



Sponsorship Opportunities

Thank you for your interest in considering a sponsorship opportunity with the Philadelphia Estate Planning Council (PEPC).

As you may know, PEPC was one of the first estate planning councils in the country. Today, we are the largest estate planning council in the United States with nearly 700 estate planning professionals.

As a PEPC event sponsor, you will have recognition and signage at the selected event displaying your brand to our large and growing membership. Luncheon meeting sponsors are also invited to make a brief presentation before the featured speaker is introduced.

PEPC holds many types of events throughout the year that provide opportunities for varying levels of sponsorship and advertising. Examples include networking events, lunch seminars, brown bag round table discussions, women’s initiative events, special events, our annual golf and tennis outing, our highly regarded e-newsletter, the website and our premier

annual meeting. Your sponsorship enables PEPC to provide high quality programming and events for our diverse membership.

Sponsorship and advertising is limited to organizations that are affiliated with the estate planning community. If you are interested in becoming a sponsor or advertiser, or would like more information, please contact the PEPC Office at staff@philaepc.org or 215-486-6215.



2018

PEPC AT A GLANCE

The Philadelphia Estate Planning Council is made up of a diverse group of estate planning professionals in the Philadelphia area. Below is a snapshot of the industries that our membership represents.

Attorneys	29%	Accounting	7%
Banking/Trust Administration	20%	Valuation/Appraisal	4%
Financial Planning	16%	Charitable Planned Giving	3%
Investments	10%	Other	3%
Insurance	8%		

Monthly Meetings	150-250 attendees	Networking Events	50-100 attendees
Roundtables	50-75 attendees	Golf and Tennis	150 attendees
Annual Meeting	250-275 attendees	Holiday Party	100-150 attendees
Ethics Forum	100-125 attendees		



BENEFITS	PLATINUM SPONSORSHIP	MONTHLY MEETINGS	EVENTS	ANNUAL EVENTS
Signage at ALL events	✓			
Company logo and website link on the PEPC website	Home Page	Event Page	Event Page	Event Page
Company logo and website link, if applicable, on ALL event related media (digital and printed signage)	✓			
Signage at event	✓	✓	✓	✓
Verbal acknowledgment at event	✓	✓	✓	✓
Complimentary registration (varies by level)	✓	✓	✓	✓
Promotional material made available to attendees	✓	✓	✓	✓
Advertisement in PEPC E-Newsletter	✓	✓		
VIP seating at the President’s table		✓		
Opportunity to introduce speaker		✓		
Right of first refusal for renewal	✓			

PLATINUM SPONSORSHIP - \$7,500

Take advantage of this exclusive partnership and support EVERY aspect of the Philadelphia Estate Planning Council. The PEPC Platinum Sponsorship is a year-long partnership that is limited to five premier companies. Sponsors will receive prominent recognition as a top supporter of PEPC and build brand awareness across multiple forms of media.

Sponsorship benefits include:

- Full page, full color advertisement in one council e-newsletter.
- Company logo and link to your website prominently displayed on PEPC website for 12 months.
- Recognition of sponsorship on signage at all council programs and events.
- Verbal acknowledgment of sponsorship by the PEPC president at all council programs and events.
- Two complimentary registrations to six council luncheon programs.
- One complimentary registration to three council social events.
- Complimentary registrations for two representatives from your company to the PEPC Annual Meeting.
- Opportunity to include marketing materials in the attendee giveaway bags at the PEPC Annual Meeting.
- Right of first refusal of sponsorship renewal for the following year.





LUNCHEON MEETING SPONSORSHIP - \$3,500

The PEPC luncheon programs are typically held on the third Tuesday of the month at the Union League of Philadelphia. The luncheons feature nationally known speakers from the estate planning industry with 150 - 250 in attendance. Each program features one sponsor.

Sponsorship benefits include:

- Company name, logo and link to your website included on meeting notices, website event listing and email blasts.
- Verbal acknowledgment by the PEPC President at the luncheon.
- Opportunity to make remarks at the luncheon (up to 5 minutes) and introduce the speaker.
- Company name and logo on signage at the event.
- Opportunity to place promotional materials on attendee chairs at the event.
- Complimentary lunch for two representatives from your company with special V.I.P. seating at the President’s table.
- Half-page advertisement in the PEPC e-newsletter.
- A special thank you included in an upcoming PEPC e-newsletter.

DATE	SPEAKER	COMPANY NAME	TOPIC
9/18/ 2018	F. William McNabb, III	Vanguard	Market Update and the Future of Advice
10/16/2018	Steven B. Gorin	Thompson Coburn LLP	Strategic Planning for Business Owners after 2017 Tax Reform: Insights 10 Months Later
11/13/2018	Chris Morton	The Association for Advanced Life Underwriting	Washington Update After the Mid-Term Elections
1/8/2019	TBD		
2/19/2019	TBD		
3/19/2019	Kurt Czarnowski	Czarnowski Consulting	Social Security Planning



Museum of American Jewish History



ANNUAL MEETING SPONSORSHIP

\$2,000 per company

The PEPC Annual Meeting will be held at National Museum of American Jewish History on Thursday, May 16, 2019. A cocktail reception will immediately follow the program and attendees will be able to tour the venue. The Annual Meeting has 15-20 sponsors and attracts over 200 attendees.

Sponsorship benefits include:

- Company name, logo and link to your website included on meeting notices, website event listing and email blasts.
- Verbal acknowledgment by the PEPC President at the program.
- Company name and logo on signage at the event.
- Your choice of either distributing promotional materials on attendee chairs at the event OR a tabletop exhibit during registration and the cocktail reception from 6:00 – 8:00 p.m.
- Complimentary registrations for two representatives from your company.
- 10% discount on an advertisement in the PEPC e-newsletter.



2018 Annual Meeting

ROUNDTABLE SESSION SPONSORSHIP

\$750 per Roundtable Program or \$2,500 Annual Roundtable Sponsorship

PEPC offers 3-4 roundtable sessions per year at a Philadelphia location. The roundtables run from 12:00 to 1:30 p.m. The programs are open to PEPC members only and usually attract 50 - 75 attendees. Each program features one sponsor.

Sponsorship benefits include:

- Company name, logo and link to your website included on meeting notices, website event listing and email blasts.
- Verbal acknowledgment at the program.
- Company name and logo on signage at the event.
- Complimentary registrations for two representatives from your company.
- Opportunity to place promotional materials on attendee chairs at the event.



ETHICS FORUM - \$750

PEPC offers one ethics forum program per year. It is usually held in April at a Philadelphia location and attracts about 100 attendees. It is typically a two-hour program offering desirable ethics CLE credits for attorneys, as well as regular continuing education credits for other disciplines.

Sponsorship benefits include:

- Company name, logo and link to your website included on meeting notices, website event listing and email blasts.
- Verbal acknowledgment at the program.
- Company name and logo on signage at the event.
- Complimentary registrations for two representatives from your company.
- Opportunity to place promotional materials on attendee chairs at the event.

GOLF AND TENNIS OUTING SPONSORSHIPS

The 2019 PEPC Golf & Tennis outing will be held on Monday, June 24, 2019 at The Union League Golf Club at Torresdale. The outing normally attracts 150 attendees. The following sponsorships for this event are available at varying price points.

EVENT SPONSOR - \$1,000

Sponsorship benefits include:

- Company name, logo and link to your website on outing notices, website event listing and email blasts.
- Verbal acknowledgment at the event during dinner.
- Company name and logo on signage at the event.
- \$100 discount on a foursome registration.



HOLE SPONSOR - \$300

Sponsorship benefits include:

- Company name and logo on signage at a designated hole.

DRINK STATION SPONSOR - \$300

Sponsorship benefits include:

- Company name and logo on signage at a drink station.

TENNIS SPONSOR - \$300

Sponsorship benefits include:

- Company name and logo on signage at tennis courts.



HOLIDAY PARTY SPONSORSHIP - \$1,000

The 2018 Holiday Celebration will be held on Tuesday, December 4, 2018 at Union Trust from 5:30 - 7:30 p.m. This event is open to PEPC members and non-members and attendance ranges from 100-150 people. This event usually has 2-3 sponsors.

Sponsorship benefits include:

- Company name, logo and link to your website included on meeting notices, website event listing and email blasts.
- Verbal acknowledgment by the PEPC President at the luncheon prior to the event.
- Verbal acknowledgment at the Holiday Party.
- Company name and logo on signage at the event.
- A special thank you included in an upcoming PEPC e-newsletter.
- Complimentary registrations for two representatives from your company.
- Six-foot skirted table for promotional brochures, if requested.





DROP-IN NETWORKING EVENT SPONSORSHIP -

\$750 per Event or \$2,500 for Annual Sponsorship

Drop-In Networking Events are held four times a year at various Center City locations from 5:30 – 7:30 p.m. This purely social/networking event is free for members and non-members to attend and it attracts between 50-100 attendees.

Sponsorship benefits include:

- Company name, logo and link to your website on event notices, website event listing and email blasts.
- Verbal acknowledgment by the PEPC President at the luncheon prior to the event.
- Company name and logo on signage at the event.
- Complimentary registrations for two representatives from your company.



E-NEWSLETTER ADVERTISING

The newsletter of the Philadelphia Estate Planning Council is published three times a year and is distributed to nearly 700 PEPC members via email. The newsletter focuses on articles of interest to the estate planning profession and highlights council activities throughout the year. Advertisers taking two or more consecutive issues will receive a 10% discount.

Please contact the PEPC Office for more information on space availability and deadlines.

RATES

AD SIZE	DIMENSIONS	MEMBER	NON-MEMBER
Full Page	7.5" W x 9.375" H	\$ 1400	\$ 1550
Half Page	7.5" W x 4.5" H	\$ 900	\$ 1050
Quarter Page	3.625" W x 4.5" H	\$ 600	\$ 750



To confirm a sponsorship, please contact the PEPC Office:

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 Administrative Secretary
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