

# 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

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### MARCH

#### NONPROFIT FINANCE & ACCOUNTING ACADEMY

March 20, 2025 | Hybrid

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### 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

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### JUNE

#### AI DEEP DIVE

June 10, 2025 | Hybrid

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### SEPTEMBER

#### DIVERSITY, EQUITY & INCLUSION CONFERENCE

September 2025 | Location TBD

#### GOVERNMENT CONTRACTING CONFERENCE

September 2025 | Tysons Corner, VA

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### DECEMBER

#### NONPROFIT SYMPOSIUM

December 2025 | Washington, DC



# CONFERENCE SPONSORSHIPS

(WITH EXCEPTION OF NONPROFIT SYMPOSIUM)

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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

## SPONSORSHIPS OPPORTUNITIES

December 2025 | Washington, DC



Sponsorship Benefits	Platinum \$25,000	Gold \$17,500	Silver \$12,500	Bronze \$9,500	Event \$6,500
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	Five (5) Registrations	Four (4) Registrations	Two (2) Registrations	One (1) Registration	✗
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	✓	✓	✓	✓	Post event list only
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)	Most prominent placement as lead sponsor	Prominent placement	✓	✓	Website presence only
Table top Exhibit Display during in-person event	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)	Last priority placement (10' x 6)



# NONPROFIT SYMPOSIUM CONT.

## NON-EXHIBIT SPONSORSHIP OPPORTUNITIES

December 2025 | 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

### **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)

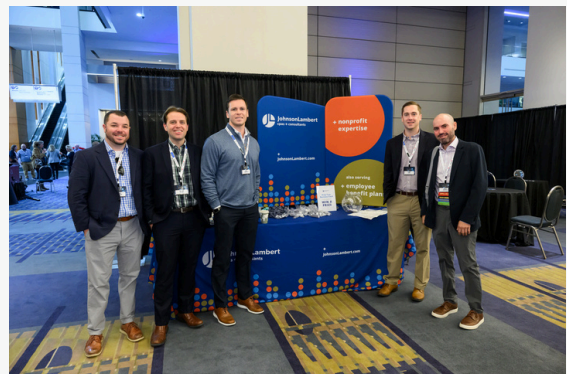
- Your company will be recognized on signage for your support of complimentary coat check for our attendees

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

- Your company will be recognized with signage at the designated device charging station set up for guests

### **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.

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## **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.

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### **Quarterly Package Pricing**

\$2,500: up to 50 standard leads

### **Price Per Lead**

\$50 CPL

\$3,250: up to 50 "premium" leads

\$65 CPL



Hello!

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## **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.

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## **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.

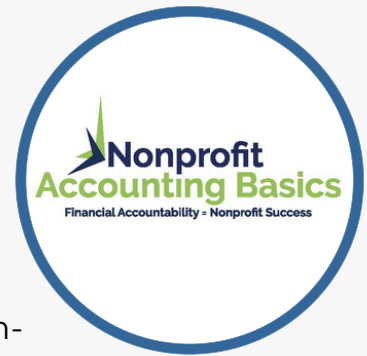
<b>Committee/Section</b>	<b>No. of meetings</b>	<b>Price</b>
Nonprofit Section	9 annual meetings	\$500/ea
Women's Leadership Section	3 roundtables	\$500/ea
DEI Task Force	4 quarterly meetings	\$500/ea
CFO & Controllers Only Roundtables	10 annual meetings	\$500/ea
Student Outreach/ Financial Literacy	6 day long service events	\$500/ea





# NONPROFIT BASICS

[NONPROFITACCOUNTINGBASICS.ORG](http://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

