

# GREATER WASHINGTON SOCIETY OF CPAS



ABOUT US



SPONSORSHIP



ADVERTISING

## 2025 VISIBILITY OPPORTUNITIES



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

# OPPORTUNITIES

The Greater Washington Society of CPAs (GWSCPA)/GWSCPA Educational Foundation 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 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 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 \$20,000 or more in any combination of annual support for 2025 will be 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\***

Firm, Organization or Corporate Members in good standing receive a 15% discount on ALL conferences sponsorships! Ask us how to become part of something greater.

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

# CONFERENCES

## 2025 CONFERENCE CALENDAR

---

### MARCH

#### **NONPROFIT FINANCE & ACCOUNTING ACADEMY**

March 20, 2025 | Hybrid

---

### MAY

#### **WOMEN'S LEADERSHIP CONFERENCE**

May 2, 2025 | Vienna, VA

#### **CFO/CONTROLLERS CONFERENCE**

May 8, 2025 | Location TBD

#### **EMPLOYEE BENEFIT PLANS CONFERENCE**

May 13-14, 2025 | Virtual

---

### JUNE

#### **EDUCATORS CONFERENCE**

June 5 2025 | Washington, DC

---

### SEPTEMBER

#### **AI DEEP DIVE**

September 10, 2025 | Hybrid

#### **GOVERNMENT CONTRACTING CONFERENCE**

September 25, 2025 | Tysons Corner, VA

---

### OCTOBER

#### **DEI CONFERENCE**

October 2025 | Washington, DC

---

### DECEMBER

#### **NONPROFIT SYMPOSIUM**

December 9-10, 2025 | Washington, DC



# CONFERENCE SPONSORSHIPS

(WITH EXCEPTION OF NONPROFIT SYMPOSIUM)



Whether your interests lie in nonprofit accounting, women's leadership, or government contracting, GWSCPA provides tailored opportunities to align with your company's focus. In 2025, GWSCPA will host eight conferences, featuring a diverse range of in-person, virtual, and hybrid formats. Don't miss the opportunity to be part of both new and ongoing initiatives at the ground level. All smaller conferences listed above offer a variety of sponsorship options designed to meet your needs.

## **Platinum Sponsor:** \$5,000 (*one available*)

- Three (3) complimentary registrations for company reps or guests to attend
- Exhibit booth (*if venue permits*)
- Company recognition and ability to address attendees during networking lunch (*may give remarks or share demo*)
- Ability to present remarks during opening welcome
- Company logo recognition on all marketing materials (*email, website, social media*)
- Recognition from podium/on slides during opening (*logo on screen, verbal acknowledgment*)
- Pre- and post-event attendee contact list

## **Gold Sponsor:** \$3,500

- Two (2) complimentary registrations for company rep or guests to attend
- Exhibit booth (*if venue permits*)
- Company recognition as a session sponsor and introduction of one session
- Company logo recognition on all marketing materials (*email, website, social media*)
- Recognition in visual presentation and welcome (*logo on screen, verbal acknowledgment*)
- Pre- and Post-event attendee contact list

## **Silver Sponsor:** \$2,500

- Two (2) complimentary registrations for company rep or guests to attend
- Company logo recognition on all marketing materials (*email, website, social media*)
- Recognition in visual presentation and welcome (*logo on screen, verbal acknowledgment*)
- Post-event attendee contact list

## **Event Sponsor:** \$1,500

- One (1) complimentary registration for company rep or guest to attend
- Company logo recognition on marketing (*website only*)
- Recognition in visual presentation (*logo on screen, verbal acknowledgment*)

# NONPROFIT SYMPOSIUM

## SPONSORSHIP OPPORTUNITIES

December 9-10, 2025 (tentative)  
Washington, DC



### Sponsorship Benefits

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

Symposium registration discount  
code for your clients

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

Company logo included on  
lanyards given to attendees

Individual Sponsor Spotlight email  
and Social Media Post to attendees

GWSCPA Purchased Promotion(s)

GWSCPA Produced Promotion(s)

Table top Exhibit Display during  
in-person event

Platinum  
\$25,000



Five (5)  
Registrations



Most prominent  
placement as lead  
sponsor

Prominent placement  
on exhibit floor  
(10' x 20')

Gold  
\$17,500



Four (4)  
Registrations



Prominent  
placement

Second priority  
placement  
(10' x 6')

Silver  
\$12,500



Two (2)  
Registrations



Third priority  
placement  
(10' x 6')

Bronze  
\$9,500



One (1)  
Registration



Website presence  
only

Fourth priority  
placement  
(10' x 6')

Event  
\$6,500



Post event list  
only



Website presence  
only

Last priority  
placement  
(10' x 6')



# NONPROFIT SYMPOSIUM CONT.

## NON-EXHIBIT SPONSORSHIP OPPORTUNITIES

December 9-10, 2025 (tentative) | Washington, DC

### Wireless Sponsor (\$12,500, 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 for company representative or guests to attend sessions

### Event App Sponsorship (\$10,000, exclusive)

- The Event App sponsor will have their company logo appear as the splash screen for all attendees who download and use the event app.
- One promoted post on behalf of the Event App sponsor during event to all attendees
- One (1) complimentary registration for company representative or guest to attend sessions

### Give-a-Way Bag Sponsorship (\$4,500, 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 (\$3,500, exclusive)

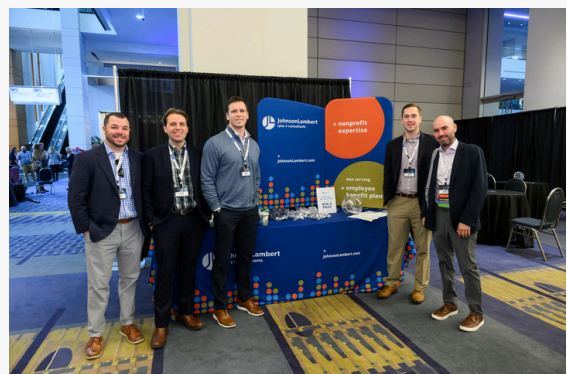
- Your company will be recognized on signage for your support of complimentary coat check

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

- Your company will be recognized with signage at the designated device charging station

### Special Station Sponsor (Pricing TBD, contact staff to discuss)

- 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.

---

## **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.

---

### **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!

---

## **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.

---

## **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><u>Committee/Section</u></b>	<b><u>No. of meetings</u></b>	<b><u>Price</u></b>
Nonprofit Section	9 annual meetings	\$500/ea
Women's Leadership Section	3 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





# 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

