

SPONSORSHIPS

Events



Conferences: In-Person

Level of Support	Bronze	Silver	Gold	Platinum
<p>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.</p> <p>For multi-day events, there will be a 1.5% increase in price</p>	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 and link 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 ebook	Half-page Ad	Half-page Ad	Full-page Ad	Full-page Ad
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
Video vignette to run during conference breaks		30 sec	30 sec	60 sec
Sponsored email sent to attendees on your behalf after the event (to be scheduled)			x1	x2
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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Conferences: in-Person (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 Conferences	Month of Event	Day(s)
TIER 1		
Elevate: Women's Leadership Forum*	April	1
Not-for-Profit Organizations*	May	1
Entertainment Industry*	June	1
Estate and Trust Planning*	July	2
Family Law, Northern California*	October	1
Family Law, Southern California*	October	1

TIER 2		
A&A*	November	2
International Tax*	November	1
Real Estate*	November	1
Wine Industry	December	2

* Denotes live conference is rebroadcasted in a virtual format at a later date. Conference formats and dates are subject to change.

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Virtual-only Conferences

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 with link 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 ebook	Half-page Ad	Half-page Ad	Full-page Ad	Full-page Ad
Digital ad featured in the event transition slide	Shared slide	Shared slide	Full slide	Full slide
Video vignette to run during conference breaks		30 sec	30 sec	60 sec
Sponsored email sent to attendees on your behalf after the event (to be scheduled)			x1	x2
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

2022 Virtual Conferences	Month of event	Day(s)
TIER 1		
Governmental Accounting and Auditing	April	2
Employee Benefit Plans Audit	June	1

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Virtual-only Conferences (cont'd)

TIER 2		
CFO & Controllers	January	2
Technology for Accountants	January	2
Fraud and Forensic Accounting	March	2
Business & Industry	March	1
School Districts	April	1
Business & Innovation Summit	August	1
Construction Industry	August	1
Technology Industry	September	1
Cannabis Business	November	1
Farmers Tax and Accounting	November	1
Healthcare Industry	December	1

Educational Sponsorships

This level of sponsorship is available to non-profit organizations, industry associations and publications. With this level of sponsorship, you receive the following:

- A discount for your members or subscribers to the event
- Company logo with link on website and in emails promoting the event
- Verbal acknowledgment and “thank you” during the event
- Digital ad featured in the event transition slide

There is no cost to this level of sponsorship, but you will be expected to promote the event to your members and subscribers via email, social media and/or on your website.

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Sponsored Webcasts

CalCPA offers sponsored webcast opportunities designed to help top companies reach California CPAs and financial professionals. Let CalCPA work with you to create a presentation on a relevant topic that aligns with your brand.

Benefits:

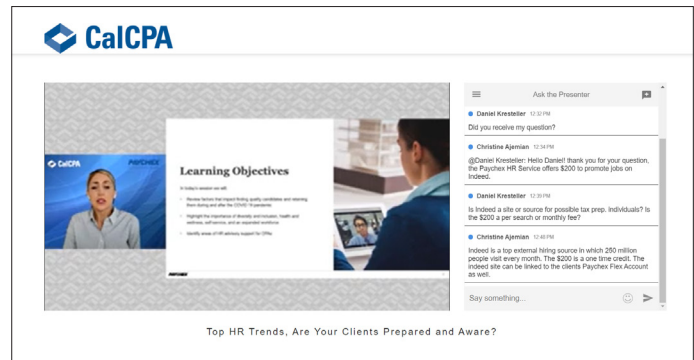
- Generate leads for your company.
- Position your brand.
- Engage highly-qualified registrants.

Details:

- Pre-recorded by CalCPA producers and moderated by a senior staff member of CalCPA.
- CalCPA will create and maintain the event registration page.
- Your logo on all promotional material.
- Event is marketed to our 43,000+ members via customized emails, social media, and newsletters.
- After the event, sponsors receive the event registration list.
- On-demand viewing for one-year for additional lead generation.
- Ask us about rebroadcast opportunities.

Rate:

- \$7,000 – Average registration is 125 (not guaranteed)
- Ability to pay \$55 for additional registrations above and beyond 125 registrations.



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Sponsored Webcasts (cont'd)

Note:

- All sponsored webcasts are free to our members.
- Attendees receive a certificate of completion for 1 CPE hour.
- Sponsored webcasts created by CalCPA in conjunction with any paid or unpaid agreements remain the property of CalCPA. CalCPA may elect to use the video for future self-study courses. If this occurs, registration lists will continue to be shared for three months.

CalCPA Technology Showcases

Showcase your products & solutions to a captive audience!

Each year, CalCPA presents a series of three technology showcases to give top technology companies an opportunity to present their products and solutions to an audience of our members. CalCPA handles all webcast logistics, promotion, moderation and management. Sponsor benefits include an opportunity to engage highly-qualified registrants and receive 50-75 qualified leads for your company (not guaranteed).

Rate

- \$6,500 per sponsor