

SPONSORSHIP OPPORTUNITIES



NATIONAL CENTER FOR
FAMILY PHILANTHROPY

Inspiring Generations of Giving

September 3, 2017 marks the 20th anniversary of the incorporation of the National Center for Family Philanthropy, the only organization in the world dedicated solely to inspiring and advancing the ethical and effective practice of giving families.

NCFP is choosing to mark this important milestone with a future-oriented celebration, considering what the first twenty years lead us to believe and how we should prepare for the next twenty.

Why Partner With Us?

Sponsorship of the 20th Anniversary celebration will provide you with multiple opportunities to engage and interact with a targeted audience of family giving leaders, decision-makers and influencers. Involvement at this event will help you:

- Develop and strengthen relationships with existing clients and prospects
- Build awareness of your brand, product or service
- Become more familiar with family philanthropy trends to help target your offerings more effectively
- Co-brand with an organization that has an impeccable reputation in the family giving field
- Highlight your expertise and resources
- Show your support for the family philanthropy field

Who Should Consider Sponsorship?

Those who serve the family giving field – including:

- Wealth Advisors and Banks
- Financial and Investment Managers
- Software and Technology Companies
- Lawyers and Accountants
- Family Giving Consultants and Advisors

The only way for for-profit companies, advisors and consultants to attend these events is to be a sponsor!

IMPORTANT DATES

OCT

18-20
2017



**NATIONAL FORUM ON
FAMILY PHILANTHROPY**
Washington D.C.

SEP

2018



CLOSING EVENT
San Francisco

A variety of other NCFP Anniversary publications, media convenings, and programs will take place between January 1st, 2017 and September, 2018.

ABOUT NCFP

The National Center for Family Philanthropy is the only nonprofit resource dedicated exclusively to families who give and those that work with them. NCFP provides research, expertise and learning opportunities to inspire our national network of giving families every step of the way on their philanthropic journey. Families learn how to transform their values into effective giving to achieve a positive and enduring impact on the communities they serve.

WHAT OTHERS ARE SAYING...

“Partnering with NCFP – through knowledge sharing, research studies and convenings for family members and staff -- has enhanced our ability to support our clients’ philanthropic ambitions and to contribute to the broader philanthropic discourse. It is our pleasure and privilege to work with such a smart and dedicated team that shares our keen focus on and deep respect for family philanthropy.”



2017 National Forum on Family Philanthropy

The National Forum is the premier event for philanthropic donors and families, as well as for community foundation and regional association leaders, and others dedicated to the field of family philanthropy. Given our 20th anniversary milestone, we will also be featuring a retrospective on the growth of the family philanthropy field - in particular the stories and evolution of families who navigated transitions that have challenged and defined them. The next gen voice will also be prominently featured, as well as a focus on diversity and inclusion in family giving practice.

AUDIENCE



400 family and community foundation donors, board members, staff, and family members, as well as other leaders from the field of family philanthropy

PAST PARTICIPANT DEMOGRAPHICS

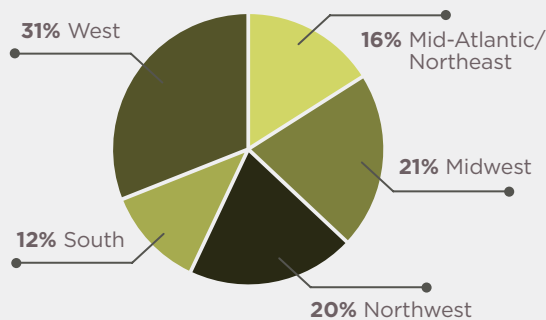


38% family members or trustees of family foundations

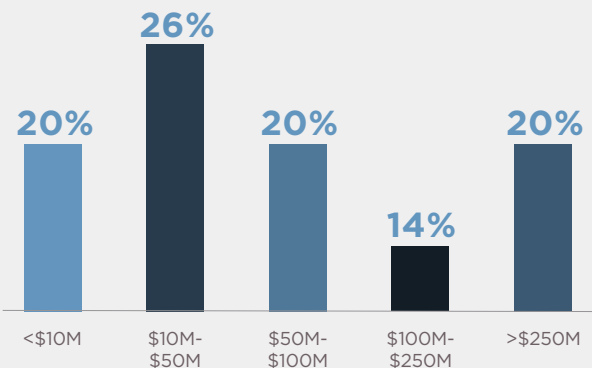


49% CEOs and senior staff of family foundations

GEOGRAPHY



ASSET SIZE



2018 Closing Event

NCFP will conclude its anniversary celebration with a one day Forum-type event, to be held in San Francisco. This event would bookend the anniversary, and be the venue for NCFP to launch its vision for the next 20 years of family philanthropy.

Premier Sponsor • \$100,000 (Secured)

Specific Benefits Will Include (but not be limited to):

- **Premier** sponsorship of NCFP’s 20th Anniversary Celebration — including at least 2 signature events: the 2017 National Forum on Family Philanthropy and the 2018 Closing Event with featured speaker (details to be determined)
- **Logo will have premier placement on 20th Anniversary mailings and collateral – including by not limited to:**
 - 20th Anniversary “Save the Date” emails
 - 20th Anniversary Invites
 - 20th Anniversary Print Programs (U.S. Trust will have the entire back inside cover to highlight programs and services)
 - 20th Anniversary Marketing Materials and Emails
 - 20th Anniversary Events Onsite signage (print and electronic)
 - NCFP and Event Websites
- **Acknowledged on all of the following:**
 - Anniversary “Top 20” lists
 - Anniversary Video
 - Family Philanthropy History Project Timeline
- Recognition by NCFP President, senior staff, Board and or Advisory Committee members during remarks and announcements for all 20th Anniversary Events
- Exclusive host of the opening night reception at the 2017 National Forum on Family Philanthropy
- Prime placement in Exhibit Hall at the 2017 National Forum on Family Philanthropy
- A designated table at all 20th Anniversary events
- Five complimentary registrations for all 20th Anniversary Events
- A representative will have an opportunity to share content expertise — and distribute materia — on a family philanthropy issue at the 2017 National Forum on Family Philanthropy. The topic will be jointly decided by NCFP and premier sponsor.
- **POSSIBLE:** Special sponsor section of the 2017 National Forum program in which all sponsors reflect on the growth of the family philanthropy field and their experiences/perspectives related to that growth.

Platinum Sponsor • \$35,000 (3 Available)

- One of three **Platinum** sponsors of NCFP's 20th Anniversary Celebration—including at least 2 signature events: the 2017 National Forum on Family Philanthropy and the 2018 Closing Dinner with featured speaker
- **One of the following** (PLEASE NOTE SPECIFICS MAY BE SUBJECT TO CHANGE):
 - Co-sponsor for Anniversary “Top 20” lists
 - Co-sponsor of Anniversary Video
 - Co-sponsor of Family Philanthropy History Project Timeline
- **Logo will have preferred placement on 20th Anniversary mailings and collateral – including but not limited to:**
 - 20th Anniversary “Save the Date” emails
 - 20th Anniversary Invites
 - 20th Anniversary Print Programs
 - 20th Anniversary Marketing Materials and Emails
 - 20th Anniversary Events Onsite signage (print and electronic)
 - NCFP and Event Websites
- Recognition by NCFP President, senior staff, Board and/or Advisory Committee members during remarks and announcements for all 20th Anniversary Events
- Preferred placement in Exhibit Hall at the 2017 National Forum on Family Philanthropy
- Two complimentary registrations for all 20th Anniversary Events
- **POSSIBLE:** Special sponsor section of the 2017 National Forum program in which all sponsors reflect on the growth of the family philanthropy field and their experiences/perspectives related to that growth.

Gold Sponsor • \$25,000 (5 Available)

- One of five **Gold** sponsors of NCFP's 20th Anniversary Celebration — including at least 2 signature events: the 2017 National Forum on Family Philanthropy and the 2018 Closing Dinner with featured speaker
- **Logo will be featured on 20th Anniversary mailings and collateral — including but not limited to:**
 - 20th Anniversary “Save the Date” emails
 - 20th Anniversary Invites
 - 20th Anniversary Print Programs
 - 20th Anniversary Marketing Materials and Emails
 - 20th Anniversary Events Onsite signage (print and electronic)
 - NCFP and Event Websites
- Recognition by NCFP President, senior staff, Board and/or Advisory Committee members during remarks and announcements for all 20th Anniversary Events
- Placement in Exhibit Hall at the 2017 National Forum on Family Philanthropy
- Two complimentary registrations for all 20th Anniversary Events
- **POSSIBLE:** Special sponsor section of the 2017 National Forum program in which all sponsors reflect on the growth of the family philanthropy field and their experiences/perspectives related to that growth.

Silver Sponsor • \$10,000 (8 Available)

- One of eight **Silver** sponsors of an event during NCFP's 20th Anniversary Celebration - EITHER the 2017 National Forum on Family Philanthropy OR the 2018 Closing Dinner with featured speaker
- **Logo will be featured on 20th Anniversary event mailings and collateral — including but not limited to:**
 - Event "Save the Date" emails
 - Event Invites
 - Event Print Program
 - Event Marketing Materials and Emails
 - Event Onsite signage (print and electronic)
 - NCFP and Event Websites
- Recognition by NCFP President, senior staff, Board and/or Advisory Committee members during remarks and announcements at the chosen anniversary event
- Placement in Exhibit Hall at the 2017 National Forum on Family Philanthropy OR similar recognition at the Closing Dinner
- Two complimentary registrations for sponsored event

To explore customized sponsorship opportunities related to the 20th Anniversary, please contact Kirkland Hamill at kirkland@ncfp.org or by calling **202-350-9365**