



2026 TSCPA **Sponsorship,** **Engagement** and **Advertising** Guide



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2026 TSCPA **Premier Partner Program**





Our new Premier Partner Program is designed to deliver unmatched value for both your company and our members through a year-long collaboration. This exclusive opportunity provides maximum exposure and engagement with our community of CPAs and finance professionals while aligning your brand with trusted resources in the profession. There are three tiers to choose from:

- **Silver (\$10,000)**
- **Gold (\$15,000)**
- **Platinum (\$20,000)**

You can select the level that best fits your goals and budget. Each partnership includes a variety of benefits, such as advertising opportunities, exhibitor space at more than eight conferences, sponsored email communications to members, social media amplification, sponsored CPE and more. Join us in creating a meaningful impact while maximizing your company's visibility and ROI directed at your target audiences.

Premier Partner Levels	Silver	Gold	Platinum
Premier Partner Pricing	\$10,000	\$15,000	\$20,000
Total Retail Value*	\$17,850	\$28,500	\$47,050
Premier Partner Discount	44%	47%	57%

**Based on comprehensive benefits listed on the following pages.*

PREMIER PARTNER BENEFITS

Benefits	Silver	Gold	Platinum
Box ad on the new TSCPA.com website	✓ Box ad on home page for 3 months, \$3,250 VALUE	✓ Box ad on home page for 6 months, \$6,500 VALUE	✓ Box ad on home page for 12 months \$12,000 VALUE
Social amplification through TSCPA's LinkedIn Account	✓ TSCPA partners only, \$750 VALUE	✓ TSCPA partners only, \$1,000 VALUE	✓ TSCPA partners only, \$1,200 VALUE
Recognition on Premier Partner poster at eight in-person conferences and Annual Meeting & Convention	✓ \$1,750 VALUE	✓ \$1,750 VALUE	✓ \$1,750 VALUE
Option to lead a one-hour webinar (with TSCPA content approval) for CPE credit	✓ 1 per year \$2,500 VALUE	✓ 1 per year \$2,500 VALUE	✓ 2 per year \$5,000 VALUE
Color ad placement in bi-monthly print and digital member magazine, live link with digital	✓ 2 half-page ads \$2,600 VALUE	✓ 4 half-page ads \$5,200 VALUE	✓ 6 half-page ads or 3 full-page ads \$6,300 VALUE
Partner page listing/landing page on TSCPA website	✓ \$1,500 VALUE	✓ \$1,500 VALUE	✓ \$1,500 VALUE
Opportunity to present a three- to five-minute corporate message in front of in-person and virtual attendees before a session at a conference or the Annual Meeting & Convention			✓ 1 event \$3,500 VALUE
 Custom emails (sent by TSCPA) to targeted members	✓ 1 per year \$1,200 VALUE	✓ 2 per year \$2,400 VALUE	✓ 4 per year \$4,800 VALUE
All-access sponsorship to TSCPA events including the Annual Meeting & Convention (nine to choose from)	✓ 1 event \$1,500 VALUE	✓ 2 events \$3,000 VALUE	✓ 3 events \$4,500 VALUE
☐ Recognition by event emcee	✓	✓	✓
☐ Logo on the event web page	✓	✓	✓
☐ Ad/literature in event materials	✓	✓	✓
☐ Logo on Live Stream opening slide	✓	✓	✓
☐ Exhibit table at the in-person event	✓	✓	✓
☐ Social media promotion	✓	✓	✓

 Advertising

 Socials:
35,612
Monthly
Views

 CPE

 Sponsored/
Society:
9,700
Members

 7 Chapters
Across the
State

PREMIER PARTNER BENEFITS

Benefits	Silver	Gold	Platinum
Box ad with live link on TSCPA Talks online community forum	✓ 3 months \$1,000 VALUE	✓ 6 months \$2,000 VALUE	✓ 12 months \$2,500 VALUE
Sponsorship of seminars (choose from list) printed materials, eMaterials and poster at the in-person event	✓ Single day \$300 VALUE	✓ 3 days \$900 VALUE	✓ 5 days plus On Demand \$1,500 VALUE
Banner ad in seven TSCPA chapter digital newsletters	✓ 2 months \$500 VALUE	✓ 3 months \$750 VALUE	✓ 6 months \$1,500 VALUE
Opportunity to participate in exclusive Member Benefits/ Discounts Program (if applicable)	✓ \$1,000 VALUE	✓ \$1,000 VALUE	✓ \$1,000 VALUE
Want to add another event or benefit that is not included with your chosen level? Enjoy these discounts on a la carte items.	✓ 10% off list price	✓ 20% off list price	✓ 30% off list price

 Advertising

 Socials:
35,612
Monthly
Views

 CPE

 Sponsored/
Society:
9,700
Members

 7 Chapters
Across the
State

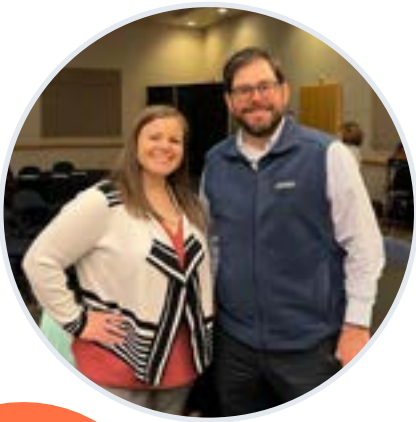
READY TO GET STARTED?

Contact Julia Johnson to maximize your opportunities with TSCPA.


615-377-3825


jjohnson@tscpa.com

Why Partner With TSCPA?



2,600
Organizations
and Firms
Represented

21,000
CPE
Registrations

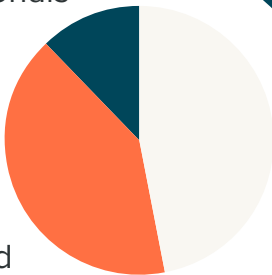
9,700
Total Members

As a trusted partner to CPAs and business leaders throughout Tennessee, TSCPA provides unparalleled opportunities to connect with our members. Through sponsorships, events, and print/digital advertising, your business can engage directly with thousands of dedicated professionals and the clients they serve, increasing your brand's visibility and impact.

12,400
Social Media
Followers

12%
Educators
and Emerging
Professionals

41%
Business,
Industry and
Government



47%
Public
Accounting



Who We Worked With in 2025



Exhibitor and Sponsorship Packages

All Event Sponsorship Includes:

Pre-Event Benefits:

- acknowledgment with logo and sponsor website link on event website
- recognition in digital event promotions
- recognition in social media posts

Event Benefits:

- verbal recognition and printed signage at the event
- networking opportunities with in-person participants
- company spotlight with virtual participants
- discount on registration for conference CPE credit
- interaction with new prospects to grow your business and generate qualified leads

Post-Event Benefits:

- one-time mailing list provided in Excel after the event*
- recognition in year-end listing in the *Tennessee CPA Journal*
- Exhibitor Mania participant list**

**Participant mailing lists are provided by TSCPA with the condition that they are for one-time use and cannot be sold or distributed. TSCPA does not authorize contacting participants by any other means without their consent.*

***Email addresses for participating attendees in Exhibitor Mania will be provided to you as an added benefit.*



Example of website acknowledgment.



Example of printed event signage.



Example of print event promotions.

Presenting Sponsorship - \$3,500

- Exclusive hospitality sponsor: choose from coffee, breakfast, lunch, breaks or reception, if applicable
- Opportunity to present your corporate message in front of in-person and virtual participants
- Verbal recognition and printed signage
- Promotional information to be included in virtual participant eMaterials
- Company logo featured on future On Demand videos from conference
- Up to two free registrations for participants to receive CPE credit
- Complimentary Showcase Sponsorship (see below for details)

Spotlight Sponsorship - \$2,500

- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Promotional information to be included in virtual participant eMaterials
- Complimentary Showcase Sponsorship (see below for details)

Showcase Sponsorship - \$1,500

Our Showcase Sponsorship allows your company the opportunity to showcase your products and services and connect with conference participants, both in-person and virtually.

When purchasing this package, your company will receive:

- Inclusion in Exhibitor Mania (in person and virtual)
- Opportunity for your company to offer a drawing/prize for participants
- Draped exhibit table and two chairs
- Meals provided for up to two company representatives per day
- Complimentary Wi-Fi
- Basic electrical connection (when requested in advance)

GET STARTED

Contact Julia Johnson to start building a package designed to maximize your opportunities and help you realize your goals.



615-377-3825



jjohnson@tscpa.com



www.tscpa.com/marketing

Additional Opportunities

Additional packages to choose from based on your needs and desired level of engagement:

On Demand Sponsorship - \$750

- Companies who purchase an On Demand Sponsorship will have their logo displayed on the conference's On Demand video (limited number of spots available)



Video Message Sponsorship - \$750

- Opportunity to present your company message to virtual participants during a virtual-only premiere event



Event Attendance Sponsorship - \$750

- Company logo to be displayed on attendance platform for in-person participants
- Company logo to be displayed on post-event survey for virtual and in-person participants



Literature Distribution Sponsorship - \$750

- Opportunity for your company to provide promotional/informational literature for in-person and virtual participants

Wi-Fi Sponsorship - \$750

- Opportunity for your company to provide a customized Wi-Fi password to be used by in-person participants, speakers and exhibitors
- Customized password will appear on labels prominently displayed on participants' registration packets

Promotional Items

Promotional products can help you maximize your sponsorship through brand awareness.

Conference Welcome Bag Sponsorship - \$1,500

- Your logo printed on bags given to in-person participants
- TSCPA will order using a logo provided by the sponsor
- Opportunity for your company to provide company literature or promotional items to be included in bags



Lanyard Sponsorship - \$1,200

- Your logo printed on lanyards worn by in-person participants, speakers and exhibitors
- TSCPA will order using a logo provided by the sponsor



Additional Items - \$600 Each

Opportunity for your company to provide branded items listed below:

- Highlighter
- Pen
- Notepad
- USB Flash Drive
- Another item of your choice



DO YOU HAVE A MARKETING IDEA OF YOUR OWN?

We are ready to work with you on any creative marketing idea or promotional item that you have to promote your brand, your service or your product.

📞 615-377-3825

✉ jjohnson@tscpa.com

🌐 www.tscpa.com/marketing

2026 Premier Event Listing



Employee Benefit Plans Conference



May 13

TSCPA Meeting Center / Brentwood, Tenn.

Estimated Participants: 100*

On Demand Participants: 100

Audience: CPAs, auditors and plan administrators

Governmental Accounting and Auditing Conference



June 1-2

TSCPA Meeting Center / Brentwood, Tenn.

Estimated Participants: 100*

On Demand Participants: 100

Audience: CPAs working at or with government entities

Not-for-Profit Conference



Aug. 17

Live Stream

Estimated Participants: 50

On Demand Participants: 100

Audience: CPAs working at or with not-for-profit entities

Financial Institutions Conference



Sept. 21

TSCPA Meeting Center / Brentwood, Tenn.

Estimated Participants: 70*

On Demand Participants: 100

Audience: CPAs working at or with financial institutions

Women's Leadership Conference



Sept. 23

Loveless Barn / Nashville, Tenn.

Estimated Participants: 80*

On Demand Participants: 100

Audience: CPAs and financial professionals

Forensic and Valuation Services Conference



Oct. 27-29

TSCPA Meeting Center / Brentwood, Tenn.

Estimated Participants: 70*

On Demand Participants: 150

Audience: CPAs who perform fraud analysis and valuation services

Additional conferences continued on page 14

2026 Premier Event Listing



Accounting and Auditing Conference



Oct. 26-27

Live Stream

Estimated Participants: 50

On Demand Participants: 200

Audience: CPAs working in public and private accounting

Technology Conference



Nov. 9-10

TSCPA Meeting Center / Brentwood, Tenn.

Estimated Participants: 70*

On Demand Participants: 80

Audience: CPAs working in public and private accounting

Tennessee Federal Tax Conference



Nov. 18-20

Hilton Green Hills / Nashville, Tenn.

Estimated Participants: 150*

On Demand Participants: 150

Audience: CPAs and attorneys working in tax

2026 Don Farmer Tax Education



Dec. 4

TSCPA Meeting Center / Brentwood, Tenn.

Estimated Participants: 400*

Audience: CPAs working in tax



Dec. 16 Webcast Replay

Virtual Audience

Estimated Participants: 300+

Audience: CPAs working in tax

Health Care Conference



Dec. 10-11

Embassy Suites Cool Springs / Franklin, Tenn.

Estimated Participants: 250*

Audience: CPAs working in health care

*Audience includes in-person and Live Stream virtual participants.

Sponsored Content

High
Impact

FREE CPE Offered to Members | Virtual Live or On Demand

Connect with your target audience through creation of a CPE course focused on your area of expertise. CPE content is subject to pre-approval and must meet required standards for CPE offerings.

\$2,500

- One 50-minute sponsored CPE course – Virtual Live or On Demand
 - Virtual Live - Audience 700+
 - On Demand - Audience 1,000+
- Virtual Live - CPE course will be hosted live through our Zoom Webinar Platform.
- On Demand - CPE course will be recorded, edited and shown through our On Demand platform.
 - Expiration date of the On Demand course will be established prior to recording.
- Promotion of the CPE course with a “free CPE” email to members that includes vendor logo
- Promotion of the CPE course with a chapter newsletter banner
- Promotion of the On Demand version of the CPE course in the *Tennessee CPA Journal*
- If a product discount is offered to our members, placement of a “member benefit” listing on our website



GET STARTED

Contact Julia Johnson to start building a package designed to maximize your opportunities and help you realize your goals.



615-377-3825



jjohnson@tscpa.com

2026 CFO Series Sponsorship

This five-part series of courses provides a comprehensive executive-level training program for both CFOs and aspiring CFOs.

Day 1

Aug. 26

Decision-Making in
an Irrational World

Day 2

Sept. 17

AI in the Digital
World

Day 3

Oct. 19

Driving
Efficiency

Day 4

Nov. 16

Indispensable
Skills

Day 5

Dec. 15

Essential Cost
Containment

Series Presenting Sponsorship (All 5 Days) - \$1,000

- Your company name, logo and link to your website on the event page
- Recognition in print and digital event promotions
- Recognition on printed signage at registration table
- Company logo to be displayed on check-in platform for in-person participants
- Company logo to be displayed on post-event survey for virtual participants
- Literature distribution to in-person and virtual participants
- Opportunity to provide a sponsored item for in-person participants
- Watermark logo featured on On Demand videos
- Mailing list provided in Excel at year-end

Single Day Sponsorship - \$250

- Your company name, logo and link to your website on the event page
- Recognition in print and digital event promotions
- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Literature distribution to in-person and virtual participants
- Mailing list provided in Excel at year-end

In-Person and Virtual Day-of Participants: average 40 per day

On Demand Participants: average 40

Single Day Sponsorship Add-On:

On Demand Sponsorship - \$250

- Logo displayed on the On Demand video screen for entire course

**Continue your
reach beyond
the event!**

Journal Advertising



Promote your business in the *Tennessee CPA Journal*, TSCPA's flagship publication.

This award-winning bimonthly news magazine delves into the issues and trends facing Tennessee CPAs. TSCPA's nearly 10,000 members receive the *Journal*, which means thousands of CPAs will see your ad and learn about the products and services you provide. The *Journal* is published in print, as a digital magazine and is available in a mobile app. Your advertisement will be included on all three platforms.



Ad Dimensions

Full Page.....	8.5" x 11"
One-Half Page (Horizontal).....	8.5" x 5.5"
One-Half Page (Vertical).....	4.25" x 11"
One-Third Page (Horizontal).....	8.5" x 3.625"

**There is no additional charge for color ads or ads with bleed.*

Files must include 0.125" bleed.

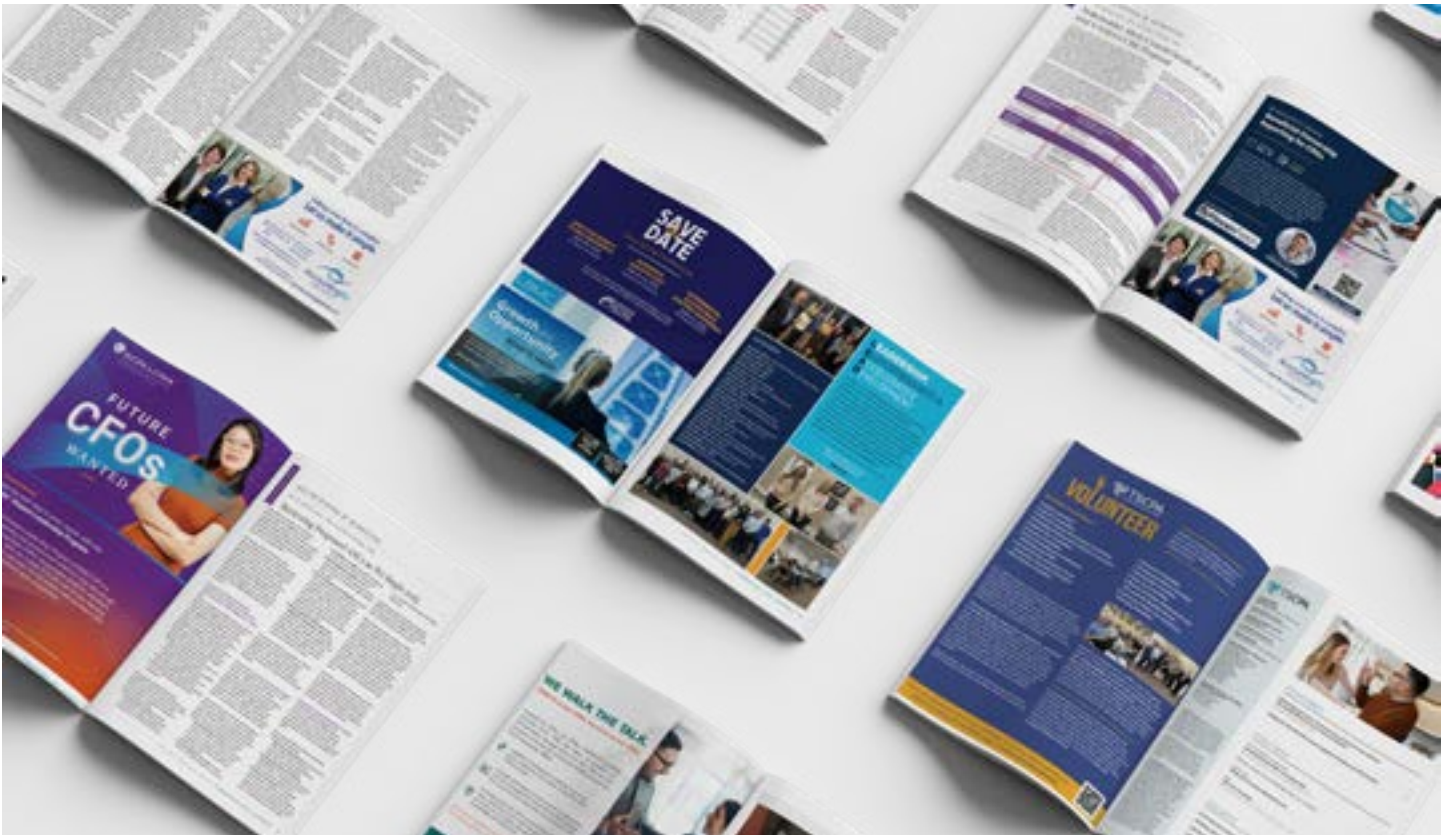
Journal Advertising

Placement

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Back Cover	\$2,640 per issue	\$2,420 per issue	\$2,200 per issue
Full Page - Inside Cover	\$2,420 per issue	\$2,200 per issue	\$1,980 per issue
Full Page - Inside	\$2,200 per issue	\$1,980 per issue	\$1,650 per issue
1/2 Page	\$1,320 per issue	\$1,210 per issue	\$1,045 per issue
1/3 Page	\$880 per issue	\$792 per issue	\$715 per issue

Deadlines

ISSUE	ART DUE
March/April 2026	Feb. 2
May/June 2026	April 1
July/August 2026	June 1
Sept./Oct. 2026	Aug. 3
Nov./Dec. 2026	Oct. 1
Jan./Feb. 2027	Dec. 1



Looking to stand out?

Contact us to explore options like gatefold or pull-out featured advertising.

Online Advertising

TSCPA Website Homepage Ads

Advertisements can be static JPEG or animated GIF files.



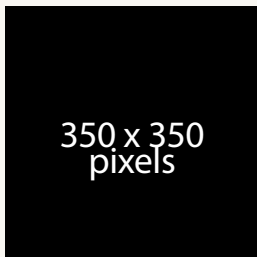
Rotating Box Ad

- \$3,250 per quarter or \$12,000 per year

Website Activity

- 1.3 million page views per year
- More than 125,000 users per year

350 x 350 pixels



TSCPA Talks

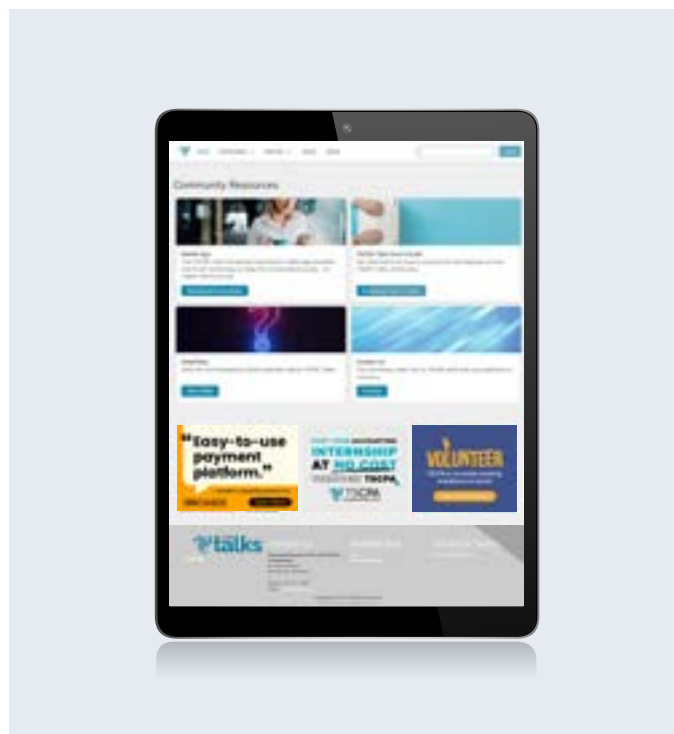
TSCPA Talks is an online community where members share information and network with peers. The community offers a discussion forum, which is an online discussion board and email platform.



Advertising opportunities include:

- Placement on the TSCPA Talks homepage.

Views per month: TSCPA Talks homepage averages 1,800.



	1 MONTH	1 YEAR	SIZE
TSCPA Talks Homepage Box Ad	\$350	\$2,500	300 x 250 PIXELS



2026 Member Appreciation Day

2ND ANNUAL

Wednesday, August 19
8:30 am - 12:30 pm CT

4 hours of FREE CPE - sponsored support allows us to bring high-quality content to our members at no cost. Connect with your target audience through creation of a CPE course focused on your area of expertise. CPE content is subject to pre-approval and must meet required standards for CPE offerings.

\$2,500

- One 50-minute sponsored CPE course – Virtual Live or On Demand
 - Virtual Live - Audience 600+
 - On Demand - Audience 1,000+
- Virtual Live - Four consecutive hours of CPE will be hosted live through our Zoom Webinar Platform
- On Demand - CPE courses will be recorded, edited and shown as individual offerings through our On Demand Platform
 - Expiration date of the On Demand course will be established prior to recording.
- Promotion of the CPE courses with a “free CPE” email to members that includes vendor logos
- Promotion of the CPE courses with a chapter newsletter banner
- Promotion of the On Demand version of the CPE course in the *Tennessee CPA Journal*
- If a product discount is offered to our members, placement of a “member benefit” listing on our website

Attendance numbers are not guaranteed.



GET STARTED

Contact Julia Johnson to secure your spot for Member Appreciation Day and maximize your opportunities and help you realize your goals.

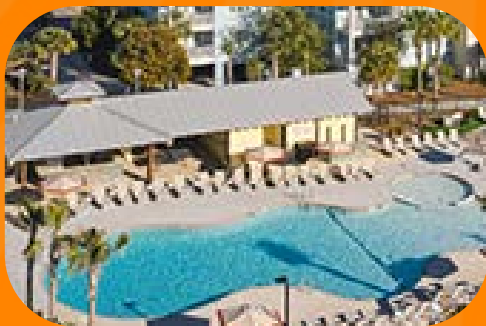
615-377-3825

jjohnson@tscpa.com



June 9-12

Wild Dunes Resort
Isle of Palms, SC



sponsor | exhibit | network

95TH ANNUAL MEETING AND CONVENTION

 **June 9-12**  **Wild Dunes Resort | Isle of Palms, SC**

TSCPA's 95th Annual Meeting and Convention is a unique event that combines continuing professional education, leadership meetings and social events. Highlight your company to TSCPA members and get the opportunity to network with CPA decision-makers at this destination conference.

All Convention Sponsorships Include:

Pre-Event Benefits:

- acknowledgment with logo and sponsor website link on event website
- recognition in digital event promotions
- recognition in social media posts

Event Benefits:

- verbal recognition and printed signage at the event
- networking opportunities with in-person participants
- company spotlight with virtual participants
- discounted CPE session registration

Post-Event Benefits:

- one-time mailing list provided in Excel after the event*
- recognition in year-end listing in the *Tennessee CPA Journal*
- Exhibitor Mania mailing list**

**Participant mailing lists are provided by TSCPA with the condition that they are one-time use and cannot be sold or distributed. TSCPA does not authorize contacting participants by any other means without their consent.*

***Email addresses for participating attendees in Exhibitor Mania will be provided to you as an added benefit.*



Example of website acknowledgment.



Example of printed event signage.



PRESENTING SPONSORSHIP

All Presenting Sponsorships include the opportunity to present your corporate message in front of in-person and virtual participants, plus:

- Verbal recognition and printed signage
- Promotional information to be included in virtual participant eMaterials and in-person participant packets
- Recognition on printed signage at the sponsorship opportunity
- Includes choice of one sponsorship package below:

\$3,500

Annual Banquet Sponsorship

(1 Available)

- Opportunity for up to five company representatives to attend the banquet
- Opportunity to welcome participants and present your corporate message at the banquet

Opening Reception Sponsorship

(1 Available)

- Opportunity for up to two company representatives to attend the Opening Reception
- Opportunity for your company to provide literature and/or promotional items for the Opening Reception
- Opportunity for your company to provide branded napkins for use at the reception

Hospitality Suite Sponsorship

(1 Available)

- Opportunity to network with participants in the hospitality suite each night
- Opportunity for your company to provide literature and/or promotional items for the hospitality suite
- Opportunity for your company to provide branded cups and napkins for use in the hospitality suite



PRESENTING SPONSORSHIP

All Presenting Sponsorships include the opportunity to present your corporate message in front of in-person and virtual participants, plus:

- Verbal recognition and printed signage
- Promotional information to be included in virtual participant eMaterials and in-person participant packets
- Recognition on printed signage at the sponsorship opportunity
- Includes choice of one sponsorship package below:

\$2,200

Breakfast Sponsorship

(3 Available)

- Opportunity for your company representatives to network with participants during breakfast
- Opportunity for your company to provide branded napkins and coffee cups for use at breakfast

Session Sponsorship

(7 Available)

- Opportunity for your company representative to introduce the session and the speaker

Networking Break Sponsorship

(3 Available)

- Opportunity for your company representatives to network with participants during the break
- Opportunity for your company to provide branded napkins for use at the break

\$500

Hydration Station

- Opportunity for your company to provide water bottle labels or water cups to be used throughout the Convention



PREMIER OPPORTUNITIES

Spotlight Sponsorship - \$2,000

(1 Available)

- Opportunity for your company to provide promotional inserts to be placed in sign holders on the classroom tables
- Promotional information to be included in virtual participant eMaterials
- Complimentary Showcase Sponsorship (see below for details)

Showcase Sponsorship - \$1,500

Our Showcase Sponsorship allows your company the opportunity to showcase your technologies and services and connect with conference participants, both in-person and virtual.

When purchasing this package, your company will receive:

- Inclusion in Exhibitor Mania (in person and online)
- Opportunity for your company to offer a drawing/prize for participants
- Draped table and two chairs
- Daytime meals provided for up to two company representatives per day
- Complimentary Wi-Fi
- Basic electrical connection (when requested in advance)

Social Event Add-On - \$600

In addition to everything under the Showcase Sponsorship, this option includes these additional opportunities for engaging with our members:

- Opportunity for up to two company representatives to attend the Opening Reception on Wednesday evening
- Opportunity for up to two company representatives to attend the Reception and Annual Banquet on Thursday evening
- Two tickets to the Bourbon & Bubbly networking event

“I had a **great time** at the Convention and enjoyed connecting with everyone again. It is such a welcoming group of people, and I have **built some good relationships** from my time there the past two years.”

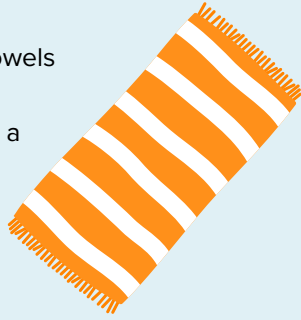
- Convention Exhibitor

PROMOTIONAL ITEMS

Beach Towel

\$2,500

- Your logo printed on towels given to participants
- TSCPA will order using a logo provided by the sponsor



T-Shirt Sponsorship

\$2,000

- Your logo printed on T-shirts given to participants
- TSCPA will order using a logo provided by the sponsor



Bag Sponsorship

\$1,500

- Your logo printed on bags given to participants
- TSCPA will order using a logo provided by the sponsor
- Opportunity to provide company literature or promotional items to be included in the bags



Lanyard Sponsorship

\$1,200

- Your logo printed on lanyards worn by participants, speakers and exhibitors
- TSCPA will order using a logo provided by the sponsor



Beach Bag Additions

\$600 Each

Opportunity for your company to provide branded items listed below:

- Sunscreen
- Personal Fan
- Plastic Stadium Cups
- Another Item of Your Choice



HAVE AN IDEA FOR AN ITEM?

Contact us to start building a package designed to maximize your opportunities and help you realize your goals.



ADDITIONAL OPPORTUNITIES

On Demand Sponsorship - \$750

- Companies who purchase an On Demand Sponsorship will have their logo displayed on the conference's On Demand video (limited number of spots available)



Event Check-In Sponsorship - \$750

- Company logo to be displayed on check-in platform for in-person participants
- Company logo to be displayed on post-event survey for virtual participants

Wi-Fi Sponsorship - \$750

- Opportunity for your company to provide customized Wi-Fi passwords to be used by participants, speakers and exhibitors (with prior approval of TSCPA)
- Wi-Fi details and logo on front of participant packets

Literature Sponsorship - \$750

- Opportunity for your company to provide corporate literature for participants

GET STARTED

If your company wants to combine several of these opportunities, please reach out to Julia Johnson to discuss a package price.


615-377-3825


jjohnson@tscpa.com


www.tscpa.com/marketing