

# SPONSOR KIT



# Oklahoma's knowledge source for CPAs and public financial literacy



**5,000+**  
members



**10+**  
annual  
member  
events



**10,000+**  
monthly  
website views

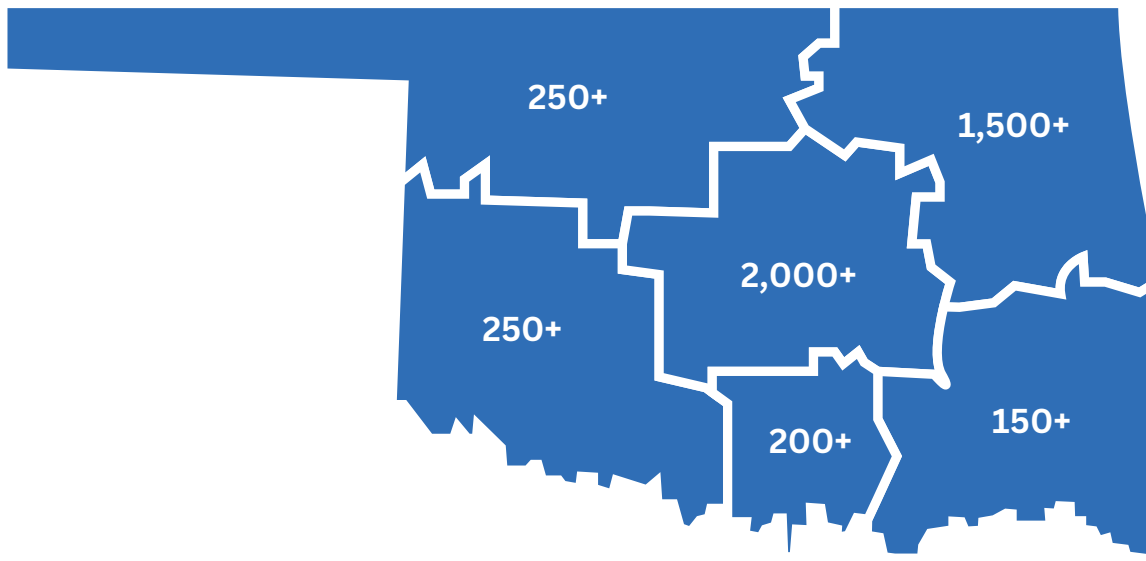


**4,700+**  
monthly  
readers

The Oklahoma Society of CPAs (OSCPA) represents Oklahoma CPAs on a timely, responsive, and creative basis, by promoting the public image and professionalism of CPAs; protecting the interests and designation of CPAs; by providing member services, including quality education and opportunities for interaction; and by building and developing leadership skills among CPAs.

# Reach CPAs across Oklahoma and beyond

## Unique membership by area



## Top member locations

- Tulsa
- Oklahoma City
- Edmond
- Norman

## Top digital viewership by metropolitan area

- Oklahoma City
- Dallas
- Tulsa
- Washington, D.C.

# Advertising opportunities to fit your budget

## Conference Sponsorships

starting at \$1,000

## Special Events

starting at \$500

## Digital Advertising

starting at \$300

## CPAFocus Magazine

starting at \$625



# Conference Sponsorships

## Exhibitor Sponsorship - \$1,000

- Exhibit at the event (2 team members)
- Logo/URL on registration page and virtual event meeting room
- Recognition on promotions before + during event
- Post-event report and participant list
- Virtual business card drop (must donate prize valued at \$100+)

## Presenting Sponsorship - \$1,500

Everything included in the Exhibitor Sponsorship package plus:

- Promotional PDF (one-page maximum, distributed in attended e-materials)
- Session introduction at the event (to be given by OSCPA)





## Conference Sponsorships (cont.)

### Exclusive Sponsorship - \$3,000

Everything included in the Presenting Sponsorship package plus:

- Top sponsor recognition at the event
- Lunch, reception, or other special event sponsorship with a 10-minute speaking session during the event (contingent on availability)
- No other companies in the same industry can sponsor the event

### Add-ons

Availability dependent on conference. Limited to one per event.

- Lunch or Reception Sponsor - \$2,250
  - Includes a 5-10 minute speaking opportunity + branding and recognition during the event
- Lobby Bar Sponsor - \$1,500 (*plus cost of the happy hour*)
- Headshot Sponsor - \$1,500
- All-Day Beverage Sponsor - \$800
- Afternoon Break Sponsor - \$700
- 60-Second Commercial - \$600
- Wi-Fi Sponsor - \$500



## Special Events

### **Sponsored Webcast - \$1,000 per event**

Webcasts are also offered as self-study material throughout the year.

### **Networking Mix & Mingles - \$1,000 per event** *(plus cost of the happy hour)*

Mingle with CPAs from across the state at this networking event that we can customize for you and your audience. Get to know industry professionals while enjoying happy hour drinks at Oklahoma City's and Tulsa's trendiest locations.

### **Board of Directors General Meeting - \$1,500 per meeting**

Sponsor a Board of Directors meeting and network with our board members before the meeting or during specified networking events. The OSCP Board of Directors meets in February, April, July, and December.





## Special Events (cont.)

### **Annual Members Meeting Reception - \$2,500**

Exclusively sponsor the OSCPAs Annual Members Meeting Welcome Reception. Get in front of prominent CPAs and OSCPA board members in a casual environment. Annual Members Meeting locations change annually.

### **Lunch + Learns - \$1,000 per event**

The OSCPA hosts Lunch + Learn CPE events once per month as part of free CPE offered to members. These hybrid events feature local speakers and topics change monthly. Overall attendance averages 130+ members per event.

### **Educational Foundation Golf Tournament - starting at \$500**

Get ready to tee off with Oklahoma CPAs at the OSCPA Annual CPA Classic Golf Tournament. Sponsor opportunities start at \$500. Please contact us for more details.



## Special Events (cont.)

### Awards Luncheon - starting at \$750

Be a part of the OSCPAs Annual Awards Ceremony. Get in front of prominent CPAs and OSCPA board members in a casual environment. Meeting locations change annually.

- **Event Sponsor** - \$3,000 (includes 5-minute speaking opportunity)
- **Individual Award Sponsor** - \$500 - \$2,000 (varies by award)
- **Lunch Sponsor** - \$2,000
- **Program Sponsor** - \$1,000
- **Swag Bag Sponsor** - \$750

### CPA Day of Service - \$750

Every Fall, OSCPA members, colleagues, and students organize to give back to their communities. Join our effort to give back to the community!

### Virtual Financial Fitness Kit - \$1,500

Sponsor our award-winning Financial Fitness Kit, which leads families of all backgrounds on a path to financial independence and success.



# Digital Advertising

<b>Ad Type</b>	<b>Rate</b> (per issue)	<b>Dimensions</b> (width x height)
Banner Ad - The Wire	\$550	600 x 150 pixels (32 DPI)
Sponsored Content - The Wire	\$750	500-600 words
Website Banner Ad - One Month	\$300	728 x 65 pixels (32 DPI)
Website Banner Ad - Three Months	\$700	728 x 65 pixels (32 DPI)
Website Banner Ad - Six Months	\$1,000	728 x 65 pixels (32 DPI)
Website Banner Ad - 1 year	\$1,500	728 x 65 pixels (32 DPI)

# Digital Advertising

<b>Ad Type</b>	<b>Rate</b> (includes online and in CPAFocus magazine)
Classified Ad - Member - 30 Day	\$60 per listing; \$1 per word over 30 words
Classified Ad - Nonmember - 30 Day	\$120 per listing; \$1 per word over 30 words
Classified Ad - Member - 60 Day	\$120 per listing; \$1 per word over 30 words
Classified Ad - Nonmember - 60 Day	\$240 per listing; \$1 per word over 30 words

# CPAFocus Magazine

<b>Ad Type</b>	<b>Rate (per issue)</b>	<b>Dimensions (width x height)</b>
Double-page Sponsored Content	\$2,000	9 in. x 11.5 in. (ad)   500-600 words (article)
Full-page Back Cover	\$1,300	9 in. x 11.5 in.
Full-page Inside Front Cover	\$1,200	9 in. x 11.5 in.
Full-page Inside Back Cover	\$1,100	9 in. x 11.5 in.
Full page	\$1,000	9 in. x 11.5 in.
Half page	\$750	8.5 in. x 5.5 in.
Quarter page	\$675	4.25 in. x 5.5 in.



Contact us to see how we can help you  
**reach the right audience**

partnerships@oscpa.com  
oscpa.com/sponsorship

**Thank you.**