



## **2023 Sponsorship and Visibility 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 3,500 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 Member, Organizational or Corporate Member receives a 15% Discount on any Conference sponsorship.

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

Pages 2-7... Conference Sponsorships

Pages 8-10... Non-conference programs, digital advertising and other support

## Conferences



The annual Employee Benefit Plan Conference is a two-day program bringing plan administrators, providers and plan auditors together to cover topics related to this complicated area of specialization. Anticipated attendance is approximately 70-100 pp.

Who Should Attend: CPAs, EBP auditors, plan administrators

Date/Time/Location: May 2-3, 2023 from 1:00 to 4:30 PM each day via Zoom

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

- Three registrations for company reps to attend the conference
- Host of optional networking lunch (*Zoom breakouts*)
- Logo click-through recognition on marketing (email, website, social media)
- May give welcome remarks during opening welcome 5/2
- Recognition during opening welcome daily (logo on screen, verbal acknowledgment)
- Attendee contact list, pre- and post-event

### **Silver Sponsors** \$1,500 *(two available)*

- Two registrations for company reps to attend the conference
- Logo click-through recognition on marketing (*email, website, social media*)
- May give closing remarks during day one or day two opening remarks
- Recognition during opening welcome daily (*logo on screen, verbal acknowledgment*)
- Attendee contact list, post-event

### **Event Sponsors** \$1,000

- One registration for company rep to attend the conference
- Logo recognition on marketing (*website only*)
- Recognition during opening welcome daily (*logo on screen, verbal acknowledgment*)



Hosted by the Women's Leadership Section of the GWSCPA, the Women's Leadership Conference is excited to announce our conference date for 2023! 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.

**Gold Sponsors: \$3,000 (3 available)**

- Three (3) complimentary registrations for Women's Leadership Conference
- Company recognition as one of three Networking Break sponsors (*breakfast, lunch or reception*)
- Logo click-through on all marketing materials
- Recognition in visual presentation and welcome

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

- Two (2) complimentary registrations for Women's Leadership Conference
- Company recognition as one of four session sponsors and introduction of session (2-3 minutes)
- Logo click-through on all marketing materials
- Recognition in visual presentation and welcome

**Gift Sponsor (\$2,000) (complimentary author/speaker book for all attendees, one available)**

- Two (2) complimentary registrations for Women's Leadership Conference
- Company recognition as a sponsor
- Logo click-through on all marketing materials
- Recognition in visual presentation and welcome

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

- One (1) complimentary registration for Women's Leadership Conference
- Company recognition as a sponsor
- Logo on event registration page
- Recognition in visual presentation



GWSCPA is excited to announce a brand new event, the Technology Showcase. This one day, entirely virtual event will be held June 8, 2023. Developed by the CFO/Controller Roundtable of the GWSCPA, this event will offer some practical panel discussions on technology issues facing industry leaders every day-implementation struggles, building your tech stack for efficiency, etc and will explore new options through peer discussions and software demonstrations.

**Gold Sponsors: \$5,000 (3 available)**

- Three (3) complimentary registrations for Technology Showcase
- Company recognition as one of three session sponsors and intro/moderation of session
- One 30 minute demo slot
- Linked in feature post
- Recognition in visual presentation and welcome and on event registration page
- Pre- and post-event attendee list

**Silver Sponsors: \$3,500 (4 available)**

- Two (2) complimentary registrations for Technology Showcase
- One 30 minute demo slot
- Recognition in visual presentation and welcome and on event registration page
- Post-event attendee list

**Tech Demo only (\$2,500)**

- Two (2) complimentary registrations for Technology Showcase
- One 30 minute demo slot

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

- One (1) complimentary registration for Technology Showcase
- Company recognition as a sponsor
- Logo on event registration page



GWSCPA's Gov Con Conference is excited to announce our conference date for 2023! 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 22. 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 ample opportunity to network with attendees.

**Gold Sponsors: \$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 one of five session sponsors with introduction of a 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 Sponsors: \$2,000 (3 available)**

- Two (2) complimentary registrations for Gov Con Conference
- Company recognition as one of five session sponsors with introduction of a 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



## 2023 Nonprofit Finance & Accounting Symposium Exhibiting Sponsor Opportunities for in person day (date TBD)

Level	Platinum (exclusive)	Gold (4 available)	Silver (8 available)	Bronze	Event
<b>Cost</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>
Exclusive reception host	✓	N/A	N/A	N/A	N/A
Introduction/sponsorship of a general session	✓	✓	N/A	N/A	N/A
Sponsor of a themed 'Lounge'	✓	✓	N/A	N/A	N/A
Breakfast, Lunch or Breaks host	N/A	✓	N/A	N/A	N/A
One virtual "bonus" session host /intro Oct & Nov	N/A	N/A	✓	N/A	N/A
Registrations for staff or guest to attend for credit	Five (5)	Four (4)	Two (2)	One (1)	N/A
Included in exhibit networking 'game' hosted by GWSCPA	✓	✓	✓	✓	N/A
Attendee list pre and post with emails/address	✓	✓	✓	✓	Post Only
One page insert in give-a-way bags	✓	✓	✓	N/A	N/A
Company logo included on lanyards given to attendees	✓	✓	N/A	N/A	N/A
Sponsor Spotlight email and social media post	✓	✓	N/A	N/A	N/A
<b>GWSCPA Produced Promotion(s)</b>	Most prominent placement as lead sponsor on all	Prominent placement on all GWSCPA marketing materials	Placement on all GWSCPA marketing materials	Placement on all GWSCPA marketing materials	Placement on conference website only
<b>GWSCPA Purchased Promotion(s) pre-event articles</b>	Included	Included	N/A	N/A	N/A
<b>Table top Exhibit Display</b>	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')	Fifth priority placement (10' x 6')



**2023 Nonprofit Finance & Accounting Symposium**  
**Sponsorship Opportunities** (non-exhibit)

**Wireless Sponsor (\$7,500, exclusive)**

- Attendees will see “Free wireless access provided by YOUR COMPANY” when they log in to complimentary wireless during the entire two day event
- Your Company’s name will be the password to access free wireless capabilities for the event attendees
- Two (2) complimentary registrations for company representative or guest to attend sessions

**Give-a-Way Bag Sponsorship (\$4,500, exclusive)**

- The bag sponsor may have their company logo (or URL) 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. GWSCPA will provide assistance in locating a vendor if requested (*must also include the symposium logo*)
- Full Page insert for company promotional materials

**Coat Check Sponsor (\$3,500, exclusive)**

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

**Charging station sponsorship (\$3,500, exclusive)**

- Your company will be recognized with signage at the designated device charging station set up for guests
  - GWSCPA to supply chargers and electrical support

**Special station sponsorship (Pricing TBD, contact staff to discuss)**

- Your company will be recognized with signage at the designated station (GWSCPA/Convention Center approved vendor, supplied by sponsor). Suggestions include espresso bar, massage station, headshot station, etc.

## ***Non-conference Sponsorships and Advertising***

### **Vendor Directory - \$150/month or \$1300/year**

Brand new for 2023, the GWSCPA Vendor Directory lists service providers and vendors who tailor their products and services to changing needs of CPAs and professionals working in their firms, companies and organizations.

### **GWSCPA Knowledge Hub**

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

<u>Quarterly Package Pricing</u>	<u>Price Per Lead (discounts for other packages)</u>
\$2,500: up to 50 standard leads	\$50 CPL
\$3,250 up to 50 "premium" leads	\$65 CPL

### **Connect Online Community - \$500**

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

### **Centennial year events –varies**

Throughout 2023, GWSCPA will be celebrating our Centennial year. Sponsor may support the society through hosting of smaller social and networking events throughout the year. Sponsor covers cost of event, and GWSCPA promotes to our members and will send a staff attendee. (example: sporting event, happy hour, wine tasting)



### **Section and Committee support - varies**

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.

- Nonprofit Section (9 annual meetings @\$500 each)
- Women's Leadership Section (4 quarterly meetings @\$500 each)
- DEI Task Force (4 quarterly meetings @\$500 each)
- Student Outreach/Financial Literacy events (6 day long service events @\$500 each with JA Finance Parks) Sponsor may send 2 staff and hosts GWSCPA catered lunch)
- Leadership Programs (Annual support of all sessions @\$1,500 each for either the nonprofit or the firm class. No sponsor attendance)
- CFO/Controller Roundtables (10 annual meetings @\$500 each. No sponsor attendance.)

### **Quarterly Member Research Surveys - \$1,500 each**

On a quarterly basis, the GWSCPA undertakes surveys of our entire membership of 3,500+ professionals in the DC metro area. Sponsored survey topics/themes are determined by GWSCPA executive team.

Winter 2023 Survey-Technology Use

Spring 2023 Survey- Audit Experiences

Summer 2023 Survey-HR theme, topic TBD

Fall 202 Survey-investment theme, topic TBD

Exclusive sponsors receive:

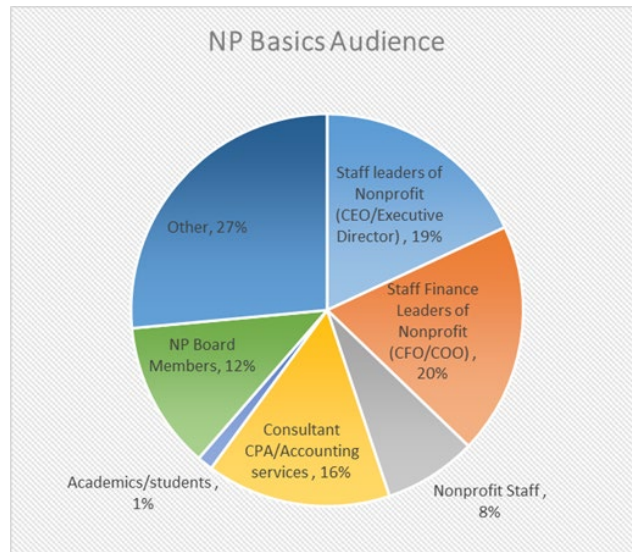
- Logo recognition on the survey instrument (SurveyMonkey) and email/Connect community promotions.
- Survey closing page drops to your website
- Survey final report is published to GWSCPA site, includes sponsor recognition



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

Our site features

- Accounting, tax and financial education for nonprofits w/emphasis on compliance and accountability
- Information provided by peer reviewed nonprofit experts
- Easy-to-use tools, templates, tips and video tutorials
- A popular monthly newsletter with 4500 subscribers
- Monthly free webinars



**Gold Sponsors:** \$2,500 (12 available)

- Company logo included in homepage rotator
- May host one monthly webinar session and be highlighted in one monthly newsletter
- Linked in feature post
- Company logo listed on sponsor page (with website hyperlink)

**Site Sponsor:** \$1,000

- Linked in feature post
- Company logo listed on sponsor page (with website hyperlink)