



# 2025

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

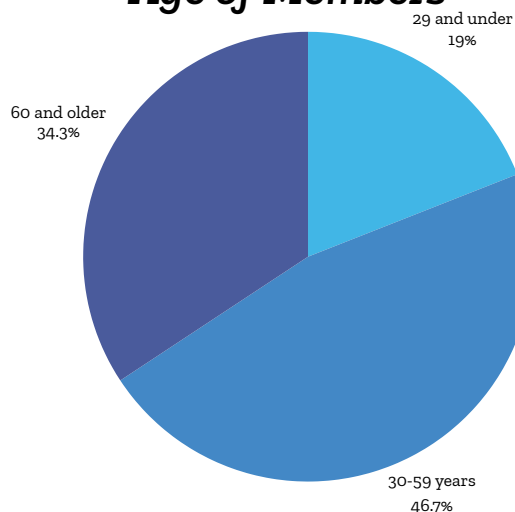
# CORPORATE SPONSORSHIP PROSPECTUS

# MEMBERSHIP STATS

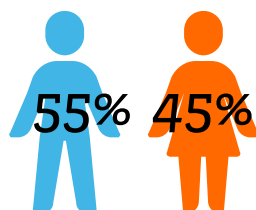
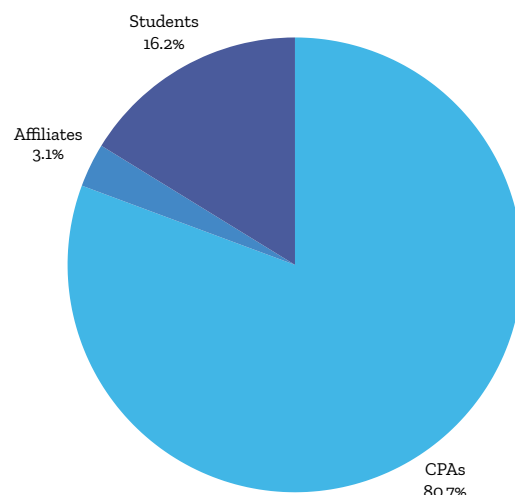
TXCPA Houston along with TXCPA Houston Foundation, its education and charitable arm, is a chapter of the Texas Society of Certified Public Accountants, which was organized in 1928. For nearly a century, it has been a trusted professional community for CPAs in the greater Houston area. With nearly 7,000 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

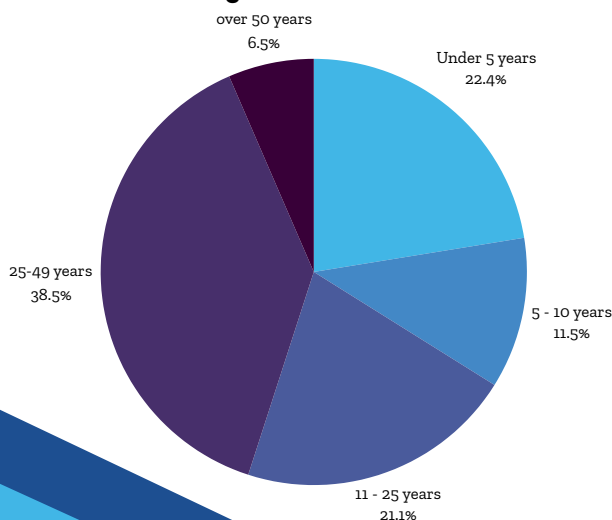
### Age of Members



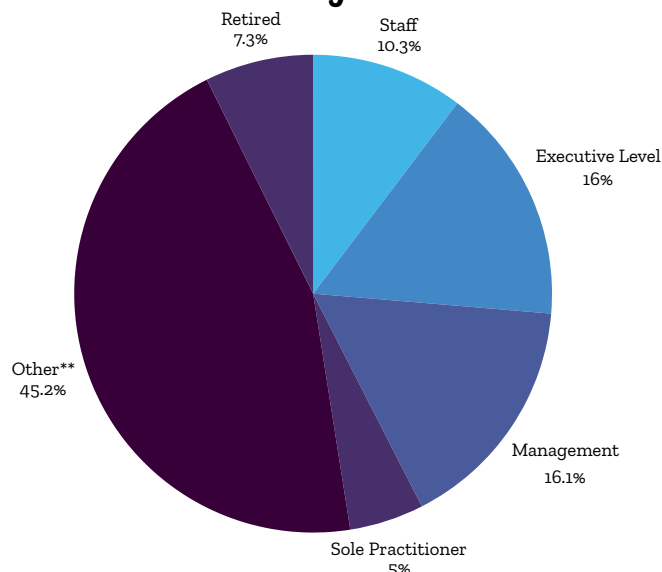
### Category of Members



### Number of Years as a CPA



### Job Function of Members

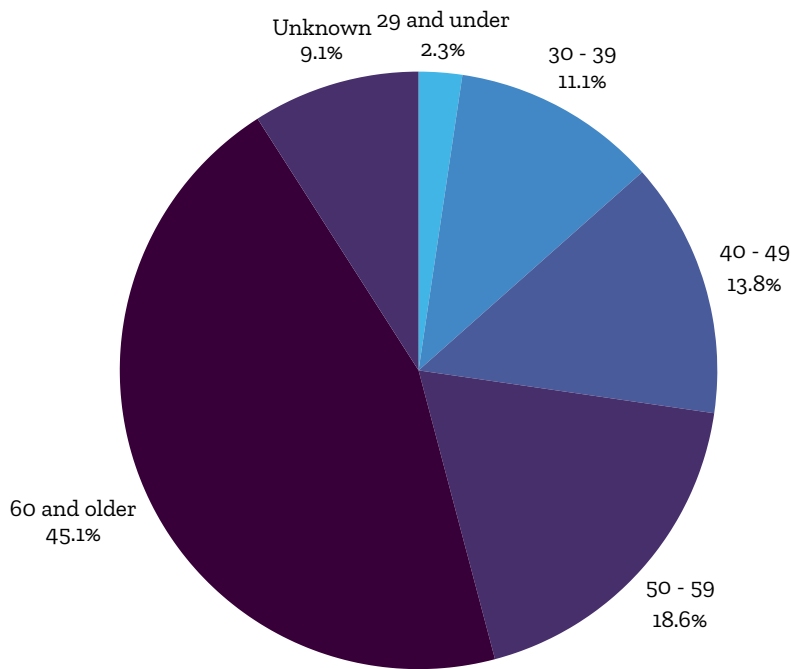


\*\*In addition to CPAs, TXCPA Houston's members include attorneys, consultants, educators, and administrators.

# EDUCATION STATS

Attendance at conferences and seminars

## Age of Education Attendees

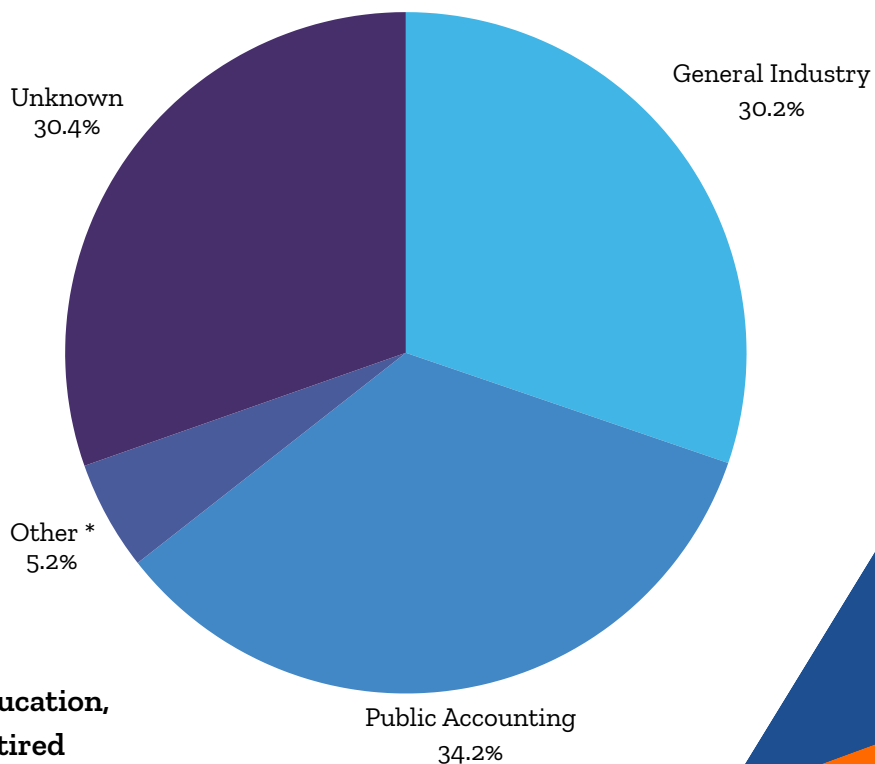


### Job Functions attending events

C-Suite Executives, Partners,  
Shareholders

Auditors, Tax Associates, Financial  
Reporting Staff, Accountants

Professors, Consultants, Self-Employed



**\*Other includes education,  
government, retired**

# 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.

Experience Sponsorships can be added onto the corporate sponsorship.

Fully customize your year-long sponsorship package today!

	Diamond	Platinum	Gold	Silver	Bronze	Supporter
Price	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
Exhibitor booth at (see next page for benefits)	STARS CPAs by the Bay FACTS	STARS CPAs by the Bay* FACTS	STARS CPAs by the Bay* FACTS	STARS CPAs by the Bay* FACTS	3 days at TXCPA Houston Conferences (a)	2 days at TXCPA Houston Conferences (b)
Event/Webinar Exclusive Sponsor	6	4	3	2	1	1
Podcast Sponsor	4	3	2	1	1	-
Weekly Eblast Ad	12	10	8	4	2	1

STARS - Spring Technology and Accounting Resources Summit - May 13-14, 2025

FACTS - Fall Accounting Conference and Technology Symposium - November 19-20, 2025

CPAs by the Bay - joint conference with TXCPA and held at South Shore Resort, League City on June 18-19, 2025

(a) 3 days would be 2 at STARS and 1 at FACTS or 1 at STARS and 2 at FACTS.

(b) 2 days would be 1 day each at STARS and FACTS

# Multi Day Conferences

## 2 day conferences held each May and November

At these two conferences, accounting professionals of all disciplines will network and access information tailored to help them thrive and network at the two-day event. Each day will feature three tracks: two with specialized focuses and a dynamic "wild card" track covering key non-technical and cross-industry topics.

Expected Attendance: 300 at each conference

Demographics of attendees include CPAs and accounting professionals working in business and industry, public accounting, industry, education, and government, tax practitioners, energy professionals, CFO/Controllers, and financial planning.

## Spring Technology and Accounting Resources Summit (S.T.A.R.S.)

May 13-14, 2025 at Sugar Land Marriott

## Fall Accounting Conference and Technology Symposium (F.A.C.T.S.)

November 19-20, 2025 at Norris Conference Center - City Centre

- 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.*

# Exhibitor Sponsorship Benefits

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

\*Can be used by staff or clients

Logo displayed on conference related eBlasts	X	X	X
Attendee contact information of those who opt in - post conference (see note 1)	X	X	X
Logo displayed on direct mail pieces, if sent	X	X	
Logo displayed prominently on conference app	X		
Speaking spot (see note 2)	X		
Logo on front of digital program	X		

Note 1: TXCPA Houston sponsors are permitted to market to TXCPA Houston members, provided that their promotions do not involve free educational events or products or services that compete with TXCPA Houston offerings without prior permission.

Note 2: Session topic and must be approved by the event planning committee



# Experiences Sponsorships

## Benefits

	General Room Sponsor	Session Room Sponsor	Audio Visual Sponsor	Wi-Fi	Sips & CPE Sponsor
<b>Price</b>	\$7,500	\$5,000	\$5,000	\$5,000	\$5,000
<b>Main Benefit</b>	Exclusive sponsor of the room used for general sessions and track 1 session	Exclusive sponsor of the room used for track 2 or 3 session	Logo on digital signage, platform hub, and website	Network name customization	Branded signage and beverage station (3pm-6pm)
<b>Introduce the speakers for the day</b>	X	X	-	-	X - For Sips & CPE session
<b>Swag available on the tables for attendees</b>	X	X	-	-	-
<b>Recognition in conference program</b>	X	X	X	X	X
<b>Complimentary registrations</b>	2	1	1	1	1
<b>Half price registrations</b>	4	2	2	2	2
<b>Video to be shown during the breaks</b>	45 seconds	30 seconds	30 seconds	30 seconds	-
<b>Available per TXCPA Houston Foundation Conference</b>	2	4	4	1	2

# Branded Sponsorships

	Conference Bags	Beverage Sponsor	Snacks Sponsor	Lanyards Sponsor	Blanket Sponsor	Program Sponsor
<b>Price</b>	\$5,000	\$3,500	\$3,500	\$2,500	\$3,500	\$1,000
<b>Main Benefit</b>	Swag bags	Branded coffee sleeves for 500	Branded napkins for 500	Branded lanyards	Branded blankets	Logo on front and back covers of digital conference program
<b>Main Benefit</b>	Hand out bags at the conference (AM)	Branded signage at beverage stations	Branded signage	Hand out at the conference (AM)	X	Logo on agendas handed out at conference
<b>Recognition in conference program</b>	X	X	X	X	-	-
<b>Complimentary registrations</b>	1	1	1	-	-	-
<b>Half price registrations</b>	2	2	2	-	-	-
<b>Available per TXCPA Houston Foundation Conference</b>	1	2 (1 per day)	2 (1 per day)	1	1	1

\*\*TXCPA Houston will coordinate ordering the items from preferred vendor.



# Other Opportunities

	In Person Seminars	Webinar Events	Membership Events	Student Auxiliary Events
<b>Price</b>	\$500	\$250	\$250	\$250
Recognition on social media and website	X	X	X	X
Opportunity to speak 2-3 minutes at the beginning of the seminar	X	X	X	
Attendee contact information of those who opt-in (post event)	X	X	X	
<b>Number Available</b>	4	12	12	8

	Podcast	Weekly E-blast	Individual Champion Supporter
<b>Price</b>	\$1,000	\$250	\$200
<b>Unique Benefit</b>	20-30 second commercial either as an introduction to the podcast	Share quick, fun, and informative facts about your organization	Discounted pricing for events
<b>Unique Benefit</b>	Recognition on social media and website	Highlighted in its own framed area within the email update	Recognition on social media and website
<b>Unique Benefit</b>	Creative assets provided to sponsor for own use	-	VIP invites to events
<b>Recognition on social media and website</b>	X	-	X
<b>Number Available</b>	12	12	Unlimited