



## 2020-2021 SPONSORSHIP AND BRANDING PROSPECTUS

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When your brand and message connect with CPAs, you are developing relationships with trusted business advisors in all sectors of our economy: *Fortune* 500 businesses, small and mid-size businesses, public accounting, energy, health care, education institutions, government offices, and not-for-profit organizations. With 28,000 members, the Texas Society of CPAs (TXCPA) is one of the largest accounting associations in the U.S. Our members are partners, presidents, CEOs, executives, department managers, sole proprietors and business professionals – decision makers who purchase or approve an array of products and services.

## TXCPA's 2020/21 ANNUAL PARTNERS PROGRAM

Annual Partners benefit from extended marketing reach and elevated positioning through a curated sponsorship package, including your company logo and link placed on the TXCPA website homepage.

- **Advertising opportunities** include the award-winning *Today's CPA* magazine reaching 28,000 readers, custom e-communications targeting select audiences and the TXCPA website, with an average of 20,000 visitors and more than 100,000 views each month.
- **Sponsor and exhibit** at our CPE events reaching decision makers in both public practice and in a range of industries.
- **Position your brand** as an industry stakeholder via a leading sponsorship at one of our special meetings - Annual Meeting of Members, Midyear Board of Directors and Members, Career Boot Camp, Leadership Development Institute – or by sponsoring our Career Center or special events.

TXCPA's Annual Partners benefit from extended marketing reach and elevated positioning through a curated sponsorship package, including your company logo and link placed on the TXCPA website homepage. Extended marketing reach includes the following benefits, based on the total spend on a curated sponsorship:

	<b>TXCPA VISION PARTNER</b> <b>\$50,000</b>	<b>STRATEGIC PARTNER</b> <b>\$35,000</b>	<b>FEATURED PARTNER</b> <b>\$20,000</b>
<b>TXCPA ANNUAL PARTNER ANNOUNCEMENT</b> <ul style="list-style-type: none"> <li>Emailed to all members</li> </ul>	Exclusive email; custom content	In e-newsletter custom content	In e-newsletter TXCPA content
<b>TXCPA WEBSITE HOMEPAGE DISPLAY</b> <ul style="list-style-type: none"> <li>TXCPA Vision Partner designation</li> <li>Strategic Partner designation</li> <li>Featured Partner designation</li> </ul>	Logo with link	Logo with link	Logo only
<b>TODAY'S CPA MAGAZINE</b> <ul style="list-style-type: none"> <li>Partnership announcement</li> <li>Logo in TXCPA annual partner ad</li> </ul>	Customized Full Page Included	TXCPA provides Half Page Included	TXCPA provides Quarter Page Included
<b>TXCPA EMAIL NEWSLETTER</b> <ul style="list-style-type: none"> <li>Provide educational content</li> <li>Logo recognition in newsletters</li> </ul>	Quarterly All	Semi-annual All	Once All
<b>TXCPA EDUCATIONAL CONFERENCES</b> <ul style="list-style-type: none"> <li>Exhibit booth space</li> <li>Podium recognition</li> <li>Logo recognition in electronic marketing</li> <li>Signage recognition</li> </ul>	Two events All TXCPA events All events All events	One event Yes Yes Yes	
<b>PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST</b> <ul style="list-style-type: none"> <li>Three webcasts annually</li> <li>700-900 average attendance</li> </ul>	Recognition at start of each webcast; Logo on slides	Logo on slides	
<b>EXCLUSIVE SEMINAR SPONSOR</b> <ul style="list-style-type: none"> <li>Custom seminar</li> <li>Advertised to your target audience</li> </ul>	Two annually	One annually	
<b>TXCPA ANNUAL MEETINGS</b> <ul style="list-style-type: none"> <li>Registrations for clients or prospects</li> <li>Chairman's dinner</li> <li>Podium recognition</li> <li>Logo recognition</li> <li>Exhibit table</li> </ul>	Six Attend w/guest All sessions All signs; badge Yes	Four Opening/Close Signage/Badge Yes	Two Opening Badge Yes
<b>DIGITAL FOCUS GROUPS</b> <ul style="list-style-type: none"> <li>TXCPA forms and support to reach target audience</li> </ul>	Semi-annual	Annual	

## 2020 ANNUAL MEETING OF MEMBERS - JUNE 26-27, 2020

### **TITLE SPONSOR - \$6,000 \*SOLD for 2020 and 2021\***

- Attend joint (incoming and outgoing members) Executive Board dinner
- Attend Board Chairman's dinner
- Verbal recognition at all meeting sessions and events
- Company logo on all Annual Meeting promotional materials
- Company logo/banner displayed throughout the event
- Company logo and link displayed on TXCPA landing page for one full year
- Company logo on 2019 TXCPA Annual Meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One exhibit booth
- Four individual event registrations (for TXCPA member clients or prospects)

### **AWARDS LUNCHEON SPONSOR \*SOLD\* \$3,500**

- Verbal recognition during the luncheon
- Permission to place promotional materials in the luncheon area (table provided)
- Company logo on meeting promotions
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- Company logo and link on 2019 website
- One exhibit table
- Two individual event registrations (for TXCPA member clients or prospects)

### **WELLNESS STATION SPONSOR \$2,500**

*Sponsor provides wellness service*

- Key location at the event
- Company logo on event signage
- Company logo on wellness station area
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

### **EXECUTIVE BOARD DINNER SPONSOR \$1,500**

- Attend joint (incoming and outgoing members) Executive Board dinner
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TXCPA member client or prospect)

### **RECEPTION SPONSOR \$1,500**

- Company logo on event signage
- Company logo on drink tickets
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TXCPA member client or prospect)

### **BADGE/LANYARD \$1,500**

*Sponsor provides badge/lanyard w/company logo*

- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

### **EXHIBIT TABLE \$ 750**

*Exclusive opportunity to be one of up to 10 exhibitors in our technology exhibit hall*

- One 6' skirted table
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

## LEADERSHIP DEVELOPMENT INSTITUTE – 2021

### TITLE SPONSOR

**\$3,000**

*Institute created for CPA firms' emerging leaders and managers*

- Branding of Leadership Development Institute (LDI) as
- Participation in the event
- Signage recognition at the Institute
- Company logo and link on electronic promotions and registration page
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

## MIDYEAR BOARD OF DIRECTORS AND MEMBERS MEETING – JANUARY 2021 **\*SOLD\***

### TITLE SPONSOR

**\$5,000**

- Attend Board Chairman's dinner
- Verbal recognition at all meeting sessions and events
- Company logo on all midyear meeting promotional materials
- Company logo/banner displayed throughout the event
- Company logo and link displayed on TXCPA landing page for one full year
- Company logo on TXCPA midyear meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- Four individual event registrations (for TXCPA member clients or prospects)

## 2020/21 PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST **\*SOLD\***

### TITLE SPONSOR

**\$2,500 – ONE WEBCAST**

**\$6,000 – ALL THREE WEBCASTS**

- Title Sponsor for all three webcasts per year
- Branding of PIU as "brought to you by"
- Company logo displayed at the intro and close
- Company logo on evaluation page or documents
- Company logo and link on electronic promotion of PIU
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

## CAREER BOOT CAMP

### TITLE SPONSOR

**\$2,500**

*Boot Camp created to prepare accounting students for the CPA profession*

- Branding of Boot Camp as "brought to you by"
- Participation in the event
- Signage recognition at the event
- Company logo and link on electronic promotions and registration page
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

## CAREER CENTER

### TITLE SPONSOR

**\$2,500**

*Career Center created to prepare connect accounting professionals and employers in the CPA profession*

- Branding of Career Center as "brought to you by"
- Company logo and link on electronic promotions and on web page
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

## ACCOUNTING EDUCATION FOUNDATION

Customizable benefits for donations of \$20,000 or more. Call TXCPA for more details.

## PEER ASSISTANCE FOUNDATION

Customizable benefits for donations of \$20,000 or more. Call TXCPA for more details.

## CPE CONFERENCES

See [prospectus](#).

## *TODAY'S CPA* ADVERTISEMENT

See [media kit](#).

## DIGITAL ADVERTISING

See [TXCPA website](#).

## CONTENT MARKETING

See [TXCPA website](#).

## CONTACT INFORMATION

**Traci Pelter**

Media By Design

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(832) 316-4550

# TXCPA 2020-21 SPONSORSHIP FORM

## COMPANY AND CONTACT INFORMATION:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Contact Name: \_\_\_\_\_

## SPONSORSHIPS:

### 2020-21 ANNUAL PARTNERS PROGRAM

- TXCPA Vision Partner \$50,000
- Strategic Partner \$35,000
- Featured Partner \$20,000

### 2020-21 ANNUAL MEETING OF MEMBERS

- Title Sponsor **\*SOLD for 2020 and 2021\*** \$6,000
- Awards Luncheon Sponsor **\*SOLD\*** \$3,500
- Wellness Station Sponsor \$2,500
- Executive Board Dinner Sponsor \$1,500
- Reception Sponsor \$1,500
- Badge/Lanyard \$1,500
- Exhibit Table \$750

### MIDYEAR BOARD OF DIRECTORS AND MEMBERS MEETING **\*SOLD\***

- Title Sponsor \$5,000

### PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST **\*SOLD\***

- One Webcast \$2,500
- Three Webcasts \$6,000

### LEADERSHIP DEVELOPMENT INSTITUTE

- Title Sponsor \$3,000

### CAREER BOOT CAMP

- Title Sponsor \$2,500

### CAREER CENTER

- Title Sponsor \$2,500

## METHOD OF PAYMENT:

Credit Card No: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name as it Appears on Credit Card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Check No.: \_\_\_\_\_ \$ Amount: \_\_\_\_\_

**Checks should be made payable and mailed to:  
Media By Design, 8713 Thompson Dr., Lantana, TX 76226**

# TERMS OF THE CONTRACT

**Logo:** Please provide the signed agreement along with your company logo in an .eps, .ai, .jpeg, or .tif format of 300 dpi or 600 dpi for sponsor logo to be included in the marketing materials.

**If Exhibiting:** Please provide the names of the people who will be at your exhibit table:

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1. \_\_\_\_\_ 2. \_\_\_\_\_

**Location and Size of Space:** The sponsor will be assigned an area to be determined by the onsite conference coordinator, which will accommodate a tabletop exhibit or an arrangement of a similar proportion. All exhibits must conform to the size of the space provided and must not obstruct or interfere with the operations of the conference.

**Furniture, Equipment and Decorations:** TXCPA will provide a skirted table and two chairs. Sponsors will be responsible for monitoring their own designated areas and will carry their own insurance. The exhibiting company is responsible for all other necessary equipment for its exhibit table, including internet, shipping, drayage electricity and/or phone lines. Contact the hotel directly to secure these items.

**Gifts and Drawings:** Each sponsor will be responsible for any gifts or drawings and such arrangements will be confined to sponsor's designated area unless previous arrangements have been made with the onsite conference coordinator.

**Distribution of Advertising Materials:** Advertising materials/collateral may only be distributed from the sponsor's designated area and may not be placed on meeting room seats or tables unless otherwise noted as part of the sponsorship benefits.

**Food and Beverage:** TXCPA will offer each sponsor the same food and beverage provisions conference participants receive. However, no more than two persons may represent the sponsor for these purposes.

**Price/Fee Provisions:** This agreement will be for the sum of \$\_\_\_\_\_. Once payment, logo and the signed agreement are received, TXCPA will add the sponsor's logo to the conference/cluster promotions and webpage(s).

**Shipping and Additional Fees:** Each sponsor/exhibitor will be responsible for their shipping costs, drayage and/or any storage fees incurred by the venue.

**Indemnification:** The exhibitor agrees to indemnify and hold harmless TXCPA and the host facilities or their employees or their representatives against all liabilities for damage, injury or loss to all persons and all claims arising out of acts of omissions of exhibitors, their employees or their representatives.

I have read and will abide by the conditions set forth on this contract, which the undersigned applicant agrees is part of this contract for sponsorship.

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Authorized Signature/Title

Date

**Please complete, sign and return to:**

Media By Design, 8713 Thompson Dr., Lantana, TX 76226  
traci.mediabydesign@gmail.com