



american council on gift annuities

# Partner Packet

## *About the ACGA*

The American Council on Gift Annuities (ACGA) is a qualified nonprofit organization formed in 1927 as the Committee on Gift Annuities and was incorporated as a 501(c)(3) nonprofit in 1993.

Since 1927, the ACGA has promoted responsible philanthropy across the United States, providing practical guidelines, safe practices, and ethical framework for non-profit organizations, professional development officers, and thoughtful donors. The primary focus has been on charitable gift annuities, a unique planning tool for the realization of personal, family and charitable goals. The ACGA has worked to demystify the use of charitable gift annuities to the advantage of nonprofits and donors alike through the following activities:

- ensuring sound financial assumptions as the basis for the maximum suggested charitable gift annuity rates
- disseminating best practices for nonprofits offering charitable gift annuities
- promoting the Philanthropy Protection Act of 1995
- educating thousands of professionals engaged in gift planning
- promoting the Model Standards of Practice for the Charitable Gift Planner
- gathering data and conducting research
- bridging the gap between regulatory agencies and charities
- monitoring legislation of importance to the nonprofit sector

Research, educational, and service activities of the ACGA have been underwritten by partnerships and membership dues of participating organizations. The quality and integrity of the ACGA's work has been utilized across the philanthropic and commercial industries. However, little or no funding is available for expansion of services and influence. Your partnership will help us achieve our mission and vision.

## *Our Mission*

The ACGA's mission is to foster the success of charitable gift annuity programs at charities nationwide through the promulgation of suggested maximum gift annuity rates, education, research, monitoring state regulations, advocacy, and other activities that promote good gifts for nonprofits and their donors.

## *Our Vision*

The ACGA is the premier resource for charitable gift annuity program success.



## PARTNER OPPORTUNITIES & BENEFITS

<b>PARTNER CHOICES</b> (first-come, first-served)	<b>Platinum</b> <b>\$10,000/yr</b> <b>1 available</b>	<b>Gold</b> <b>\$8,000/yr</b> <b>2 available</b>	<b>Silver</b> <b>\$6,000/yr</b> <b>6 available</b>
Duration	Two-year commitment	Two-year commitment	Two-year commitment
<b>Rates</b>			
<b>Confidential early access to ACGA rate changes</b> (up to two weeks prior to member announcement and up to four weeks prior to public announcements)	3 weeks	2 weeks	1 week
<b>Webinars</b>			
<b>Exclusive webinar session speaking opportunity</b> on a topic selected by the ACGA to showcase your company's expertise	★		
Exclusive webinar sponsor with speaker introduction (choose 1) 2023: January, February, April, June, August, October, December	★ <i>1st choice</i>	★	★
Access to webinar attendees with one-time use of mailing list (includes emails)	★	★	★
<b>Social Media &amp; Website</b>			
Recognition on ACGA's website partner page	★	★	
Access to ACGA members and followers via a social media push	3 every 12 months	2 every 12 months	1 every 12 months
<b>Exclusive up to 3 minute video</b> on current topic to be shared as part of our quarterly newsletter and on social media (sent to all members, prospects, and followers of the ACGA)	1 every 12 months	1 every 12 months	
<b>Membership</b>			
24-month membership	Up to 10 associates	Up to 5 associates	Up to 3 associates
<b>Biennial Conference Benefits (April 2024)</b>			
<b>Recognized as the official sponsor</b> of the 2024 ACGA conference	★		
Recognition on ACGA's conference registration page	★	★	★
<b>Exclusive general session introduction</b> (choose 1) Opening keynote, rates plenary, closing keynote	★ <i>1st choice</i>	★	
<b>Exclusive conference session speaking opportunity</b> on a topic selected by the ACGA to showcase your company's expertise	★	★	
<b>Exclusive partner hosted breakout room</b> for the duration of the conference to host attendees for a meet and greet outside session times (food & beverage not included)	★	★	
# of Free conference registrations	3	2	1
Discount on additional conference registrations (includes meals and attendance at any sessions)	\$100/ea	\$75/ea	\$50/ea

### All ACGA Partners receive the following visibility and access benefits:

- Logo and company description in virtual exhibit hall with link to website for duration of partnership (website)
- Listing in year-round app with logo and ability to upload documents for attendees and members
- Full-page, color ad in the electronic biennial conference proceedings
- Logo included in conference e-blasts, pre-event printed and electronic advertisements, electronic conference proceedings, session start screens
- Exhibit table at the 2024 in-person conference
- Access to biennial conference attendees with one-time use of mailing list (includes emails)





# PARTNER AGREEMENT

## Opportunities

- Platinum Partner (\$10,000/yr)
- Gold Partner (\$8,000/yr)
- Silver Partner (\$6,000/yr)

**TOTAL** \_\_\_\_\_

### CONTACT INFORMATION

Company:

Primary Contact:

Address:

City: State: Zip code:

Phone: Email:

### PAYMENT INFORMATION

Please make check payable to ACGA or provide credit card info:

\_\_\_ Check \_\_\_ AMEX \_\_\_ MasterCard \_\_\_ Visa

Payment options:

- Pay in full
- Pay in two payments (50% on receipt of agreement, balance due no later than 12 months later)

Name as it appears on credit card:

Card#: Exp. Date: Security code:

Cardholder signature:

### AGREEMENT

Partnership is valid for 24 months from the time the first payment is received.

Signature:

*My signature on this contract confirms that I understand that the ACGA partner opportunities are non-refundable and include a two-year commitment.*

Return partner agreement to:

ACGA (American Council on Gift Annuities)  
5151 E. Broadway Blvd, Suite 1600  
Tucson, AZ 85711  
OR email to: [acga@acga-web.org](mailto:acga@acga-web.org)

Questions? Contact the ACGA at 770-874-3355 or [acga@acga-web.org](mailto:acga@acga-web.org)

Looking forward to the decade ahead, the ACGA seeks to do even more by:

- *expanding its reach across the nonprofit community in the United States*
- *partnering on key initiatives in the philanthropic community*
- *co-sponsoring research endeavors with allied organizations*
- *encouraging increased consumer awareness*
- *increasing the expertise and ethical practices of those engaged in nonprofit fundraising and partners in the for-profit sector*
- *sharing its knowledge base with charitable planners outside of the United States*

As a voluntary association, the ACGA relies on the partnerships and the annual dues of its members for its operating budget to secure its future and concurrently embark on new initiatives.