

The Western New York Planned Giving Consortium promotes 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.

Monthly programs and seminars provide valuable networking opportunities for 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.

PLATINUM SPONSOR - \$1,200

Recognition as a Platinum Level Sponsor:

- 12-month link on WNY Planned Giving website
- Organization membership
- Organization "Passport" to Consortium events during the year. Allows an individual from your organization to attend ten (10) programs free of charge during the sponsorship. You may use the ten (10) in any way. Attend all as single seats or bring three colleagues to several (RSVP with count when registering)
- Three "Bring a Guest" passes to any presentation
- "Sponsor Spotlight" e-blast and WEBSITE post agreed upon month
- 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.

8000

annual unique visitors to the WNY Planned Giving website



GOLD SPONSOR - \$750

Recognition as a Gold Level Sponsor:

- 12-month link on WNY Planned Giving website
- Individual WNY Planned Giving membership
- Organization "Passport" to Consortium admission for an individual representative to attend four (4) program, includes a display table if sponsor requests.
- Two "Bring a Guest" passes to any presentation
- "Sponsor Spotlight" e-blast and WEBSITE post agreed upon month
- 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.

67%

of annual visitors arrive on the homepage of the website



SILVER SPONSOR - \$500

Recognition as a Silver Level Sponsor:

- 3-month link on WNY Planned Giving website as a Silver Sponsor.
- WNY Planned Giving for individual for a year
- Organization "Passport" to Consortium admission for an individual representative to attend two (2) program, includes a display table if sponsor requests.
- One "Bring a Guest" pass to any presentation
- "Sponsor Spotlight" WEBSITE post agreed upon month
- 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 the three (3)

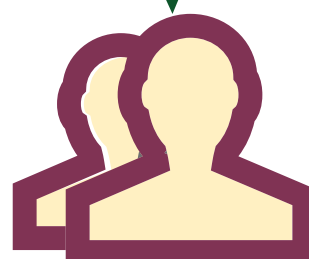
20%

WNY PGC average email open rate. The national average is 17%



800

WNY Planned Giving email recipients



MEETING SPONSOR - \$300

Recognition as a Meeting Level 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 Meeting Sponsor in any event-related signage and other potential printed collateral / virtual screens for the program.
- Recognition as a Meeting Sponsor in all event-related e-mail correspondence (minimum of two disseminations).
- Recognition in Social Media posts
- Recognition as a Meeting Sponsor from the podium at event.