



Strategic Partnership Opportunities

Showcase Your Brand



*Where Leaders in
Accounting & Finance
Connect, Learn, and Grow
—With Your Support*

2026



gwscpa.org/sponsorship



opportunities

The Greater Washington Society of CPAs (GWSCPA) and the 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 3,200+ members and thousands of event attendees 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.



Annual Corporate Partnership Recognition

Any sponsor reaching a total of \$20,000 or more in any combination of annual support for 2026 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 conference sponsorships!



Please direct all inquiries to Kari Bedell:
kbedell@gwscpa.org or 703-975-0282





Meet Our Team

The GWSCPA staff is a dedicated team of association professionals committed to supporting our members, sponsors, and partners.

With extensive experience, our team works behind the scenes to deliver high-quality programming, meaningful connections, and exceptional service to the accounting and finance community. Meet the staff, below.



Kari Bedell
Executive Director



Ashley Walton, IOM
Senior Director of
Strategic Operations



Meghan Jenkins
Senior Director,
Engagement



Welansa Mekonnen
Professional Education
Director



2026 Conference Calendar

MARCH

Nonprofit Finance & Accounting Academy

March 26, 2026

APRIL

CFO & Controllers Conference

April 23, 2026

Employee Benefit Plans Virtual Conference

April 29-30, 2026

MAY

Women's Leadership Conference

May 12, 2026

JUNE

Educators Conference

June 2, 2026

SEPTEMBER

Government Contracting Conference

September 2026

OCTOBER

AI Conference

October 15, 2026

DECEMBER

Nonprofit Symposium

December 2026



Conference Sponsorships

(with the 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 2026, 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 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 acknowledgement)
- Pre-and post-event attendee contact list with emails

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 (email, website, social media)
- Recognition in visual presentation and welcome (logo on screen, verbal acknowledgement)
- Pre- and post-event attendee contact list with emails

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 acknowledgement)
- Post-event attendee contact list with emails

Bronze Sponsor: **\$1,500**

- One (1) complimentary registration 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 acknowledgement)

NONPROFIT SYMPOSIUM

DECEMBER 2026 | WASHINGTON, DC

If you have never joined us before, you should know this is a valuable market and a sophisticated audience of decision makers. The engagement of the local nonprofit community in this event is unparalleled, with planning led by local nonprofit finance leaders for nearly 40 years. We take a limited number of sponsors each year, and we have always offered more than just a booth in an exhibit hall- our sponsors are integrated into aspects of the program and are invited to be part of the planning process.



NONPROFIT SYMPOSIUM

DECEMBER 2026 | WASHINGTON, DC

SPONSORSHIP BENEFITS	PLATINUM \$25,000	GOLD \$17,500	SILVER \$12,500	BRONZE \$9,500	EVENT \$6,500
Exclusive Reception Host	✓	X	X	X	X
Introduction/Sponsorship of General Session	✓	X	X	X	X
'Lounge-style' exhibit space (choice of furniture during in-person event)	✓	X	X	X	X
Breaks & Bites sponsor logo recognition	✓	✓	X	X	X
Company logo included on lanyards given to attendees	✓	✓	X	X	X
Individual Sponsor Spotlight email and Social Media Post to attendees	✓	✓	X	X	X
One Virtual Session Host/Introduction	✓	✓	X	X	X
GWSCPA Marketing Promotion(s)	✓	✓	✓	Website presence only	Website presence only
Registration for staff or guest to attend Symposium (includes CPE credits)	Four (4) registrations	Three (3) registrations	Two (2) registrations	One (1) Registration	X
Symposium registration discount code for your clients	✓	✓	✓	✓	X
Included in exhibit networking 'game' (hosted by GWSCPA)	✓	✓	✓	✓	X
Attendee List Pre and Post event with emails	✓	✓	✓	✓	Post event list only
Table top exhibit display during in-person event	Prominent placement on exhibit floor (10'x20')	Second priority placement (10'x6')	Third priority placement (10'x6')	Fourth priority placement (10'x6')	Last priority placement (10'x6')
Exhibitor Attendee Access	Up to 4	2 max	2 max	2 max	2 max

NONPROFIT SYMPOSIUM

DECEMBER 2026 | 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 event attendees
- Two (2) complimentary registrations for company reps or guests to attend

EVENT APP SPONSORSHIP \$10,000, exclusive

- Event app sponsor will have their company logo appear as the splash screen for all attendees who download and use the event app
- Your Company’s name will be the password for event attendees
- Two (2) complimentary registrations for company reps or guests to attend

COAT CHECK SPONSORSHIP \$3,500, exclusive

- Your Company will be recognized with signage for your support of complimentary coat check

SPECIAL STATION SPONSORSHIP 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: coffee bar, ice cream station, head shot station, etc.



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 a participant. 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.

<u>Committee/Section</u>	<u>No. of Meetings</u>	<u>Price</u>
Nonprofit Section	9 annual meetings	\$500/ea.
Women's Leadership Section	3 roundtables	\$500/ea.
Technology Roundtables	4 quarterly meetings	\$500ea.
CFO & Controllers only Roundtables	10 annual meetings	\$500/ea.
Student Outreach/ Financial Literacy	Ongoing basis (as needed)	\$500.ea.
NexGen Group	4 quarterly meetings	\$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 in the accounting and nonprofit communities that seek to strengthen the nonprofit sector in the US by improving financial accountability through ongoing education initiatives and robust discussion of current topics.

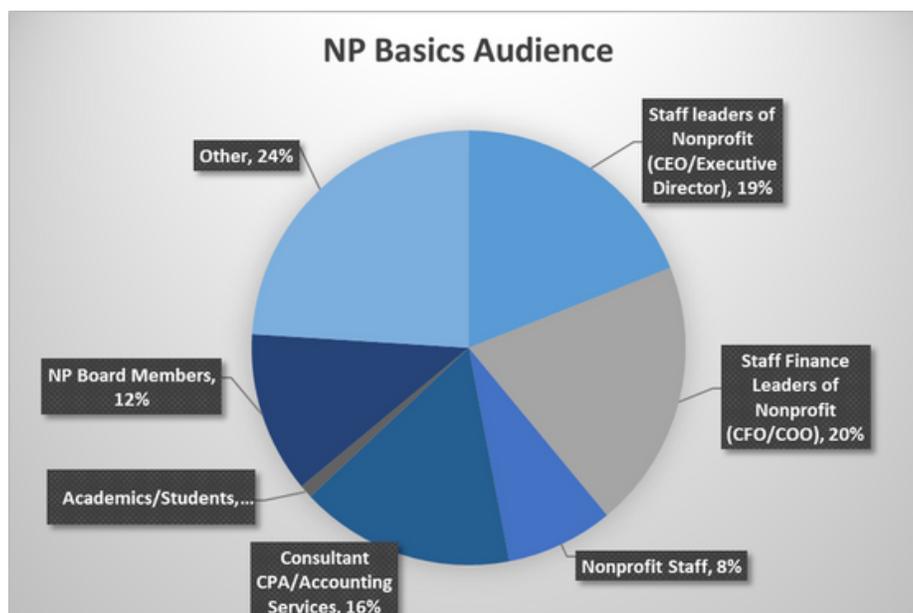
The site features; accounting, tax and financial education for nonprofits with an emphasis on compliance and accountability; information provided by peer reviewed nonprofit experts; easy-to-use tools, templates, tips and video tutorials; popular monthly newsletter with over 4,500 subscribers; and free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

GOLD SPONSOR \$3,000 (12 available)

- Company logo included in homepage rotator
- Opportunity to host a webinar session (highlighted in that month's newsletter and social media)
- LinkedIn featured post
- Company logo click-through listed on sponsor page
- Company logo included in all marketing materials produced by GWSCPA

SITE SPONSOR \$1,200 (unlimited)

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





Let's Get In Touch



Email

kbedell@gwscpa.org



Phone

703-347-0282



Website

gwscpa.org

**LEARN
CONNECT
LEAD**

