

# GREATER WASHINGTON SOCIETY OF CPAS



ABOUT US



SPONSORSHIP



ADVERTISING

## 2024 VISIBILITY OPPORTUNITIES



[www.gwscpa.org](http://www.gwscpa.org)

# OPPORTUNITIES

The Greater Washington Society of CPAs/GWSCPA Educational Foundation (GWSCPA) provides a wide range of sponsorship and visibility opportunities throughout the year in an effort to offer valuable resources to our members while also assisting our partners to meet their business development needs. Enclosed you'll find a variety of educational and networking events, as well as electronic placement and other creative partnerships which can position your company squarely in the center of the accounting and finance community of the greater DC area. Our 3,205 members are the decisions makers for this community's leading organizations, companies and accounting/consulting firms, and by extension they touch the entire business community where they serve as influential and trusted advisors to their clients. After reviewing the enclosed list of events contact the GWSCPA to discuss where your sponsorship dollars can best serve your marketing and visibility needs this year. We are open to creative ideas for events and other resources our members may value, and can work with you to develop an annual package.



## **\*Annual Corporate Partnership Recognition\***

Any sponsor reaching a total of \$15,000 or more in any combination of annual support of the GWSCPA/GWSCPA Educational Foundation is recognized as a Corporate Partner. Corporate Partners are featured with logo recognition on our website homepage for the year and on our Sponsorship page.



## **\*Firm/Organizational/Corporate Members Discounts\***

All Firm, Organizational or Corporate Members in good standing receives a 15% discount on our largest two conferences - Women's Leadership and Nonprofit Symposium

Please direct all inquiries to Kari Bedell at:  
[kbedell@gwscpa.org](mailto:kbedell@gwscpa.org) or 703-975-0282

# CONFERENCES

## 2024 CONFERENCE CALENDAR

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### MARCH

#### NONPROFIT FINANCE & ACCOUNTING ACADEMY

March 21, 2024 | Hybrid

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### APRIL

#### CFO/CONTROLLERS CONFERENCE

April 18, 2024 | Hybrid

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### MAY

#### EMPLOYEE BENEFIT PLANS CONFERENCE

May 1-2, 2024 | Virtual

#### WOMEN'S LEADERSHIP CONFERENCE

May 17, 2024 | Washington, DC

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### SEPTEMBER

#### GOVERNMENT CONTRACTING CONFERENCE

September 24, 2024 | Tysons Corner, VA

#### AI CONFERENCE

September 26, 2024 | TBD

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### OCTOBER

#### DIVERSITY, EQUITY & INCLUSION CONFERENCE

October 2024 | TBD

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### DECEMBER

#### NONPROFIT SYMPOSIUM

Fall - Winter, 2024 | Hybrid



# SMALL/NEW CONFERENCE SPONSORSHIPS

<u>Conference</u>	<u>Anticipated Attendance</u>
Nonprofit Finance & Accounting Academy	50-75 people
CFO/Controllers	50-75 people
Employee Benefit Plans	75-100 people
AI Conference	75-100 people
Diversity, Equity & Inclusion	50-75 people

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Get in on the ground floor and support these exciting new initiatives.  
All above conferences have the following sponsorship options available:

## **Gold Sponsor** \$2,000 (*one available*)

- Two registrations for company reps to attend the conference
- Lunch Sponsor recognition with time for remarks
- Company logo click-through on marketing (email, website, social media)
- Company recognition during opening welcome (logo on screen, verbal acknowledgment)
- Attendee contact list, pre- and post-event (emails included)

## **Silver Sponsor** \$1,000 (*two available*)

- One registration for company rep to attend the conference
- Company logo click-through on marketing (email, website, social media)
- Opportunity to give brief remarks at a break
- Company recognition during opening welcome (logo on screen, verbal acknowledgment)
- Attendee contact list, post-event

## **Event Sponsor** \$500 (*unlimited*)

- Company logo recognition on marketing (website only)
- Company recognition during opening welcome (logo on screen, verbal acknowledgment)

# CONFERENCE SPONSORSHIPS

## WOMEN'S LEADERSHIP CONFERENCE

May 17, 2024 | Washington, DC

Hosted by the Women's Leadership Section of the GWSCPA this year's event will be a celebration of leadership through both education and networking, featuring an outstanding and inspirational speaker lineup and plenty of time to catch up with your peers.



### Platinum Sponsor \$5,000 (exclusive)

- Four registrations to attend the conference
- Reception Sponsor recognition with time for remarks
- Company logo click-through on marketing (email, website, social media)
- Company recognition during opening welcome (logo on screen, verbal acknowledgment)
- Attendee contact list, pre- and post-event (emails included)

### Gold Sponsor \$3,000 (three available)

- Three registrations to attend the conference
- Breakfast, Lunch or Break Sponsor recognition with time for remarks
- Company logo click-through on marketing (email, website, social media)
- Company recognition during opening welcome (logo on screen, verbal acknowledgment)
- Attendee contact list, pre- and post-event (emails included)

### Silver Sponsor \$2,000 (four available)

- Two registrations to attend the conference
- Company logo click-through on marketing (email, website, social media)
- Opportunity to give introduction during one session
- Company recognition during opening welcome (logo on screen, verbal acknowledgment)
- Attendee contact list, post-event

### Bronze Sponsor \$1,000 (unlimited)

- One registration to attend the conference
- Company logo recognition on marketing (website only)
- Company recognition during opening welcome (logo on screen, verbal acknowledgment)

### Event Sponsor \$500

- Company logo during opening welcome (logo on screen, verbal acknowledgement)



# CONFERENCE SPONSORSHIPS CONT.

## GOVERNMENT CONTRACTING CONFERENCE

September 24, 2024 | Tysons Corner, VA

GWSCPA's Gov Con Conference is excited to announce our conference date for 2024! This year's event will be a hybrid event, hosted both in Tyson's Corner and online for those attending out of area on September 24. By attending this conference, you will gain the latest insights on current trends and hot topics from leaders of the contracting sector, and will have many opportunities to network with attendees.

### **Gold Sponsor:** \$5,000 (1 available)

- Three (3) complimentary registrations for Gov Con Conference
- Company recognition and ability to address attendees as Lunch or Reception sponsor
- Company recognition as a session sponsor with introduction of session
- Linked-In feature post
- Logo click-through on all marketing materials
- Recognition from podium/on slides during opening day welcome remarks by Event Chair
- Pre- and post-event attendee list

### **Silver Sponsor:** \$2,000 (4 available)

- Two (2) complimentary registrations for Gov Con Conference
- Company recognition as a session sponsor and introduction of session
- Logo click-through on all marketing materials
- Recognition in visual presentation and welcome
- Post-event attendee list

### **Event Sponsor:** \$1,000

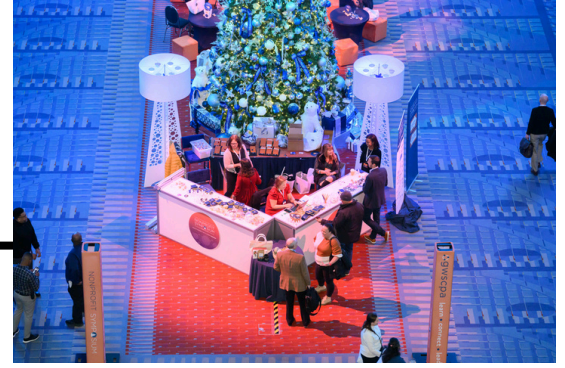
- One (1) complimentary registration for Gov Con Conference
- Company recognition as a sponsor
- Logo on event registration page
- Recognition in visual presentation



# CONFERENCE SPONSORSHIPS CONT.

## NONPROFIT SYMPOSIUM

Fall 2024 | Washington, DC



Sponsorship Benefits	Platinum \$25,000	Gold \$17,500	Silver \$12,000	Bronze \$8,500	Event \$6,000
Exclusive Reception Host	✓	✗	✗	✗	✗
Introduction/Sponsorship of General Session (in-person)	✓	✗	✗	✗	✗
'Lounge-style exhibit space (choice of furniture during in-person event)	✓	✗	✗	✗	✗
Breakfast/Lunch/Break Host	✓	✓	✗	✗	✗
One Virtual Session Host/ Introduction	✗	✓	✓	✗	✗
Registration for staff or guest to attend Symposium for credit	Five (5) Registrations	Four (4) Registrations	Two (2) Registrations	One (1) Registration	✗
Included in exhibit networking 'game' (hosted by GWSCPA)	✓	✓	✓	✓	✗
One Page Insert Promo in give-a-way bags	✓	✓	✓	✗	✗
Attendee List Pre and Post Event with emails/address	✓	✓	✓	✓	Post event list only
Company logo included on lanyards given to attendees	✓	✓	✗	✗	✗
Individual Sponsor Spotlight email and Social Media Post	✓	✓	✗	✗	✗
GWSCPA Purchased Promotion(s)	✓	✓	✗	✗	✗
GWSCPA Produced Promotion(s)	Most prominent placement as lead sponsor	Prominent placement	✓	✓	Website presence only
Table top Exhibit Display during in-person event	Prominent placement on exhibit floor (10' x 20')	Second priority placement (10' x 6')	Third priority placement (10' x 6')	Fourth priority placement (10' x 6')	Last priority placement (10' x 6')

# CONFERENCE SPONSORSHIPS CONT.

## NONPROFIT SYMPOSIUM CONT.

Fall - Winter 2024 | Washington, DC

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### Wireless Sponsor (\$10,000, exclusive)

- Acknowledgement to attendees that complimentary wireless access is provided by “YOUR COMPANY” during the entire event
- Your Company’s name will be the password for the event attendees
- Two complimentary registrations to attend sessions

### Give-a-Way Bag Sponsorship (\$3,500, exclusive)

- Company logo printed on the give-a-way bags distributed to all event attendees. \*Please note: the sponsoring company is responsible for creating, producing and delivering the bags (must also include the symposium logo)
- Full Page insert for company promotional materials

### Coat Check Sponsor (\$3,000, exclusive)

- Your company will be recognized on signage for your support of complimentary coat check for our attendees

### Charging station Sponsor (\$3,500, exclusive)

- Your company will be recognized with signage at the designated device charging station set up for guests

### Special Station Sponsor (Pricing TBD)

- Your company will be recognized with signage at the designated station (GWSCPA/Venue approved vendor, supplied by sponsor). Suggestions include specialty coffee bar, ice cream station, headshot station, etc.



# ADVERTISING OPPORTUNITIES

## **VENDOR DIRECTORY** \$150/month OR \$1,300/year

The GWSCPA vendor directory lists services providers and vendors who tailor their products and services to changing needs of CPAs and professionals working in their firms, companies and organizations.

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## **GWSCPA KNOWLEDGE HUB**

The GWSCPA's knowledge hub library and e-newsletter syndicates content to our member audience and, of desired, the member audiences of multiple other states CPAS societies. Reach engaged and curious CPA prospects regionally or nationally, and only pay for the leads you receive.

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### **Quarterly Package Pricing**

### **Price Per Lead**

\$2,500: up to 50 standard leads

\$50 CPL

\$3,250: up to 50 "premium" leads

\$65 CPL



Hello!

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## **CONNECT ONLINE COMMUNITY** \$500/month

Connect is the GWSCPA's private member-only online community. Sponsorship includes logo feature at the top banner of the site and one promoted post for one-month period.

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## **MEMBER RESEARCH SURVEYS** \$1,500/each

On a quarterly basis, the GWSCPA undertakes surveys of our entire membership of 3,000+ professionals in the DC metro area. Sponsored survey topics/themes are determined by the GWSCPA executive team and in consultation with sponsor.

### **Exclusive Sponsors Receive:**

- Logo recognition on the survey instrument (surveymonkey) and email/connect community promotions
- Survey closing page drops to your website
- Survey final report is published to GWSCPA stie, includes sponsor recognition

# NON CONFERENCE SPONSORSHIPS

## SECTION AND COMMITTEE SUPPORT

Many GWSCPA ongoing member programs are conducted via industry/interest Sections and Committees. These groups may be supported by sponsors wishing to reach these targeted audiences.

Unless otherwise noted, sponsor may attend these sessions as participants. Sponsors receive logo recognition in invitations and on our website, verbal recognition at each event and may introduce speakers. If the topic is an area of expertise for the sponsor, a speaking opportunity may be available. A post event attendee list is made available for each meeting.

<b>Committee/Section</b>	<b>No. of meetings</b>	<b>Price</b>
Nonprofit Section	9 annual meetings	\$500/ea
Women's Leadership Section	3 quarterly roundtables	\$500/ea
DEI Task Force	4 quarterly meetings	\$500/ea
CFO & Controllers Only Roundtables	10 annual meetings	\$500/ea
Student Outreach/ Financial Literacy	6 day long service events	\$500/ea
Leadership Programs	Annual Support	\$1,500



# NONPROFIT BASICS

**NONPROFITACCOUNTINGBASICS.ORG**



Created as a grass roots project in 2008, the GWSCPA Nonprofit Financial Accountability Task Force is a nation-wide collaborative comprised of members of the accounting and nonprofit communities that seek to strengthen the nonprofit sector in the US by improving financial accountability in the sector through ongoing education initiatives and robust discussion of current topics.

The site features; accounting, tax and financial education for nonprofits with an emphasis on compliance and accountability; information provided by peer reviewed nonprofit experts; easy-to-use tools, templates, tips and video tutorials; popular monthly newsletter with over 4,500 subscribers; and free monthly webinars.

## **Gold Sponsor** \$2,500 (12 available)

- Company logo included in homepage rotator
- Opportunity to host one monthly webinar session - highlighted in that month's newsletter and social media
- LinkedIn feature post
- Company logo click-through listed on sponsor page

## **Site Sponsor** \$1,000 (unlimited)

- LinkedIn feature post
- Company logo click-through listed on sponsor page

