

TXCPA
HOUSTON

TXCPA
HOUSTON
FOUNDATION

2023-2024



TXCPA Houston is here to educate, inform, and lead within the CPA profession and community

SPONSORSHIP PROSPECTUS

**TXCPA Houston and TXCPA Houston
Foundation Sponsorships**

www.txcpahouston.cpa

TABLE OF CONTENTS

01

About Us

TXCPA Houston and TXCPA Houston Foundation has been a trusted professional community for CPAs in the greater Houston area for nearly a century.

02

Events

TXCPA Houston and TXCPA Houston Foundation hosts conferences, seminars, and membership events throughout the year

03

Sponsorships

- Corporate Sponsorships
- Conference Sponsorships
- Seminar Sponsorships
- Membership Events Sponsorships

04

Marketing Sponsorships

- Digital Marketing
- EBlast
- Podcast

05

Membership

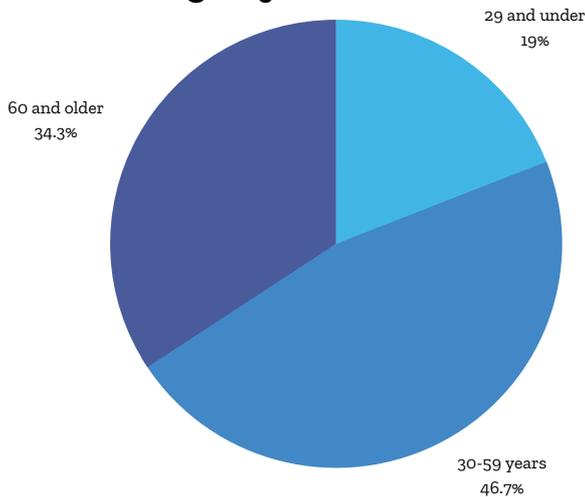
- Membership Categories
- Champion of TXCPA Houston

MEMBERSHIP STATS

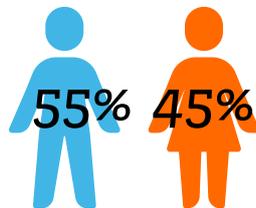
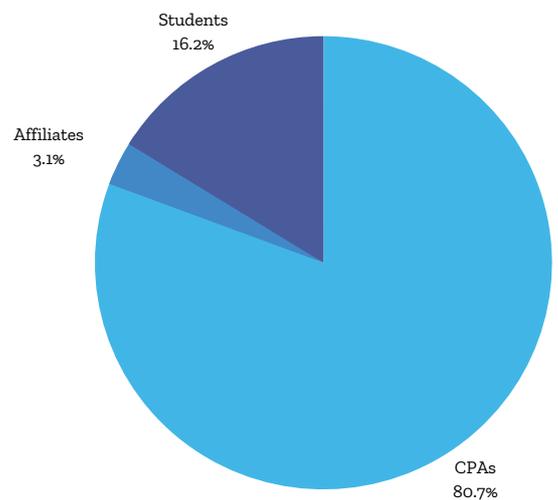
TXCPA Houston along with TXCPA Houston Foundation, its education and charitable arm, is a chapter of the Texas Society of Certified Public Accountants, which was organized in 1928. For nearly a century, it has been a trusted professional community for CPAs in the greater Houston area. With nearly 7,000 members from a 13-county area, TXCPA Houston is the largest CPA chapter in Texas. TXCPA Houston has a reputation for action, integrity and competence as the result of the strong leadership of its volunteers.

NEARLY 7,000 MEMBERS

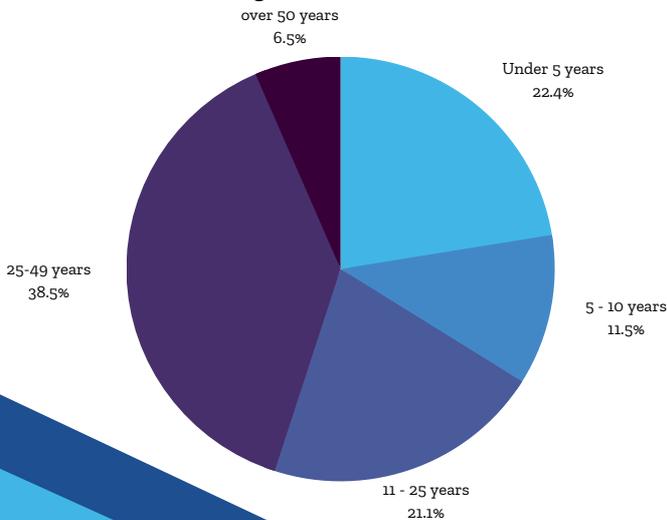
Age of Members



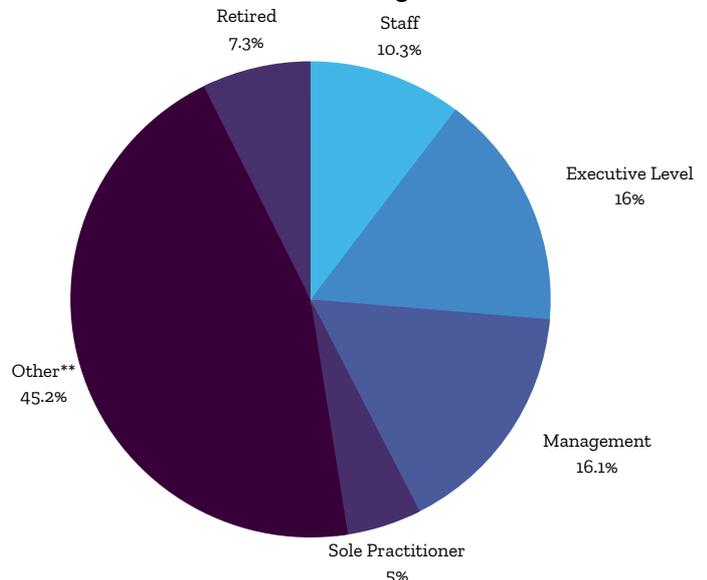
Category of Members



Number of Years as a CPA



Job Function of Members

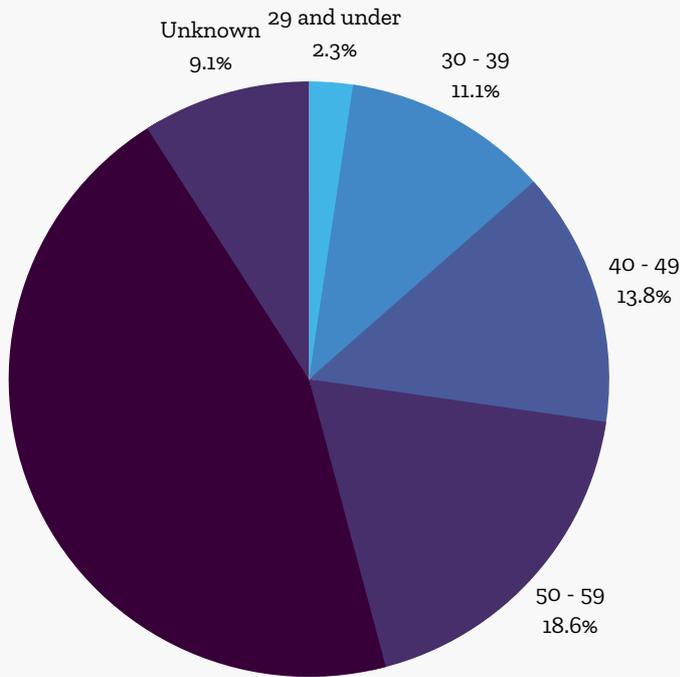


**In addition to CPAs, TXCPA Houston's members include attorneys, consultants, educators, and administrators.

EDUCATION STATS

Attendance at conferences and seminars

Age of Education Attendees

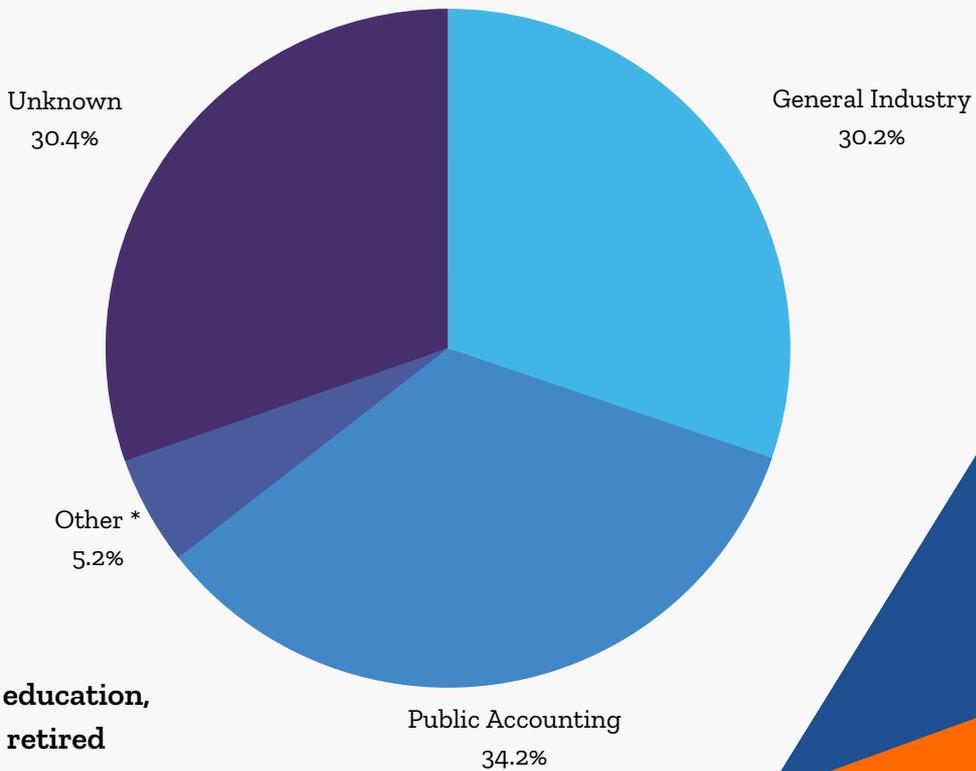


Job Functions attending events

C-Suite Executives, Partners,
Shareholders

Auditors, Tax Associates, Financial
Reporting Staff, Accountants

Professors, Consultants, Self-Employed



*Other includes education,
government, retired

Events

Spring Accounting Expo and Financial Reporting Symposium

Two Events, One Location

Spring Accounting Expo

May | 2 days | In Person

Accounting professionals in business and industry will network and access information tailored to help them thrive and network at the two-day Spring Accounting event.

Expected Attendance: 300

Demographics of attendees: CPAs and accounting professionals working in business and industry.

Financial Reporting Symposium

May | 1 day | In Person

Debuting in 2023, Financial Reporting Symposium will be held in the same location on Day 1 of Spring Accounting Expo. Attendees receive relevant information and perspectives on current accounting, auditing, and financial reporting issues from a panel of nationally known professionals.

Expected Attendance: 150

Demographics of attendees: CPAs who work with public companies.

Events

Energy Conference

August | 1 day | In Person

Seasoned energy professionals and executives address significant current issues affecting the energy industries as well as the accounting processes and regulations unique to the energy field.

Expected Attendance: 200

Demographics: CPAs and accounting professionals working in energy or who have clients in energy.

CFO/Controllers Conference

September | 1 day | In Person

Maximize your edge as a CFO or financial manager at this one-day conference dedicated to sharpening your technical skills and enhancing your knowledge of financial management and leadership practices.

Expected Attendance: 100

Demographics: Financial leaders of small to midsize companies.

Events

Personal Financial Planning Conference

October | 1 day | Hybrid

Learn about Personal Financial Planning strategies at the only PFP conference for CPAs in the state.

Expected Attendance: 50-80

Demographics: Financial planners, CPAs and members who share an interest in financial planning

Tax Expo

January | 2 days | In Person

This two-day conference provides practitioners with the updates and resources needed to prepare for tax season. Offers topics ranging from international and federal taxation to IRS updates.

Attendance: 300

Demographics: CPAs, tax practitioners and enrolled agents.

Corporate Sponsorships

TXCPA Houston and TXCPA Houston Foundation Corporate Sponsorships recognizes companies that make significant contributions to TXCPA Houston and TXCPA Houston Foundation by sponsoring multiple programs.

Each Corporate Sponsorship level provides enhanced benefits and increased opportunities to put your company's name in front of more decision makers in the CPA community. Corporate Sponsorships are designed to give your organization continuous promotional opportunities throughout the year.

Fully customize your year-long sponsorship package today!

Diamond - \$25,000

- Diamond level sponsor at all TXCPA Houston conferences
- Exclusive sponsor of 6 Social Events or Seminars
- Podcast sponsor with 1 interview spot – 4 episodes
- Weekly ad in eBlast – 12 weeks
- Table for 8 at TXCPA Houston's Annual Member Recognition Awards and Dinner

Platinum - \$20,000

- Platinum level sponsor at all TXCPA Houston conferences
- Exclusive sponsor of 5 Social Events or Seminars
- Podcast sponsor with 1 interview spot – 3 episodes
- Weekly ad in eBlast – 10 weeks
- Table for 8 at awards dinner and recognition

Gold - \$15,000

- Gold level sponsor at all TXCPA Houston conferences
- Exclusive sponsor of 4 Social Events or Seminars
- Podcast sponsor with 1 interview spot – 2 episodes
- Weekly ad in eBlast – 8 weeks

Corporate Sponsorships

Silver - \$10,000

- Silver level sponsor at all TXCPA Houston conferences
- Exclusive sponsor of 3 Social Events or Seminars
- Podcast sponsor with 1 interview spot – 1 episode
- Weekly ad in eBlast – 6 weeks

Bronze - \$7,500

- Silver level sponsor at 4 days at selected TXCPA Houston conferences
- Exclusive sponsor of 1 Social Events or Seminars
- Podcast sponsor with 1 interview spot – 1 episode
- Weekly ad in eBlast – 4 weeks

TXCPA Houston Supporters - \$5,000

- Silver level sponsor at 3 days at selected TXCPA Houston conferences
- Exclusive sponsor of 1 Social Events or Seminars
- Podcast sponsor with 1 interview spot – 1 episode
- Weekly ad in eBlast – 2 weeks

Discounted Training Facility Rental

1233 W. Loop S., Suite 1425, Houston, TX 77027

| | |
|-------------------|-------------------|
| Regular Pricing - | Sponsor Pricing - |
| Full Day - \$600 | Full Day - \$450 |
| Half Day - \$300 | Half Day - \$225 |

Includes AV equipment, beverages, free parking, and reception area.

Seated capacity - 38 classroom style

Conference Sponsorship Offerings

Exhibitor Sponsorship

- Firm name, brief description, and contact information listed on the conference platform
- Logo on relevant social media posts
- Logo on digital signage in the conference hall during breaks
- Logo displayed in digital conference marketing materials
- Attendee contact information of those who opt-in
- Sponsor's ad roll played at breaks – length is dependent upon sponsor level:
Diamond 120 seconds, Platinum 90 seconds, Gold 60 seconds, Silver 30 seconds

The Exhibitor Sponsorship includes all meals, breaks, entertainment, education, and branding throughout the event.

| | Diamond | Platinum | Gold | Silver |
|---|----------|----------|----------|----------|
| Tax Expo - January ** | \$ 8,000 | \$ 6,000 | \$ 4,000 | \$ 3,000 |
| Spring Accounting Expo including Financial Reporting Symposium Panel - May ** | \$ 8,000 | \$ 6,000 | \$ 4,000 | \$ 3,000 |
| Energy Conference - August * | \$ 6,000 | \$ 4,000 | \$ 3,000 | \$ 1,500 |
| CFO/Controller - September * | \$ 6,000 | \$ 4,000 | \$ 3,000 | \$ 1,500 |
| PPF - October * | \$ 4,000 | \$ 2,000 | \$ 1,000 | \$ 500 |

* One day conference

** Multi-day conference

Exhibitor Sponsorship

| | Diamond | Platinum | Gold | Silver |
|------------------------------------|---------|----------|------|--------|
| # Tables in Sponsor Area | 2 | 1 | 1 | 1 |
| # of Representatives | 4 | 3 | 2 | 1 |
| # of Complimentary Registrations * | 6 | 4 | 3 | 2 |
| # of half price Registrations * | 10 | 6 | 4 | 2 |

*Can be used for staff or clients

| | | | | |
|--|---|---|---|---|
| Logo displayed on conference related eBlasts | X | X | X | X |
| Attendee contact information of those who opt in - post conference | X | X | X | X |
| Logo displayed on direct mail pieces, if done | X | X | X | |
| Logo displayed prominently on conference app | X | X | | |
| Speaking spot ** | X | X | | |
| Logo on front of digital program | X | | | |
| Attendee contact information of those who opt in - pre-conference | X | | | |

** Session topic and must be approved by the event planning committee

Experiences

Sponsorships

Headshot Sponsor - \$3,000

- Offer low-cost photos to attendees
- Company logo on platform and digital signage
- Dedicated space for headshots
- Recognition in conference digital program

Wellness Sponsor - \$1,500 per day

- Sponsor provides wellness demonstration/service such as chair yoga, make your own teas, chair stretches
- Company logo on event app and digital signage
- Designated space to provide wellness demonstration/service
- Recognition in conference digital program

Lanyards Sponsor - \$750

- Sponsor of the lanyards to clip to the badges given to all attendees.
- Lanyards will be imprinted with sponsors name
- Sponsor will be able to hand out lanyards at the conference
- Recognition in conference digital program

TXCPA Houston will coordinate ordering the items from preferred vendor

Blanket Sponsor - \$500

- Sponsor provides logo blankets for 50 meeting attendees (50 for each \$500)
- Blankets will be imprinted with sponsors name
- Sponsor will be able to hand out blankets at the conference
- Recognition in conference digital program

TXCPA Houston will coordinate ordering the items from preferred vendor

Experiences

Sponsorships

Conference Bag Sponsor - \$1,500

- Sponsor of the conference swag bags
- Put conference goodies into bags
- Sponsor will be able to hand out bags at the conference
- Recognition in conference digital program

TXCPA Houston will coordinate ordering the items from preferred vendor

Conference Program Sponsor - \$500

- Logo on back cover of digital conference program
- Logo on agendas handed out at conference

Beverage Sponsor -

Multi Day: \$2,000

One Day: \$1,000

Keep our attendees well hydrated.

- Branded signage
- Branded coffee sleeves for 500
- Recognition in conference program

TXCPA Houston will coordinate ordering the items from preferred vendor

Snacks Sponsor -

Multi Day: \$2,000

One Day: \$1,000

Keep our attendees from approaching the "hangry" stage.

- Branded signage
- Branded napkins for 500
- Recognition in conference program

TXCPA Houston will coordinate ordering the items from preferred vendor

Upgrade the Experience

Keynote Sponsor - \$5,000

The Keynote sponsorship is exclusive to one general session during the conference. This is one of the most visible sponsorships TXCPA Houston offers and includes the opportunity for a brief video (up to 2 minutes) presentation and introduction of the Keynote speaker onstage. The sponsorship includes:

- Recognition in conference program
- 2 full registration

Lunch Speaker Sponsor - \$2,500

The Lunch Speaker sponsorship is exclusive to one lunch session during the conference. This is the second most visible sponsorship TXCPA Houston offers and includes the opportunity for a brief video presentation (up to 2 minutes) introduction of the Keynote speaker onstage. The sponsorship includes:

- Recognition in conference program
- 1 full registration

Breakout Room Sponsor

The exclusive sponsor of the breakroom will be able to introduce the breakout room speakers and have swag available for attendees in the room.

- Recognition in conference program
- 2 full registrations

| | |
|--|---------|
| Tax Expo - January - 3 available | \$7,500 |
| Spring Accounting Expo/Financial Reporting Symposium - 3 available | \$7,500 |
| Energy Conference - August - 1 available (2 CPE hours) | \$2,500 |
| CFO/Controller - September - 1 available | \$4,000 |

Technology Sponsor -

Help attendees stay connected as they learn.

- Recognition in conference program, conference app, and digital signage
- 60 second Ad for breaks
- 1 full registration

| | |
|---|---------|
| Tax Expo - January - 2 days | \$5,000 |
| Spring Accounting Expo/Financial Reporting Symposium - May - 2 days | \$5,000 |
| Energy Conference - August - 1 day | \$2,500 |
| CFO/Controller - September - 1 day | \$2,500 |

Events

Membership Events \$500

Members are invited to social events to network and connect with fellow professionals. These events are 2 hours in length.

8 available

- Logo on all relevant marketing materials and at the event
- Opportunity to speak 2-3 minutes at the event.
- Attendee contact information of those who opt-in (post event)
- 2 company representatives at the event to network with attendees and give welcome remarks
- Sponsor may provide giveaway items, door prizes, and/or promo items (at their expense)
- TXCPA Houston to provide (1) beverage ticket per person and appetizers

Student Auxiliary Friday Evening Events - \$500

TXCPA Houston has a very active Student Auxiliary group. Students from area universities gather on designated Friday evenings to learn more about the Accounting profession. Various panels and professionals discuss the various career paths CPAs can pursue. You will be able to network with students and tell them about your organization and what you have to offer.

4 available

- Logo on all relevant marketing materials and at the event
- Opportunity to speak 2-3 minutes at the event
- Attendee contact information of those who opt-in (post event)
- 2 company representatives at the event to network with attendees

Events

Northwest Roundtable - \$500

This 3 hour CPE event is for members in Northwest Houston. Location to be determined.

9 available.

- Present on education program at the CPE event
- Logo on all relevant marketing materials and at the event
- Opportunity to speak 2-3 minutes at the event
- Attendee contact information of those who opt-in (post event)
- 2 company representatives at the event to network with attendees

Accelerate Kick Off Social - \$750

The Accelerate program is a 4-week leadership development series that includes personality-based leadership skill education. These sessions are designed to help attendees improve interaction with others at work and in their professional communities. This event is held in the fall.

1 available

- Logo on all relevant marketing materials and at the event
- Opportunity to speak 2-3 minutes at the event
- Attendee contact information of those who opt-in (post event)
- 2 company representatives at the event to network with attendees

Seminars - \$500

TXCPA Houston frequently holds in person seminars to educate members on variety of subjects. Experts speak on technical and non technical subjects.

12 available

- Logo on all relevant marketing materials and at the event
- Opportunity to speak 2-3 minutes at the event
- Attendee contact information of those who opt-in (post event)
- 2 company representatives at the event to network with attendees at in person events

Webinars - \$250

TXCPA frequently holds webinars to educate members on variety of subjects. Experts speak on technical and non technical subject matters. These webinars are held noon - 1pm central time and 50 minutes length.

20 available

- Logo on all relevant marketing materials
- Opportunity to speak 2-3 minutes at the beginning of the webinar
- Attendee contact information of those who opt-in (post event)

New Membership Lunches - \$250 + the cost of lunch

TXCPA Houston is offering you a fun and effective way to connect with new members—and at a low cost. On the third Thursday of each month, you're invited to join 5 to 6 new members and 4 to 5 chapter leaders for a New Member Lunch at a local restaurant. This small-group setting provides an opportunity to learn more about TXCPA Houston, and more importantly, to form bonds with peers who are eager to engage with TXCPA Houston and sponsors who support the Chapter.

Because a small lunch provides a personal connection, new members frequently ask sponsors for contact information and express interest in staying connected. These members are focused on exploring every resource and relationship available to them through their Chapter membership. Since these lunches began in June 2022, more than 60 percent of new members who participate joined at least one TXCPA Houston committee and/or attended a Chapter event within 90 days.

Your company can make these meaningful connections as the exclusive sponsor of a New Member Lunch. To make it easy for sponsors' busy schedules, King Ranch Texas Kitchen in Uptown is the default location, but sponsors are free to choose a restaurant of their choice. At least one representative from the sponsoring company must attend. Up to three additional representatives are welcomed to participate. Sponsors may distribute literature and/or giveaways and ask for business cards. The sponsor is asked to pay the tab at lunch.

Dates: The 3rd Friday of each month beginning on June 16 at noon

- Sponsorship cost: \$250 + the cost of lunch (estimate: \$200-\$300)

Marketing Sponsorships

Weekly E-Blast - \$250

Each week, TXCPA Houston members and subscribers receive an e-blast filled with the latest chapter news and updates.

Included in the weekly e-blast:

- Membership events and news
- Education events
- TXCPA and TXCPA Houston news
- Articles of interest for subscribers

Exclusive sponsorship of weekly e-blast provides the opportunity to share quick, fun, and informative facts about your organization and to connect in a customized and targeted manner with all e-blast subscribers including TXCPA Houston members. Your sponsored content will be highlighted in its own framed area within the email update.

**Reach
over
8,000**

**Over 40%
open rate**

Podcasts - \$1,000

New This Year! TXCPA Houston is taking Tuesday Talks from Facebook into the the podcast world.

The TXCPA Houston Podcast is your opportunity to be a part of something from the very start. This monthly podcast series will begin June 1, 2023 with an initial run of 12 episodes airing once per month.

Hosted by TXCPA Houston CFO/COO Kristie Ondracek, the podcast will feature guests with impactful for CPAs and offer resources to increase their virtual rolodexes. Episodes will include interviews, discussions and more.

Sponsorships will include a 20-30 second commercial either as an introduction to the podcast or midway through the episode. Commercial recording and production is included.

Champions for TXCPA Houston

TXCPA Houston has many supporters in the Houston community who enjoy the education, networking, and information that the chapter to offers. Because of this, the TXCPA Houston chapter has a sponsorship for individuals who want to support our efforts in educating, informing, and leading the CPAs of the Houston community along with being invited to special events to be recognized as champions for TXCPA Houston. This sponsorship will include the opportunities to attend webinars, networking events, and education conferences at member prices. Recognition will be provided on the website of those who help us champion the purpose of TXCPA Houston to "educate, inform, and lead" Houston Chapter members.

\$250

Membership Categories

TXCPA has several membership categories for CPAs, candidates, accounting and finance professionals, and students.

An associate level is also available for those not a licensed CPA, does not qualify for any other membership categories. Offers a related service or product for accounting and finance professionals. Requires two TXCPA CPA member sponsors. Associate members are subject to branding and marketing restrictions. This is an individual membership that includes membership in a local TXCPA chapter.

\$595

visit <https://www.tx.cpa/membership/become-a-member>

Sponsorship Application

Include your sponsorship selection on the following pages.

Sponsorship included:

- Corporate
- Conferences
- Conferences Experiences
- Events
- Marketing

Company Information

Full Name :

Address :

City: State: Zip:

Phone Number :

Contact Person:

E-Mail :

Billing Information(if different from Contact)

Name :

Address :

City: State: Zip:

Phone Number :

E-Mail :

Submit Application To:

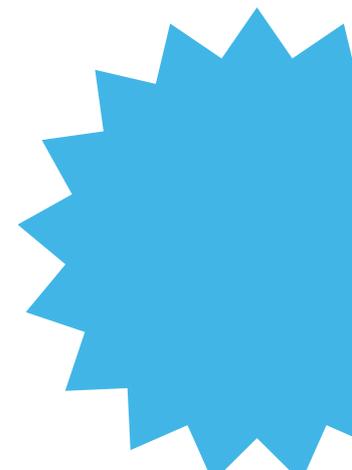
TXCPA Houston
c/o Kristie Ondracek
1233 W Loop S, Suite 1425
Houston, TX 77027
or email to:
kondracek@txcpahouston.cpa

Sponsorship Application

Corporate Sponsorship

| Level | Amount |
|--------------------------|---------------|
| Diamond | \$25,000 |
| Platinum | \$20,000 |
| Gold | \$15,000 |
| Silver | \$10,000 |
| Bronze | \$7,500 |
| TXCPA Houston Supporters | \$5,000 |

Level:



Conference Sponsorships

| | Diamond | Platinum | Gold | Silver |
|---|----------------|-----------------|-------------|---------------|
| Tax Expo - January ** | \$ 8,000 | \$ 6,000 | \$ 4,000 | \$ 3,000 |
| Spring Accounting Expo including Financial Reporting Symposium Panel - May ** | \$ 8,000 | \$ 6,000 | \$ 4,000 | \$ 3,000 |
| Energy Conference - August * | \$ 6,000 | \$ 4,000 | \$ 3,000 | \$ 1,500 |
| CFO/Controller - September * | \$ 6,000 | \$ 4,000 | \$ 3,000 | \$ 1,500 |
| PFP - October * | \$ 4,000 | \$ 2,000 | \$ 1,000 | \$ 500 |

Conference Selected:

Level Selected:

Conference Selected:

Level Selected:

Conference Experience Sponsorships

| | |
|--------------------------------|-----------------|
| Headshot Sponsor | \$3,000.00 |
| Wellness Station Sponsor | \$1,500.00 |
| Lanyard Sponsor - 300 lanyards | \$ 750.00 |
| Blanket Sponsor - 50 blankets | \$500.00 |
| Swag Bag Sponsor - 300 bags | \$1,500.00 |
| Conference Program | \$500.00 |
| Beverage Sponsor - per day | \$1,000.00 |
| Snacks Sponsor - per day | \$1,000.00 |
| Keynote Sponsor | \$5,000.00 |
| Lunch Speaker Sponsor | \$2,500.00 |
| Breakout Room Sponsor | \$2,500-\$7,500 |
| Technology Sponsor | \$2,500-\$5,000 |

Conference Selected:

Experience Selected:

Events Sponsorship

| | |
|----------------------------|----------------------|
| Membership Events | \$500 |
| Student Auxiliary Events | \$500 |
| Northwest Roundtable | \$500 |
| Accelerate Kick Off Social | \$750 |
| In Person Seminars | \$500 |
| Webinars | \$250 |
| New Member Lunches | \$250+ cost of lunch |

Event Selected:

Event Selected:

Event Selected:

Event Selected:

Marketing Sponsorships

| | |
|---------------|--------|
| Weekly eBlast | \$250 |
| Podcast | \$1000 |

Opportunity Selected:

Number of :

Podcast Selection:

First Month Preferred:

Second Month Preferred:

Podcasts will begin June 1, 2023.

Champions for TXCPA Houston

Name :

Address :

City:

State:

Zip:

Phone Number :

E-Mail :