



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.



## 2021-22 PARTNER OPPORTUNITIES & BENEFITS

<b>PARTNER CHOICES</b> (first-come, first-served)	<b>Rates Partner</b> <b>\$18,500</b> <b>1 available</b>	<b>Research Partner</b> <b>\$18,500</b> <b>1 available</b>	<b>Media Partner</b> <b>\$18,500</b> <b>1 available</b>	<b>Education Partner</b> <b>\$15,500</b> <b>4 available</b>	<b>Supporting Partner</b> <b>\$7,500</b> <b>4 available</b>
Duration	24 months	24 months	24 months	24 months	24 months
<b>Rates, Research and Media</b>					
Exclusive 10-year recognition on <b>Decennial Mortality Study</b> , including e-blasts	★				
Exclusive 4-year recognition on <b>Quadrennial CGA Research Report</b> , including e-blasts		★			
Exclusive 2-year <b>ACGA App Sponsor (year-round app)</b> supporting ACGA access to news, rates, research, and education programs offered by the ACGA.			★		
<b>Webinars</b>					
Exclusive webinar sponsor with speaker introduction (choose 1) 2021: July, August, October / 2022: January, March				★	★
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	2 every 12 months	2 every 12 months	2 every 12 months	1 every 12 months	1 every 24 months
<b>Exclusive 2-3 minute video</b> on current topic to be shared as part of our quarterly newsletter (sent to all members and prospects of ACGA)	1 every 12 months	1 every 12 months	1 every 12 months	1 every 12 months	
<b>Membership</b>					
24-month membership	Up to 10 associates	Up to 10 associates	Up to 10 associates	Up to 5 associates	Up to 3 associates
<b>Biennial Conference Benefits (April 2022)</b>					
Recognition on ACGA's conference registration page	★	★	★		
Exclusive general session welcome/speaker introduction (choose 1) Symposium, opening keynote, rates plenary, closing keynote, networking reception - 2	★	★	★	★	
<b>Exclusive 10-minute "Ted Talk"</b> at the opening of a general session(random assignments)	★	★	★	★	
Access to attendees with app push notification	★	★	★	★	
# of Free conference registrations	3	3	3	2	1
Discount on additional conference registrations (includes meals and attendance at any sessions)	\$100/ea	\$100/ea	\$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 and app)
- 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
- Access to biennial conference attendees with one-time use of mailing list (includes emails)





# PARTNER AGREEMENT

## Opportunities

- ☐ Rates Partner (\$18,500)
- ☐ Research Partner (\$18,500)
- ☐ Media Partner (\$18,500)
- ☐ Education Partner (\$15,500)
- ☐ Supporting Partner (\$7,500)

**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 January 31, 2022)

Name as it appears on credit card:

Card#: Exp. Date: Security code:

Cardholder signature:

### AGREEMENT

Signature:

*My signature on this contract confirms that I understand that the ACGA partner opportunities are non-refundable.*

Return partner agreement to:

ACGA (American Council on Gift Annuities)  
596 Concord Road SE, Smyrna, GA 30082  
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.