



Texas Society of
Certified Public Accountants

Sponsorship & Branding Prospectus

Texas Society of CPAs | 2018-19

2018 - 2019 SPONSORSHIP AND BRANDING PROSPECTUS

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, health care organizations, education institutions, government offices, and not-for-profit organizations. With over 28,000 members, the Texas Society of CPAs (TSCPA) is the second-largest accounting association 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.

2018/19 ANNUAL PARTNERS PROGRAM TSCPA

TSCPA's Annual Partner Levels of Recognition, according to minimum annual investment across all areas are:

	TSCPA 2020 PARTNER \$50,000	STRATEGIC PARTNER \$35,000	FEATURED PARTNER \$20,000
TSCPA ANNUAL PARTNER ANNOUNCEMENT <ul style="list-style-type: none"> Emailed to all members 	Exclusive email; Provide content	In e-newsletter Provide content	In e-newsletter
TSCPA WEBSITE HOME PAGE DISPLAY <ul style="list-style-type: none"> TSCPA 2020 Partner designation Strategic Partner designation Featured Partner designation 	Logo with link	Logo with link	Logo only
TODAY'S CPA MAGAZINE <ul style="list-style-type: none"> Partnership announcement Logo in TSCPA annual partner ad 	Provide content Full Page Included	Half Page Included	Included
TSCPA EMAIL NEWSLETTER <ul style="list-style-type: none"> Provide educational content Logo recognition in newsletters 	Quarterly All	Semi-annual All	Once All
TSCPA EDUCATIONAL CONFERENCES <ul style="list-style-type: none"> Exhibit booth space Podium recognition Logo recognition in electronic marketing Signage recognition 	Two events All events All events All events	One event Yes Yes Yes	
PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST <ul style="list-style-type: none"> Three webcasts annually 700-900 average attendance 	Recognition at start of each webcast; Logo on slides	Logo on slides	
EXCLUSIVE SEMINAR SPONSOR <ul style="list-style-type: none"> Custom seminar Advertised to your target audience 	Two	One	
TSCPA ANNUAL MEETINGS <ul style="list-style-type: none"> Registrations for clients or prospects Chairman's dinner Podium recognition Logo recognition Exhibit table 	Six Attend w/guest All sessions All signs; badge Yes	Four Opening/Close Badge Yes	Two Opening/Close Badge Yes
DIGITAL FOCUS GROUPS <ul style="list-style-type: none"> Form and support to reach target audience 	Ongoing	Semi-annual	

2018 ANNUAL MEETING OF MEMBERS - June 28-30, 2018

TITLE SPONSOR

\$7,500 SOLD!

- 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 TSCPA landing page for one full year
- Company logo on 2018 TSCPA Annual Meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One exhibit booth (if technology company)
- Four individual event registrations (for TSCPA member clients or prospects)

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

- 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 2018 website
- One exhibit table (technology only)
- Two individual event registrations (for TSCPA member clients or prospects)

"CHAPTER CHALLENGE"

GOLF SPONSOR

\$3,500

Exclusive host for chapter golf tournament

- Participate in the golf event
- Company logo on signage at golf event
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One exhibit table (technology only)
- One individual event registration (for TSCPA member client or prospect)

WELLNESS STATION SPONSOR

\$3,000

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 **\$2,500**

- 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 TSCPA member client or prospect)

RECEPTION SPONSOR

\$2,500

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

CONFERENCE BAGS

\$2,000

Sponsor provides attendee bag w/company logo

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

BADGE/LANYARD

\$2,000

Sponsor provides badge/lanyard w/company logo

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

TECHNOLOGY EXHIBIT TABLE

\$ 500

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 – June 27-28, 2018

TITLE SPONSOR

\$2,500

Institute created for CPA firms' emerging leaders and managers

- Branding of Leadership Development Institute (LDI) as “brought to you by”
- Signage recognition at the Institute
- Signage recognition during Annual Meeting
- Company logo and link on electronic promotions
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

MIDYEAR BOARD OF DIRECTORS AND MEMBERS MEETING – Jan. 2019

TITLE SPONSOR

\$5,000 **SOLD!**

- 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 TSCPA landing page for one full year
- Company logo on 2018/19 TSCPA midyear meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- Four individual event registrations (for TSCPA member clients or prospects)

2018/19 PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST

TITLE SPONSOR **SOLD!**

\$2,500 – ONE WEBCAST

SOLD! \$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

ACCOUNTING EDUCATION FOUNDATION

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

PEER ASSISTANCE FOUNDATION

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

CPE CONFERENCES:

See prospectus

PUBLICATIONS ADVERTISEMENT:

See prospectus

CONTACT INFORMATION

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TSCPA 2018-19 SPONSORSHIP FORM

COMPANY AND CONTACT INFORMATION:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Contact Name: _____

Events Selected: _____

SPONSORSHIPS:

2018-19 ANNUAL PARTNERS PROGRAM

- TSCPA 2020 Partner \$50,000
- Strategic Partner \$35,000
- Featured Partner \$20,000

2018-19 ANNUAL MEETING OF MEMBERS

- Title Sponsor **SOLD!**
- Awards Luncheon Sponsor **SOLD!**
- Chapter Challenge Golf Sponsor \$3,500
- Wellness Station Sponsor \$3,000
- Executive Board Dinner Sponsor \$2,500
- Reception Sponsor \$2,500
- Conference Bags \$2,000
- Badge/Lanyard \$2,000
- Technology Exhibit Sponsor \$500

LEADERSHIP DEVELOPMENT INSTITUTE

- Title Sponsor \$2,500

MIDYEAR BOARD OF DIRECTORS AND MEMBERS MEETING

- Title Sponsor **SOLD!**

PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST

- One Webcast
- Three Webcasts **SOLD!**

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:
TSCPA, 14651 Dallas Pkwy, Suite 700, Dallas, TX 75254
Attn: Craig Nauta

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:

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 may conform to the size of the space provided and must not obstruct or interfere with the operations of the conference.

Furniture, Equipment, and Decorations: TSCPA 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 previously 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: The TSCPA will offer each sponsor the same food and beverage provisions conference participants receive. However, no more than two persons will 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 TSCPA will add the sponsor's logo onto 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 TSCPA 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.

Authorized Signature/Title

Date

Please complete and sign and return to:
TSCPA, 14651 Dallas Pkwy, Suite 700, Dallas, TX 75254
Attn: Craig Nauta