



Sponsorship Packages

The Western New York Planned Giving Consortium was established to promote philanthropic giving by creating an environment that is conducive to major, planned and endowment gifts. It brings together accounting, financial and legal advisors with major gift officers and executives of not-for-profit organizations in a single forum to exchange ideas and information and to seek solutions to issues affecting philanthropic giving from the perspective of the advisor, donor and recipient organization.

Through our monthly programs and seminars, the Consortium provides valuable networking opportunities for its members as well as increases awareness of the benefits of planned gifts. A variety of topics range from those addressing the funding opportunities of planned gifts for the not-for-profit executive or development officer responsible for the advancement and administration of a planned giving program to the tax and legal issues involved with planned gifts for the professional advisor.

**Note: Sponsorships are on a rolling year from date received.*

PLATINUM SPONSOR - \$1,200

Recognition as a Platinum Level Sponsor:

- Link on WNY Planned Giving website as a Platinum Sponsor.
- WNY Planned Giving membership for organization for a year
- Free or discounted events during the year.
 - This allows a single individual from your organization to attend ZOOM programs free of charge during the sponsorship or receive a \$10 discount of face-to-face programs. You may use to attend as single seats or bring outside guests (RSVP with count when registering). A code will be provided to receive such discount during registration.
- Three “Bring a Guest” passes to any presentation
- Up to three (3) job postings during sponsorship
- Logo listed on print / virtual screens for events and programs during our program schedule 10-months average.
- Recognition in all e-mail correspondence (with link to sponsor’s site) announcing events and programs during the year. A minimum of two are sent per program.
- Opportunity to hand out promotional materials to program attendees at either the start or end of programs/event. Virtual programming will have documents attached to emails.
- Recognition in Social Media posts
- Recognition on any additional external communications sent out to database of more than 800 individuals (ie: organizational updates/industry news)
- Recognition from the podium at all programs and events during the year.

GOLD SPONSOR – \$750

Recognition as a Gold Level Sponsor:

- Link on WNY Planned Giving website as a Gold Sponsor.
- WNY Planned Giving membership for individual for a year
- Organization pass to Consortium admission for an individual representative to attend four (4) ZOOM programs or discount on face-to-face, includes a display table if sponsor requests. Discount code will be provided.
- Two “Bring a Guest” passes to any presentation
- Two (2) job postings during sponsorship
- Logo listed on print / virtual screens for events and programs during our program schedule 10-months average.
- Recognition in all e-mail correspondence announcing events and programs during the year. A minimum of two are sent per program.
- Opportunity to hand out promotional materials to program attendees at either the start or end of programs/event. Virtual programming will have documents attached to emails.
- Recognition in Social Media posts
- Recognition on any additional external communications sent out to database of more than 800 individuals (ie: organizational updates/industry news)
- Recognition from the podium at all programs and events during the year.

SILVER SPONSOR – \$500

Recognition as a Silver Level Sponsor:

- Link on WNY Planned Giving website as a Silver Sponsor.
- WNY Planned Giving for individual for a year
- Organization pass to Consortium admission for an individual representative to attend two (2) ZOOM programs or discount on face-to-face, includes a display table if sponsor requests. Discount code will be provided.
- Opportunity to hand out promotional materials to program attendees at either the start or end of these three programs/event. Virtual programming can have documents attached to emails.
- Recognition as a Silver Sponsor in any event-related signage and other potential printed / virtual screens for the program.
- Recognition as a Silver Sponsor in all event-related e-mail correspondence (minimum of two disseminations).
- Recognition in Social Media posts
- Recognition as the Silver Sponsor from the podium at programs and events

BRONZE SPONSOR – \$300

Recognition as a Bronze Level Sponsor (Meeting Sponsor):

- Admission for one sponsor representative to attend one monthly program in-person, includes a display table if sponsor requests.
- Opportunity to hand out promotional materials to program attendees at either the start or end of the program or virtually in email to registrants.
- Recognition as a Bronze Sponsor in any event-related signage and other potential printed collateral / virtual screens for the program.
- Recognition as a Bronze Sponsor in all event-related e-mail correspondence (minimum of two disseminations).
- Recognition in Social Media posts
- Recognition as a Bronze Sponsor from the podium at event.