



Exploring Infinite Horizons and Infinite Possibilities

CAGP's 27th Annual National Conference on Strategic Philanthropy

April 22 to 24, 2020

Delta Hotels Regina

Prospectus for Partners & Exhibitors



AN INVITATION

*to be a part of CAGP's 27th Annual
National Conference on Strategic Philanthropy!*

Please join us from April 22-24, 2020 at The Delta Hotels Regina for CAGP's 27th Annual National Conference on Strategic Philanthropy!

CAGP champions the growth and development of strategic charitable gift planning in Canada.

Since 1994 CAGP's annual conference has been a premier event for gift planners, fundraisers, professional advisors and senior leaders to exchange information, knowledge and ideas on all aspects of strategic charitable giving.

For 2020, Regina provides the backdrop for an exciting array of session presenters and plenary speakers designed to provide delegates with the outstanding learning and networking event that CAGP consistently delivers each year.

“CAGP is the most important annual conference in Canadian philanthropy for the knowledge, networking and total experience.

—Malcolm Burrows
Scotia Wealth Management

Why become a **CONFERENCE PARTNER?**

Sponsors and exhibitors are an important part of our National Conference. They play a crucial role in delivering an exceptional conference experience.

PARTNER BENEFITS



Promote & Showcase

Present your brand and products to our delegates and raise your profile above your competitors. Promote your company as a partner of CAGP, the industry leader for strategic charitable giving.



Network & Connect

Connect with charitable gift planners, senior leaders and professional advisors who are recognized leaders in philanthropy. You'll expand loyalty and build opportunities with current and future clients.



We Love You!

We're dedicated to making you part of a truly great conference experience. That's why we like to call our sponsors "partners". We work together to ensure everyone gets the most out of this event.

PARTNERSHIP OPPORTUNITIES

In addition to the specific benefits associated with each partnership (see sponsorship grid) all partners and exhibitors will be included on the conference website and will be acknowledged on-site at the conference.

DIAMOND SPONSOR OPPORTUNITY

Premier Conference Partner – \$30,000 SOLD

- ▶ With this exclusive sponsorship opportunity you'll be our main partner on a conference that will leave delegates with a lasting memory of an outstanding experience. Our partnership will be further showcased throughout the year with an array of branding and promotional opportunities related to CAGP's programs and activities. An entirely customized package will be created for our Premier Partner.

PLATINUM SPONSOR OPPORTUNITY

Education Sponsor – \$10,000 SOLD

- ▶ As the overall Education Sponsor, your company will support the country's premier learning event on strategic charitable giving.

GOLD SPONSOR OPPORTUNITIES

Plenary Session - \$5,000 each (5 packages)

- ▶ Plenary sessions are the connective tissue of the CAGP Conference, showcasing inspirational and thought-provoking speakers and content.

The FRANK Debate - \$5,000 (Plenary session); \$5,000 (Plenary videotaping)

- ▶ Be part of this event where four dynamic debaters argue their point of view on an issue that impacts strategic philanthropy. This sponsorship can be upgraded to include videotaping the event for year-round viewing and archiving on CAGP's YouTube channel.

Master Class - \$5,000 (includes 3 Master classes)

- ▶ One of our most popular education session formats, these informal, small sessions allow participants to engage with experts in a chosen field and delve deep into the session topic.

First Time Delegate Reception - \$5,000

- ▶ A special way for CAGP to welcome new delegates to the conference and introduce them to our Board and partners.

Banquet - \$5,000

- ▶ Thursday night's banquet is a highlight of the conference where CAGP honours its members and treats its delegates to a fine dinner and fun entertainment.

Delegate Bag - \$5,000

- ▶ Delegates tell us they use our unique CAGP conference bags all year long – with your logo on it!

Notebook - \$5,000

- ▶ Sponsored notebooks are handy for note-taking at the conference, and beyond.

Lanyard / Nametag - \$5,000

- ▶ Delegates will wear your company name at all times during the conference.

USB - \$5,000

- ▶ Support our paperless journey as delegate lists and other important conference material are distributed on a branded USB.

Conference App - \$5,000

- ▶ Delegates can review conference plenary and session descriptions, presenter bios, venue maps, and more on their smartphone using the conference app that showcases your sponsorship.

Conference Website - \$5,000

- ▶ The conference website is where delegates go to find information about sessions, social events and registration. This is a high profile sponsorship for your organization.

SILVER SPONSOR OPPORTUNITIES

Sponsored Breakfast Session - \$4,500 (2 available)

- ▶ Provide our delegates with a 45-minute session in which you can showcase your products, services or expertise during a scheduled breakfast.

Partners Reception - \$4,000 SOLD

- ▶ This is our opportunity for a special and private thank you to all those who contribute to make the CAGP conference a success.

Welcome Reception - \$2,500

- ▶ The excitement is palpable at this opening event as delegates come together for their first opportunity to network and connect.

Banquet Reception - \$2,500

- ▶ The pre-banquet reception is a relaxing time as delegates warm up for a lovely evening ahead.

Conference Social Event - \$2,500

- ▶ This evening social event showcases local venues and food and the hospitality of the Host Conference Committee.

Education Session Topic Stream - \$2,500 each or 2 for \$4,000

- ▶ Support a stream of learning through sessions that align with your company's objectives and priorities

Refreshment Breaks (3) / Desserts (2) - \$1,500 each or a discounted rate for 2 or more

- ▶ At 30-45 minutes, our refreshment breaks and desserts leave delegates with plenty of time to fuel up, circulate among exhibitors and network.

Sponsorship Benefit **ADD-ONS**

Interested in augmenting your sponsorship? It's a great way to enhance the delegate experience and notch up the profile of your company.

We are pleased to suggest the following sponsorship benefit “add-ons”.

- ▶ Send a targeted email message to conference delegates following the conference to remind them of your services or engage them further with your organization - \$1,000
- ▶ Showcase your organization with a colour ad or logo on the Conference website. Prices range from \$125-\$250 depending on placement.
- ▶ Provide a conference registration(s) to potential attendees that might not otherwise be able to attend. \$1,500 + HST per registration





CAGP Conference

DELEGATE PROFILE AND MARKETING REACH

AVERAGE OVERALL CONFERENCE ATTENDANCE
350

DELEGATE OVERVIEW

Conference delegates are comprised of fundraising professionals within their respective charitable and not-for-profit organizations, board members, volunteers, professional advisors, lawyers, financial planners, estate planners and insurance brokers. Delegates attend from across the country and there is always a good representation of local gift planners and professional advisors in attendance.

SIZE OF DELEGATE'S ORGANIZATION

40% are small shops with 1-19 employees
27% are mid sized organizations with 20 – 100 employees
33.33% are large organizations with over 100 employees

DELEGATE'S MAIN ROLE IN THEIR ORGANIZATION

Gift Planner 36%	Fundraiser 15%
Gift Planner & Fundraiser 23%	Lawyer 2%
Financial Advisor 4%	Executive Director 7%
	Other 13%

YEARS IN THE GIFT PLANNING FIELD

More than half of attendees are experienced gift planners with 6-20 years; 38% have under 5 years experience and over 10% have advanced experience of 20 or more years.

DECISION MAKING ROLE

59% of delegates influence or assist in decisions to purchase gift planning services or products.
30% actually make purchasing decisions.

CONFERENCE WEBSITE TRAFFIC

93% of delegates use the website to source conference information.
We had 28,359 page visits with 20,985 unique page views in 2019.

SOCIAL MEDIA REACH*

In 2019, #CAGP19 became a trending topic in Montreal!

Twitter #CAGP19 hashtag reach 328,100
Facebook reach 3,417
Instagram impressions 1,020
LinkedIn impressions 8,709

* Stats are from Conference registration opening until last day of Conference, referencing all messages that included mention of the 26th National Conference. Nov 1, 2018 until April 12, 2019.

CONFERENCE EMAILS

Our conference marketing emails reached an average of 1,650 people, and 433 people when communicating directly with attendees.

CONFERENCE MOBILE APP

90% of delegates downloaded and used the app.
57,948 pages of content were viewed or activity recorded.

Conference

EXHIBITORS

Why exhibit at the CAGP Conference?

- ▶ Exclusive access to your target market of gift planners and professional advisors
- ▶ Our exhibit area is fully integrated in our conference floor plan and activities, maximizing interaction with delegates
- ▶ Connect with decision makers who are leaders in strategic charitable giving
- ▶ Maximize your company's visibility and exposure during extended conference networking breaks
- ▶ Build recognition of your company and products for increased brand awareness
- ▶ Showcase your latest products and services

Exhibit Booths – 15 packages – \$2,500 (2 Days)

Your package includes:

- ▶ One 8'x10' booth space, defined by pipe and drape
- ▶ One 6' table, with two chairs
- ▶ Standard electrical outlet

Value-Added Benefits of Exhibiting

- ▶ Your company's name, logo and website link on the CAGP Conference website
- ▶ One complimentary conference registration
- ▶ A conference delegate list
- ▶ Opportunity to update your database with a draw at your booth
- ▶ Link to company website in onsite mobile app

Meeting your sponsorship objectives

We know that our partners may have specific needs and goals for their sponsorship. While we are pleased to share a few ideas and opportunities, we'd be thrilled to customize a sponsorship package that meets your unique interests and objectives.

Contact our Conference Planner or complete our sponsorship form to confirm your partnership at the CAGP Conference:

Diane Laundy
Principal Planner
Behind the Scenes
Conference Planning

Tel: 613.715.9248

Email: diane@btsconferences.com

Thank you for your interest
in CAGP's 27th Annual
National Conference on
Strategic Philanthropy!

YOU'LL BE IN GOOD COMPANY

PAST PARTNERS AND EXHIBITORS

Abundance Canada
Advocis
Amicus.io
Artsmarketing Services Inc.
Assante Private Client
Blackbaud Inc.
BMO Wealth Management
Canadian Donors Guide
Cardinal Capital Management
Carters Professional Corporation
CFRE International
DLA Piper (Canada) LLP
The Donor Motivation Program
DonorPerfect Canada
Environics Analytics
Fasken Martineau DuMoulin LLP
Foundation of Greater Montreal
Global Philanthropic Inc.
Good Works
Great-West Life
The Jewish Community Foundation of Montreal
Legacy Leaders
Miller Thomson LLP
Norton Fulbright Canada LLP
PearTree Financial Services Ltd.
PGgrowth
Raymond James Canada Foundation
Scotia Wealth Management
SickKids Foundation
STEP Canada
TD Wealth

PARTNER BENEFITS

At-a-Glance



BENEFITS	DIAMOND*	PLATINUM	GOLD	SILVER	EXHIBITOR
A customized sponsor package	✓				
Logo on conference electronic materials		✓	✓		
Listing in conference electronic materials				✓	✓
Promotion of sponsor in conference related social media		✓	✓		
Acknowledgement next to sponsored session(s) or event on website		✓	✓	✓	
One complimentary conference registration		✓	✓		✓
Representative to bring greetings at sponsored session		✓	✓		
Introduce and thank speaker at sponsored session (if applicable)			✓		
Provision of delegate list onsite		✓	✓		✓
Company link to website in mobile app		✓	✓	✓	✓
Logo on speaker presentation materials website		✓			
Right of first refusal for same sponsorship for 2021 Conference		✓	✓		

* In addition to Conference related benefits, the CAGP Premier Conference Diamond-level Partner also receives an array of benefits throughout the year to promote you as CAGP's Premier Partner. To discuss a customized Premier Partner sponsorship package, please contact Ruth MacKenzie, CAGP President & CEO at rmackenzie@cagp-acdp.org.

Note: All benefits will be formalized once sponsorships are confirmed. Specific sponsorships may have additional benefits.

CAGP'S ANNUAL NATIONAL CONFERENCE ON STRATEGIC PHILANTHROPY SPONSORSHIP/EXHIBITOR CONFIRMATION FORM

Company Name

(as it should appear on all sponsorship/exhibitor acknowledgements)

First Name Last Name

Job Title

Address

City Province/State Postal Code/Zip Code

Telephone Email

Website

SPONSORSHIP/EXHIBITOR OPPORTUNITIES

SPONSORSHIP LEVEL	VALUE	PREFERRED SPONSORSHIP <small>(check all that apply or list specific sponsorship)</small>
Diamond Level - Premier Conference Partner	\$30,000	
Platinum Level - Education Sponsor	\$10,000	
Gold Sponsor <i>(Indicate specific Gold sponsorship)</i>		
▶	\$	
Silver Sponsor <i>(Indicate specific Silver sponsorship)</i>		
▶	\$	
Exhibitor (2 days)	\$2,500	
Sponsorship Add-ons <i>(Indicate specific add-on)</i>		
▶	\$	

- ▶ The sponsorship fee is subject to GST/HST. GST/HST Registration number: 87067 8299 RT0001
- ▶ Any discounts offered on a sponsorship level will be reflected on the invoice.

PAYMENT

An invoice will follow with the total payment due. Sponsorships/exhibit space will be confirmed when the application form and full payment have been received and processed. Receipt of the application form with payment indicates acceptance of all rules and regulations governing the sponsorship level purchased.

Please return completed form to:

CAGP Conference Office

Tel: (613) 715-9248 **Email:** diane@btsconferences.com