



2011-2012 Season  
 Kathy Kramer, President  
 John House, Vice President  
 Alan Knobloch, Treasurer  
 Denise McClintic, Secretary  
 Nancy Gerald, Past President

### Visibility, Collateral, and Impact

Communications Medium	Market Demographics	Frequency/ Placement	Duration	Message/ Impact
PGRTAZ Website	Avg Daily Hits Site Users Pages Viewed Length of Stay Trending	1. Logo/Link on SF page 2. Home Page (Feb – Jun) 3. President’s Corner TY 4. Blog Event Updates 5. Gadgets and Polls	Jan 2013 – Aug 2013	Mission Driven Organization Forward Thinking: Future Impact PR and Community Awareness: Leave a Legacy Community centric Multi Disciplinary/Estate, Tax, Financial, Philanthropic Assets over Income Genuine Sustainable Emphasis Leading by Doing Collaborators and Innovators Credible
PGRTAZ Monthly Event E Blasts	250 Members, past members, and contact community	3x monthly	All months except July	Program Updates, collaborators activities, special announcements, PGRTAZ membership FYI’s
Your Website and Your Client Communications		Link to our event; Event Design look/logo provided to you: Your choice on placement and use	Your choice	Message from our President/board expressing impact of your commitment to community and future of AZ non profits
PGRTAZ Marketing Collaborators Summer Forum Outreach Press Releases	10,000+ professionals	Monthly, up to 10 collaborating organizations, their choice	Feb through July	Quality, Innovative programs, nationally known speakers, motivation and inspiration found here. Flexible learning tracks. Advancing Asset based giving for the community good Both sides of the giving coin, all sides of the giving world
Save The Date	2500 professionals	E-Post and mail, and via affiliated trade associations	Jan/Feb/Mar	POW! Eyes Open, Calendars Marked, Excitement Building
Registration Flyer	1500 professionals	Some Snail Mail, placements with marketing collaborations, affiliated trade associations, board and membership staffs and	Mar-Jun	Professional, complete, one page (double sided), tri fold.

Planned Giving Round Table of Arizona  
 in care of Premium Organization  
 P.O. Box 4130  
 Scottsdale, AZ 85261-4130  
 Phone: 602-840-2900 Email: info@PGRTAZ.org Fax:480-922-5283



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		locations		
Sponsorship Event Day Recognition	175-200 Professionals, board members, and philanthropists	Rolling Powerpoint with Logos and TY messaging	All Day June 12	High Color and in Motion presentation to catch the eye and provide continual reminder to attendees to greet/thank our sponsors
Community Lounge	Open to all; during the event...Registration is in here, coffee/tea is in here, charging stations are in here, intimate close feel, music in background, internet access set up	All breaks reference community lounge; attendees encouraged to take phone calls, exhale, and use an hour to network with others and gather sponsor information in this room	All Day June 12	Interactive, easy, useful room with comfortable and relaxed seating, phone and laptop re-charging stations, coffee, tea, and refreshments, surrounded by sponsors and punctuated with opportunities to meet with presenters
Attendance				Non member retail \$175/225 value per person
Podium	All event attendees	Day of event	Day of Event, 1 minute promos	Advance updates on speakers emphasis and background,
Event Survey Piece	All event attendees	Day of Event, two weeks following event	Posted to reports on line	
Event Summary Follow Up	Committee and board and Sponsors			
Web Site Blog Area	All website visitors			Opportunities to post

Please contact Russ Goldstein, PGRT's Sponsorship Chair, to discuss your sponsorship questions.

Your company logo, print quality, ideally an eps file, but may be a quality .jpg or .gif image, file size 1 mg or less, emailed to [info@pgrtaz.org](mailto:info@pgrtaz.org)

Revised 12/15/2012

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