

# 2021

## Prospectus

**Sponsorship and exhibitor opportunities**

### Private Foundation Summit

Nov. 17–18

Washington Hilton, Washington, DC,  
and live online

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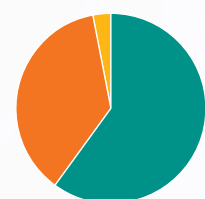
# Private Foundation Summit

As the signature learning event on private foundations, the AICPA & CIMA Private Foundation Summit brings together professionals to hear from thought leaders in philanthropy and gain practical guidance on key issues.

From investing to charitable activities, attendees — including private foundation leaders, strategists, management and operations professionals, grantmakers, CPAs, attorneys and investment advisers — gain clarity for their immediate and long-term goals. Elevate your brand and develop new connections in the highly specialized world of private foundations.

## Attendee demographics

### Business category



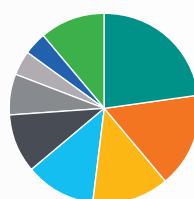
- Public accounting 60%
- Business and industry 37%
- Other 3%

### Number years as CPA



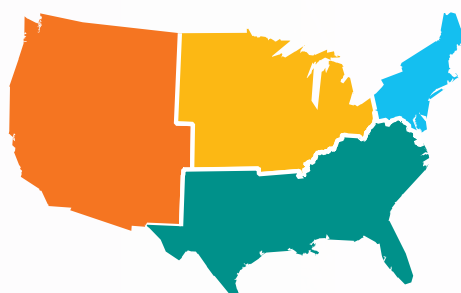
- 0–5 years 4%
- 6–10 years 9%
- 11–20 years 33%
- 21–30 years 32%
- 30+ years 22%

### Top titles



- Partner 23%
- C-Suite 16%
- Manager 13%
- Staff 12%
- Director 10%
- Accounting/Financial/Reporting - Director/Manager 7%
- Shareholder/Owner 4%
- Sole Practitioner 4%
- Other 11%

### Attendees by region



- South 27%
- West 17%
- Midwest 16%
- Northeast 31%
- Outside of U.S./Unknown 0%

# Reimagine leadership

## Be a sponsor

Strategically build your custom sponsorship package from our à la carte offerings!

### Sponsor benefits

- Logo on intermission slides played between sessions on-site and online
- Sponsor recognition on-site and online
- Company profile on mobile app with link to company website
- Sponsor recognition on exhibitor listing on AICPAConferences.com Sponsor & Exhibitor Directory
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Access to promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions and online activities with attendees (does not include private events)
- Option to purchase additional discounted CPE badges

## Reach executive-level status.

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Platinum — \$16,000

Gold — \$13,000

Silver — \$10,000

### Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Premium booth location/placement
- ▶ One (1) on-site Expo-only badges
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

# Technology sponsorships\*

\$10,000

Virtual streaming

**Gain maximum exposure with a comprehensive digital marketing bundle.**

- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional commercial plays throughout the event
- Banner ad with hyperlink on AICPAConferences.com digital lobby
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$8,500

Wi-Fi

**Gain digital recognition for helping on-site attendees stay connected.**

- Logo on back of each attendee badge with Wi-Fi information
- Logo listed in mobile app FAQs
- Sponsor recognition on on-site signage
- Two (2) CPE badges

\$8,500

Closed captioning

**Maximize your brand with this multi-channel package providing visibility in all online sessions.**

- Sponsor recognition in text closed captioning message before every online session
- One (1) 30-second commercial play per day streamed on-site and online
- Logo with hyperlink on AICPAConferences.com digital lobby
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$7,500

Mobile app

**Increase your visibility pre-event with the launch of the app and post-event with year-long access.**

- Logo on app splash screen
- Logo in pre-event app download instruction email to all attendees
- Logo on virtual lobby help desk with direct link to booth
- Rotating banner ad
- Sponsor recognition on on-site signage
- Two (2) CPE badges

\*Technology sponsorships are in conjunction with the National & Sophisticated Tax Conference and offer exposure across both events.

# Technology sponsorships\*

\$7,500

## Archives

**Stand out to prospective clients as attendees re-visit their favorite sessions.**

- Logo with hyperlink in pre-event access email to attendees
- Logo with hyperlink in post-event archive email to attendees
- Banner ad with hyperlink on AICPAConferences.com *Archives page*
- Two (2) CPE badges

\$7,500

## Handouts

**Reach attendees each time they reference event materials.**

- Logo with hyperlink in pre-event access email to attendees
- Banner ad with hyperlink on AICPAConferences.com *Handouts page*
- Two (2) CPE badges

\$7,500

## Technical support

**Enhance brand recognition while attendees find online support and assistance.**

- Banner ad with hyperlink on AICPAConferences.com *Technical Support page*
- Logo with hyperlink in pre-event access email to attendees
- Logo on virtual lobby help desk with direct link to booth
- Two (2) CPE badges

\$7,500

## Music

**Increase exposure to online customers and prospects through music.**

- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges

\*Technology sponsorships are in conjunction with the National & Sophisticated Tax Conference and offer exposure across both events.



# Material sponsorships

\$5,000

## Hand-sanitizer stations

**Place your brand directly in the hands of on-site attendees.**

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- Logo on hand-sanitizer stations placed throughout the conference center and Exhibit Hall
- Up to three (3) branded exposure points with sponsorship recognition
- Two (2) CPE badges

\$4,000

## Safety products

**Promote your brand on-site while supporting attendees' well-being.**

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- AICPA-provided safety products with sponsor branding
- One (1) of the following examples: hand sanitizer, sanitizing wipes, door pull
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsor recognition at on-site safety station
- Two (2) CPE badges

\$3,500

## Face mask

**Receive unlimited brand exposure with every on-site attendee.**

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- AICPA-provided face mask with sponsor logo
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsor recognition at on-site safety station
- Two (2) CPE badges

\$2,500

## Lanyard

**Promote your brand throughout the entire event with one of the most popular on-site sponsorships.**

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- Logo displayed on AICPA provided lanyards
- Sponsor recognition on on-site signage
- Two (2) CPE badges

# Networking sponsorships

\$8,000

## Reception

**Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall.**

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- Priority bar placement near your exhibit booth
  - Sponsorship recognition throughout reception
  - Logo printed on napkins placed on food and beverage stations
  - Logo in agenda on mobile app
  - Mobile app push notification promoting reception and sponsor
  - Two (2) CPE badges
- 

\$6,000

## All-day coffee

**Build brand recognition as on-site attendees grab a beverage between sessions.**

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- Sponsor recognition on each beverage station
  - Logo printed on coffee sleeves placed on each station
  - Logo in agenda on mobile app
  - Placement near exhibit booth
  - Two (2) CPE badges
  - Optional: sponsor-provided coffee sleeves and/or stirrers
- 

\$5,000

## Lunch

**Gain exposure while on-site attendees network over lunch.**

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- Sponsor recognition throughout lunch
- Logo in agenda in mobile app
- Mobile app push notification promoting lunch and sponsor
- Two (2) CPE badges

# Networking sponsorships

\$4,000

## Virtual reception

**Bring fun to online attendees with this high-visibility activity.**

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- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- One (1) 30-second online commercial played before one (1) session
- Logo in agenda in mobile app
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$2,500

## Break

**Stay top of mind by keeping on-site attendees refueled and refreshed.**

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- Sponsor recognition on each food and beverage station
- Logo printed on napkins placed on each station
- Logo in agenda on mobile app
- Placement near exhibit booth
- Two (2) CPE badges



# Reserve your booth

Package 1:

## On-site and 3D virtual booth

\$3,500

Tabletop booth

### ► On-site tabletop booth:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket
- Carpeted flooring

Package 2:

## 3D virtual booth only

\$3,000

Virtual booth only

### ► 3D virtual booth:

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Video upload
- Resources/handouts
- Personalized contacts list
- Live private video chat
- Live public text chat
- Metrics and contact information with *email addresses* for users, visits and downloads
- Two (2) CPE online badges

► Includes 3D virtual booth!

## Additional exhibitor benefits:

- Company profile on mobile app with a link to the company website
- Company listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Access to promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions and online activities with attendees (does not include private events)
- Option to purchase additional discounted CPE badges or on-site Expo-only badges

# Enhance your experience

## Exhibit booth add-ons:

\$3,000

### Commercial package

#### Deliver your targeted message to a captive audience.

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- One (1) 30-second commercial play before one (1) session streamed on-site and online (excludes keynotes)
- Commercial visible by all attendees via *Archives Page* (added 4–6 weeks post-event)
- Logo on online pre-session window
- Logo on post-session email sent to all online session participants
- One (1) online session handout
- *Commercial session selection is subject to availability and approval*



Ready to get started?  
Have questions?  
Other sponsorship ideas?

**Contact us today!**

**Gerry Charbonneau**

Sponsor & Exhibit Sales Manager

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**Start here →**

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