

# Sponsored Webcasts

As technology advances, static ads don't move your target the way a live presentation does. CalCPA is at the forefront of delivering education via webcast to California CPAs. Sponsor a two-hour CPE webcast through the CalCPA Education Foundation and get your company name and professional expertise in front of up to 300 CPAs.

Your webcast sponsorship allows us to offer education to our members at no cost, which has resulted in **sold-out audiences**.

## Sponsorship Registrant Pricing:

Tier 1—Up to 190 registrants	\$3,995
Tier 2—191 to 250 registrants	\$5,995
Tier 3—251 to 300 registrants	\$7,500

## Advantages

- Two-hour webcast offered for free to CalCPA members.
- Sponsor's company logo permitted to appear on each slide in presentation.
- Verbal acknowledgement of sponsoring organization at beginning and end of webcast.
- Webcast title listing on CalCPA website and upcoming event calendar
- Multiple promotional e-mails to member and nonmember database.
- Listing in biweekly webcast flier.
- Announcements and registration URLs of upcoming CalCPA webcasts are tweeted to CalCPA's rapidly growing Twitter following.
- HTML e-mail template that presenters can use to market event to their own target audience.
- A list of names and e-mail addresses of registrants who have requested more information from the presenter.

Please prepare an outline of your proposed presentation and submit it with the order form information below. By doing so, presenter/sponsor agrees to present factual information during presentation and avoid outright solicitation for business from webcast attendees. Presenter is prohibited from claiming to be sole or best provider of services being described. Other terms and conditions apply and are stipulated in the webcast sponsor agreement.

## CalCPA Sponsored Webcast Order Form

I would like to sponsor a CPE webcast and provide a presenter for (Please choose)

Tier 1—Up to 190 registrants (\$3,995)    Tier 2—191 to 250 registrants (\$5,995)    Tier 3—251 to 300 registrants (\$7,500)

Company/Firm Name \_\_\_\_\_ Webcast Presenter(s) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Proposed Topic: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Company Website: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Date



To place a CalCPA web ad, contact **Bobbi Petrov** at **(650) 802-2430** or [bobbi.petrov@calcpa.org](mailto:bobbi.petrov@calcpa.org); Fax: (650) 802-2230