in a newsletter, your logo prominently displayed at the breakfast, and one complimentary job posting on the career page of the PGGNE website. In addition, your company logo will appear on the home page and sponsor page, of the PGGNE website, with a hyperlink to your website.

## PG Fundamentals Course

**Deadline:** September 8, 2017

**Opportunity:** Exclusive

**Cost:** \$3,500

The PGGNE PG Fundamentals Course is in its fifth year and an in demand all-day intensive workshop for those new to planned giving, expanding their current professional role, or looking for a back-to-basics refresher. The course will be offered in the greater Boston area in late September/October.

Sponsorship includes: registration for one representative, opportunity for your representative to display marketing material and/or giveaways near the registration desk, recognition in communications related to the event, recognition in a newsletter, your logo prominently displayed at the event and on attendee folders, and one complimentary job posting on the career page of the PGGNE website. In addition, your company logo will appear on the home page and sponsor page, of the PGGNE website, with a hyperlink to your website.

## Website

**Deadline:** No formal deadline; benefits are not prorated

**Opportunity:** Exclusive

**Cost:** \$4,750

The PGGNE website, [www.PGGNE.org](http://www.PGGNE.org), is the go-to resource for all things PGGNE. Have your logo be a key feature on the home page as industry professionals and potentially future clients visit to look for membership and meeting information as well as other resources. Using analytics we know that there were over 52,000 page views in 2016-2017.

Sponsorship includes: registration for one representative any three September – April monthly meetings, exhibit table at the All-Day Conference (and all Exhibitor benefits), recognition in a newsletter, your logo prominently displayed at the website home page, and five complimentary job postings on the career page of the PGGNE website. In addition, your company logo will appear on the home page and sponsor page, of the PGGNE website, with a hyperlink to your website.

# Conference Sponsorship Opportunities

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**The PGGNE All-Day Conference will be held on May 4, 2018 at the Revere Hotel Boston Common.**

This annual conference is one of the premier opportunities for gift planners to hear from leading experts and represents a powerful opportunity for sponsors to reach key decision makers directly. Our 2017 conference attracted 250 registrants from New England and beyond, and featured speakers from across the country.

 **Conference registration has exceeded 250 for each of the last three years.**

## What do you get?

Sponsorship partners receive significant recognition on the day of the conference and have the opportunity to participate in the day's proceedings. We showcase our All-Day Conference Sponsors in the most effective manner possible, in appreciation of their support.

All sponsorships include one six foot (6') skirted table, and recognition on conference signage and the PGGNE website, [www.pggne.org](http://www.pggne.org). Additional specific benefits are noted below.

## Full Conference

**Deadline:** February 1, 2018

**Opportunity:** Exclusive

**Cost:** \$6,200

This sponsorship also includes: registration for three representatives, hard copy attendee listing – received onsite, full page ad on the back outside cover of the onsite conference program book, logo on conference promotional material (including postcard, if applicable), logo on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website, prominent logo placement on conference signage, opportunity to welcome and introduce the PGGNE president prior to the plenary sponsor introduction, and company recognition during introductions prior to each session. \$200 for each additional representative.

## Audio/Visual

**Deadline:** February 1, 2018

**Opportunity:** Exclusive

**Cost:** \$3,700

This sponsorship also includes: registration for two representatives, hard copy attendee listing – received onsite, full page ad on the front inside cover of the onsite conference program book, logo on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website, recognition at opening session and in each track session, and verbal and sign recognition of your company during luncheon. \$200 for each additional representative.

## Luncheon

**Deadline:** February 1, 2018

**Opportunity:** Exclusive

**Cost:** \$3,700

This sponsorship also includes: registration for two representatives, hard copy attendee listing – received onsite, full page ad on the back inside cover of the onsite conference program book, logo on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website, opportunity to introduce our luncheon keynote speaker, and verbal and sign recognition of your company during luncheon. \$200 for each additional representative.

## Education Track

**Deadline:** February 1, 2018  
**Opportunity:** One of Three  
**Cost:** \$3,200

Sponsor one of three education tracks at the conference. The sponsorship includes each session that falls within the track. This sponsorship also includes: registration for two representatives, hard copy attendee listing – received onsite, full page ad in our onsite conference program book, logo on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website, company recognition during introductions prior to each track session, and signage outside each track session. \$200 for each additional representative.

## Coffee Breaks

**Deadline:** February 1, 2018  
**Opportunity:** Exclusive  
**Cost:** \$2,700

This sponsorship also includes: registration for two representatives, hard copy attendee listing – received onsite, ½ page ad in our onsite conference program book, logo on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website, cocktail napkins with your company logo, and signage near beverages/snacks during three conference breaks. \$200 for each additional representative.

## Plenary Session

**Deadline:** February 1, 2018  
**Opportunity:** Exclusive  
**Cost:** \$2,200

This sponsorship also includes: registration for two representatives, hard copy attendee listing – received onsite, ½ page ad in our onsite conference program book, logo on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website, and signage in plenary session room. \$200 for each additional representative.

## Giveaway

**Deadline:** February 1, 2018  
**Opportunity:** Exclusive  
**Cost:** \$2,150

This sponsorship also includes: registration for one representative, hard copy attendee listing – received onsite, logo on conference giveaway distributed to all attendees, listing in onsite conference program book, listing on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website, and signage in plenary session room. \$200 for each additional representative.

## Program Book

**Deadline:** February 1, 2018  
**Opportunity:** Exclusive  
**Cost:** \$1,400

This sponsorship also includes: registration for one representative, hard copy attendee listing – received onsite, recognition on program book cover, full page ad in our onsite conference program book, logo on conference web-page, logo to appear in continuous scroll on the PGGNE website, [www.pggne.org](http://www.pggne.org), with a hyperlink to your company website. \$200 for each additional representative.

## Exhibitor

**Deadline:** February 1, 2018  
**Opportunity:** Multiple  
**Cost:** \$560

Limited opportunities available. This sponsorship also includes: registration for one representative, hard copy attendee listing – received onsite, listing in onsite conference program guide, and listing on conference web-page. \$200 for each additional representative.

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## Thank You for Your Consideration!

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