**Planned Visibility:**

Depending upon the event sponsored, the standard visibility we provide our sponsors includes:

• Your logo shown in our rotating slideshow at monthly membership meetings,

• Logo visibility on event specific meeting announcements. *View sample announcement*

• Your logo on the Sponsor page of the CAEPC website. *View sponsor page*

• Opportunity to distribute materials at your event, at a designated sponsorship table,

• Podium/program visibility at your event as described in advance by the sponsorship chair,

• VIP seating at the head table for your event representative (depending upon program type),

• Other options as the sponsorship committee may determine in advance of special events.

**What Kind of Exposure Can We Expect?**

The combined exposure from the planned visibility reaches our (approximately) 200 professional estate planning members at least 24 times, our expanded contact list of 500+ professionals on outreach e-blasts, and puts your personal message and your talented staff in the spotlight in front of more than 120 attending professionals at your focused program or event.

Each season, we have more than 2,000 unique visits to our website, with a typical average of 5 pages viewed per visit. And our student and emerging planning program is being replicated by other councils across the nation as an example of how to build a strong, diverse and lasting planning community. We expect another successful year with significant attendance this season!

Through the e-letter and direct website exposure, your logo is seen minimally another 48 times over the course of a season by our larger professional estate planning audience. If you consider our community outreach efforts in the summer, the student outreach component, and the exposure to the general public and other estate planners in communities outside of Arizona, we believe your corporate exposure doubles.

**Dollars and Sense?**

Consider the value of your personal time, travel expenses and meal costs to sit down with another professional to discuss your company and services. It can be a significant investment of time and resources. By investing in your visibility through CAEPC, you can reach our entire membership throughout the year at a minimal cost.

**What about the Special Events and Program Sponsorships?**

Our holiday event, half day learning program, and spring event and membership spring banquet are special format meetings with added visibility options.

The Master Website Sponsor benefits from more than 6,400 confirmed hits during the season.

The outreach and impact from student introductions as an Emerging Planner Sponsor showcases you as the provider of great opportunity to fresh new minds and future planners. The fun and excitement from hosting the spring event puts you in the middle of a full evening of fun and applause.