

# SPONSORSHIPS

## Events



## In-person + Virtual Conferences

Conference formats and dates subject to change.

Level of Support	Bronze	Silver	Gold	Platinum
<b>Choose a level that's right for you. Whether you want to spotlight your business, showcase your products and services, or generate leads, you can do it all as a CalCPA conference sponsor.</b> <b>For multi-day events, there will be a 1.5% increase in price</b>	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	\$3,850	\$7,000	\$14,000
Complimentary registration(s)	1	2	4	6
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 event digital 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 sponsor acknowledgment emails	x	x	x	x
Digital ad featured in the event transition slide	Shared slide	Shared slide	Full slide	Full slide
Sponsor booth (6-foot table) in exhibit hall		x	x	x
Text ad (maximum 25 words) to run in CalCPA's <i>Daily Clips</i> e-newsletter for one week after the event (to be scheduled)		x	x	x
Video vignette to run during conference breaks		30 sec	30 sec	60 sec
Sponsored email sent to members on your behalf after the event (to be scheduled)			x1	x2
Logo periodically displayed at bottom of video stream during event			x	x
Logo included in the event welcome video (desktop only)			x	x
4-color ad featured in one issue of <i>California CPA</i> magazine (to be scheduled)			Half-page Ad	Full-page Ad
Event registration list (name, title, company, email address)			x	x
Speaking opportunity (panelist or moderator)				x
Reserved lunch table				x
Business Card Raffle				x

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### In-person + Virtual Conferences (cont'd)

In-person Event Add-ons	Tier 1 Price	Tier 2 Price
Breakfast Sponsor - Day 1	\$5,500	\$5,000
Breakfast Sponsor - Day 2 (where applicable)	\$5,500	\$5,000
Morning Break/Snack Sponsor - Day 1	\$3,300	\$3,000
Morning Break/Snack Sponsor - Day 2 (where applicable)	\$3,300	\$3,000
Lunch Sponsor - Day 1	\$8,250	\$7,500
Afternoon Break/Snack Sponsor - Day 1	\$3,300	\$3,000
Afternoon Break/Snack Sponsor - Day 2 (where applicable)	\$3,300	\$3,000
Reception Sponsor	\$8,250	\$7,500
Wi-Fi for attendees	\$2,585	\$2,350
Lanyard/Badge Sponsor	Please inquire	Please inquire
Your logo on our goody bags	Please inquire	Please inquire

2022 In-person + Virtual Conferences	Month of Event	Day(s)
<b>TIER 1</b>		
Elevate: Women's Leadership Forum	April	1
Not-for-Profit Organizations	May	1
Entertainment Industry	June	1
Estate and Trust Planning	July	2
Farmers Tax and Accounting	October	1
Family Law	October	1

<b>TIER 2</b>		
A&A	October	2
TaxTrek	November	2
TaxTrek International	November	1
Real Estate	November	1
Wine Industry	December	2

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## Virtual-only Conferences

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Level of Support	Bronze	Silver	Gold	Platinum
Choose a level that's right for you. Whether you want to spotlight your business, showcase your products and services, or generate leads, you can do it all as a CalCPA conference sponsor. For multi-day events, there will be a 1.5% increase in price.	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)	\$1,750	\$3,500	\$9,000	\$14,000
Tier 2 (Expected attendees 100-250)	\$1,300	\$2,600	\$6,750	\$10,500
Complimentary registrations	1	2	4	6
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 event digital 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 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 (maximum 25 words) to run in CalCPA's <i>Daily Clips</i> e-newsletter for one week after the event (to be scheduled)		x	x	x
Video vignette to run during conference breaks		30 sec	30 sec	60 sec
Sponsored email sent to members on your behalf after the event (to be scheduled)			x1	x2
Logo periodically displayed at bottom of video stream during event			x	x
Logo included in the event welcome video (desktop only)			x	x
4-color ad featured in one issue of <i>California CPA</i> magazine (to be scheduled)			Half-page Ad	Full-page Ad
Event registration list (name, title, company, email address)			x	x
Speaking opportunity (panelist or moderator)				x

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### Virtual-only Conferences (cont'd)

2022 Virtual Conferences	Month of event	Day(s)
<b>TIER 1</b>		
Governmental Accounting and Auditing	April	2
Employee Benefit Plans Audit	June	1
<b>TIER 2</b>		
ADVI\$OR: Personal Financial Planning	January	2
Technology for Accountants	January	2
Fraud and Forensic Accounting	March	2
Business & Industry	March	1
School Districts	April	1
Cannabis Business	August	1
Healthcare Industry	December	1

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