

PROSPECTUS

FOR PARTNERS & EXHIBITORS

APRIL 15-17 | DU 15 AU 17 AVRIL | WINNIPEG, MB | **2026**



CAGP's 32nd National Conference on Strategic Philanthropy

Please join us from April 15-17 at the RBC Convention Centre Winnipeg for CAGP's 32nd 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 2026, Winnipeg 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.



PREMIER 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 as we market the Conference and build excitement around all the Conference offers. An entirely customized package will be created for our Premier Partner.

PARTNER SPONSOR OPPORTUNITIES

Education Sponsor

\$15,000

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

Friend of CAGP Award Presenting Sponsor

\$15,000

The Friend of CAGP Award is CAGP's highest honour given each year to outstanding leaders and influencers in strategic philanthropy. The award's presentation at the conference banquet is a special time and anticipated part of the event. With this sponsorship, your company showcases itself as aligned with excellence in the strategic charitable gift planning community.

Champion Sponsor Opportunities

Plenary Session

\$6,000 each (up to 6 packages)

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

Deep Dives

\$6,000

(up to 3 Deep Dive 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 Delegates Reception \$6,000

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

Banquet

\$6.000

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.

Lanyard

\$10,000 (SOLD)

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

Delegate Bag

\$8,000

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

Notebook

\$8.000

The popular sponsored notebooks are handy for note-taking at the conference, and beyond.

Conference Resources Page

\$6,000

Support our paperless journey as important conference materials are posted on our Conference Resources Page.

Conference Website

\$6,000

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.

Sponsored Early-Bird Breakfast Session

\$6,000 (2 available)

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

Conference Mobile App

\$6,000

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.

Registration & Information Hub \$6,000

The registration area is always a hub of activity where delegates check-in with our CAGP staff and volunteers over the course of the conference, to pick up delegate bags and badges and for answers to the inevitable questions that come up. Every single delegate passes through registration (at least once!), so this is a high visibility sponsorship asset that gets your brand in front of all delegates.

Exhibit Hall Networking Lounge Sponsor

\$6.000

The exhibit hall is a great place for networking and we have activites to complement the exhibitor booths and encourage delegate interaction.

Supporter Sponsor Opportunities

Banquet Entertainment

\$4,000

During the banquet dinner, your organization will introduce and thank the entertainers for the evening.

Equity-Access Delegate Bursary

Help us diversify our CAGP community by bringing someone from an equity-seeking community to the Conference who might not otherwise be able to attend.

Local Bursary

\$2,000

Covers conference registration for a local delegate

National Bursary

\$3,500

Covers conference registration and a stipend to help with travel and accommodation expenses.

Pre-Conference Day Sponsor \$3,000

CAGP's Gift Planning Fundamentals is a signature pre-conference course where delegates will spend the day in deep learning prior to the start of the conference.

Welcome Reception

\$3,000

The excitement is palpable at this opening event as delegates come together for their first opportunity to network and connect. This alcohol-free reception creates a more welcoming event for all delegates!

Mocktail Sponsor

\$4,000

Be our sponsor of a mocktail for our alcohol-free Welcome Reception.

Banquet Reception

\$3,000

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

Quiet/Reflection Space Sponsor \$3,000

Sponsor a dedicated space for delegates to use for personal reflection time or quiet conversation.

Conference Social Event

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

Photographer

\$3,000

\$3.000

Sponsor a professional photographer at the conference to capture memorable moments.

Speaker Gift Sponsor

\$3,000

Be the sponsor to help us say thank you to all of the wonderful speakers presenting at the conference.

Education Session Topic Stream

\$3,000 each or 2 for \$4,500 (6 available)

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

Breakfast Buffets (3) \$1,750 each, or a **Refreshment Breaks (3)** discounted rate for two or more

Our breakfasts, refreshment breaks and desserts leave delegates with plenty of time to fuel up, circulate among exhibitors and network.

Conference Wifi

\$3,000

The conference wifi access is a complimentary benefit all delegates use during their time at the conference, providing a great profile for your organization's sponsorship.

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".

- Add a marketing piece to our conference resources page, supporting our paperless journey - \$1,000 (3 available)
- 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 (2 available)
- Promote your company with a promotional item.
 Include an 8.5" x 11", one page advertisement or gift in our conference delegate bag (not exclusive).
 CAGP strongly encourages eco-minded promotional items. \$1,000 (2 available)
- Local CAGP Sponsorship Friend for organizations local to the CAGP Conference location who want to support our conference but have a limited budget. With this Friend Sponsorship of \$750, your company would be listed and linked on our conference website and conference 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. Please reach out to CAGP President & CEO, Ruth MacKenzie, at rmackenzie@cagp-acpdp.org



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

\$3,000 - up to 15 booths available (2 days)

Your package includes:

- One 8'x8' 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



LINK to company
website in onsite
mobile app



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

Caralen Law

Conference & Event Planner, Canadian Association of Gift Planners (CAGP)

Tel: 613.232.7991 ext. 227 Email: claw@cagp-acpdp.org

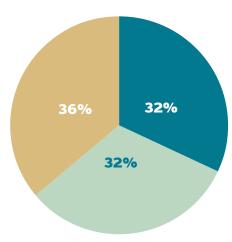
Thank you for your interest in CAGP's 32nd Annual National Conference on Strategic Philanthropy!

CAGP Conference Delegate Profile and Marketing Reach

Delegate Overview

Conference delegates are comprised of fundraising professionals within their respective charitable and not-forprofit 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

- Small non-profits with 1-19 employees
- Mid-sized organizations with 20-100 employees
- Large organizations with over 100 employees

4% 2% 3% 3% 27% 6% 30% 20%

Delegate's Main Role in Their Organization

- Gift Planner
- Fundraiser
- Gift Planner & Fundraiser
- Accountant
- Financial Advisor
- Insurance Advisor
- Estate Planner
- Executive Director
- Sales/Marketing Executive
- Other

Years in the Gift Planning Field

40%

of attendees are experienced gift planners with 6-20 years in the field.

44%

have under 5 years of experience.

OVER

15%

have advanced experience of 20 or more years.

Decision-making Role

of delegates influence or use in decisions to purchase gift of delegates influence or assist planning services or products

12% have no decision-making role.

26% actually make purchasing decisions.

Conference Digital Footprint in 2025

The 2025 CAGP Conference website was the main source used by delegates to find information about the Conference, with information about the Conference, with

page views during the promotional period of the Conference.

Our conference marketing emails reached over receipients, with conference attendee-specific emails

LinkedIn impressions were up during the 2025 conference period,

CAGP's LinkedIn content.

with **912** total engagements with

reaching over 400 people.

Instagram impressions were up

during the conference period, with **212** total engagements with CAGP's Instagram content.



of conference attendees downloaded and logged into the Conference App in 2025, with an average of 102 page views per user.

You'll be in good company

Abundance Canada

AMS Serenia Life

Aqueduct Foundation

BC Children's Hospital Foundation

Benefaction Foundation

Blakely

Canada Life

CanadaHelps

Canadian Donor's Guide

Cardinal Philanthropy

Carters Professional Corporation

CIBC Private Wealth

CI Assante Private Client

DLA Piper (Canada) LLP

DonorPerfect Canada

Ecological Gifts Program,

Environment and Climate

Change Canada

Environics Analytics

Epilogue

Giftabulator

Global Philanthropic Canada

Good Works

Hilborn Charity eNews/ Foundation Magazine

Past Partners and Exhibitors

KPMG Family Office

Miller Thomson LLP

Myriad Canada

Norton Rose Fulbright Canada LLP

PearTree Canada

PGgrowth

Raymond James Canada

Foundation

RBC Royal Trust

The Donor Motivation Program™

The Foundation (WCPD)

The Philanthropist Journal

Willfora

Partnership Benefits At-a-Glance

BENEFITS	PREMIER*	PARTNER	CHAMPION	SUPPORTER	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 2027 Conference		•	•		

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

CAGP's National Conference on Strategic Philanthropy

Sponsorship/Exhibitor Confirmation Form

Company Name							
. 3	(as it should appear on all sponsorship/exhibitor acknowledgements)						
First Name	Last Name						
Address							
City		Province/State	Postal Code/Zip Code				
Telephone	Email	We	ebsite				

Sponsorship/Exhibitor Opportunities

SPONSORSHIP LEVEL	VALUE	PREFERRED SPONSORSHIP (check all that apply or list specific sponsorship)
Premier Level — Premier Conference Partner	SOLD	
Partner Level (Indicate specific Partner sponsorship)	\$	
Champion Sponsor (Indicate specific Champion sponsorship)	\$	
Supporter Sponsor (Indicate specific Supporter sponsorship)	\$	
Exhibitor (2 days)	\$3000	
Sponsorship Add-ons (Indicate specific add-on)	\$	

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 613-232-7991 ext. 227 claw@cagp-acpdp.org