

REACH | ENGAGE | SUCCEED

2021-2022 Sponsorships: CalCPA In-Person & Virtual Conferences

Level of Support <i>Add 1.5% increase in price for multi-day events</i>	Bronze	Silver	Gold	Platinum
Choose a level that's right for you. Whether you want to spotlight your business, display showcase your products and services, or generate leads, you can do it all as a CalCPA conference sponsor.	Spotlight your business and build your brand.	PLUS, Display your products and services	PLUS, generate leads	PLUS, establish credibility through speaking opportunities
Tier 1 (Expected attendees 250-500)	\$2,750	\$5,500	\$10,000	\$20,000
Tier 2 (Expected attendees 100-250)	\$1,925	\$2,600	\$7,000	\$14,000
Company logo on website and in emails promoting the event	x	x	x	x
Verbal acknowledgment and "thank you" during event	"All sponsors"	"All sponsors"	"All sponsors"	By company name
Advertisement in the digital event program	Half-page Ad	Half-page Ad	Full-page Ad	Full-page Ad
Dedicated exhibitor webpage on desktop and mobile app	x	x	x	x
Inclusion in all sponsor acknowledgment emails	x	x	sx	x
Digital ad featured in the event transition slide	Shared slide	Shared slide	Full slide	Full slide
Sponsor Booth (6ft table) at exhibit hall		x	x	x
Text ad (25 words less) in <i>CalCPA's Daily Clips</i> e-newsletter to run for one week post event		x	x	x
Video vignette to run during conference breaks		30 sec	30 sec	60 sec
Sponsored email sent on your behalf post event			x1	x2
Logo periodically displayed at the bottom of video stream			x	x
Logo included in the event welcome video on dedicated event pages (desktop only)			x	x
4-color ad featured in <i>California CPA</i> magazine			Half-page Ad	Full-page Ad
Event registration list (name, title, company, email addresses)			x	x
Speaking Opportunities (panel or moderator)				x
Reserved lunch table				x
Business card raffle				x
Complimentary registration(s)	1	2	4	6

In-Person add-ons	Tier 1	Tier 2
Breakfast - Day 1	\$5,500	\$5,000
Breakfast - Day 2	\$5,500	\$5,000
Morning Break/ Snack - Day 1	\$5,500	\$5,000
Morning Break/ Snack - Day 2	\$880	\$800
Lunch - Day 1	\$8,250	\$7,500
Afternoon Break/ Snack - Day 1	\$880	\$800
Afternoon Break/ Snack - Day 1	\$880	\$800
Reception Sponsor	\$8,250	\$7,500
WI-FI for attendees	\$2,585	\$2,350

In-Person & Virtual Conferences

Tier 1 Conferences	Month	Days
Women's Leadership Forum	April	1
Entertainment Business	June	2

Tier 2 Conferences	Month	Days
Wine Industry	Dec	2

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Tier 1 (Expected attendees 250-500)	\$1,750	\$3,500	\$9,000	\$14,000
Tier 2 (Expected attendees 100-250)	\$1,300	\$2,600	\$6,750	\$10,500
Company logo on website and in emails promoting the event	x	x	x	x
Verbal acknowledgment and "thank you" during event	"All sponsors"	"All sponsors"	"All sponsors"	By company name
Advertisement in the digital event program	Half-page Ad	Half-page Ad	Full-page Ad	Full-page Ad
Dedicated exhibitor webpage on desktop and mobile app	x	x	x	x
Inclusion in all sponsor acknowledgment emails	x	x	x	x
Digital ad featured in the event transition slide	Shared slide	Shared slide	Full slide	Full slide
Text ad (25 words less) in <i>CalCPA's Daily Clips</i> e-newsletter to run for one week post event		x	x	x
Video vignette to run during conference breaks		30 sec	30 sec	60 sec
Sponsored email sent on your behalf post event			x1	x2
Logo periodically displayed at bottom of video stream			x	x
Logo included in the event welcome video on dedicated event pages (desktop only)			x	x
4-color ad featured in <i>California CPA</i> magazine			Half-page Ad	Full-page Ad
Event registration list (name, title, company, email addresses)			x	x
Speaking Opportunities (panel or moderator)				x
Complimentary registration(s)	1	2	4	6

CalCPA Virtual Conferences

Tier 1 Conferences	Month	Days
Not-for-Profit Organizations	May	2
Governmental Accounting and Auditing	May	2
Entertainment Industry	June	2
Employee Benefit Plans Audit	June	1
Estate and Trust Planning	July	5
Farmers Tax and Accounting	October	1
Family Law	October	2

Tier 2 Conferences	Month	Days
Personal Financial Planning	Jan	2
B&I	Feb	1
Technology for Accountants	March	2
Forensics and Fraud Accounting	March	2
School Districts	April	1
Cannabis Business	August	2
A&A	October	2
TaxTrek	Nov	2
TaxTrek International	Nov	1
Real Estate	Nov	1
Healthcare Industry	Dec	1