

GREATER WASHINGTON SOCIETY OF CPAS



ABOUT US



SPONSORSHIP



ADVERTISING

2024 VISIBILITY OPPORTUNITIES



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 or 703-975-0282

CONFERENCES

CONFERENCE CALENDAR

MARCH

NONPROFIT FINANCE & ACCOUNTING ACADEMY

March 21, 2024 | Hybrid

APRIL

CFO/CONTROLLERS CONFERENCE

April 18, 2024 | Hybrid

MAY

EMPLOYEE BENEFIT PLANS CONFERENCE

May 1-2, 2024 | Virtual

WOMEN'S LEADERSHIP CONFERENCE

May 17, 2024 | Washington, DC

JUNE

REAL ESTATE CONFERENCE

June 11, 2024 | Virtual

SEPTEMBER

GOVERNMENT CONTRACTING CONFERENCE

September 2024 | Hybrid

DIVERSITY, EQUITY & INCLUSION CONFERENCE

Fall 2024 | TBD

DECEMBER

NONPROFIT SYMPOSIUM

Fall - Winter, 2024 | Hybrid



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

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.

