



# 2022 Sponsorship Prospectus

***Why partner with NAEA? We have been setting the standard since 1972.***

*Enrolled agents are the IRS-designated professional representing taxpayers before the IRS on today's most challenging tax issues.*

NAEA knows that enrolled agents and tax practitioners are the lifeblood of the tax practicing community as the IRS designated professionals to appeal to the IRS on the taxpayer's behalf. Getting in front of these tax professionals is the best way to get your product or service noticed!

## Confirming Your Selection

To confirm your sponsorship selection, fill out the [sponsorship reservation form](#). Once reviewed, you will receive an invoice by email to the contact listed on the form.

## Custom Sponsorship

If you are looking for something specific to sponsor or create a custom sponsorship package, please contact Erin Mosher, [emosher@naea.org](mailto:emosher@naea.org), to discuss. If you are looking for an annual partnership package contact Kelli Comegys, [kcomegys@naea.org](mailto:kcomegys@naea.org), to discuss.

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### *Tax Summit 50<sup>th</sup> Anniversary Reception Opportunities*

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## Platinum Sponsor - \$10,000

Gain recognition for sponsoring the NAEA 50<sup>th</sup> Anniversary Celebration. Mingle with over 300 of the nation's best EA's and tax professionals to celebrate 50 years of NAEA. Kick off the reception and then stick around for the party of the year!

### Sponsor benefits:

- Give 15-minute remarks at the 50<sup>th</sup> anniversary reception
- Five complimentary tickets to the 50<sup>th</sup> anniversary reception
- Logo displayed in reception, at each table, registration, and on the screen
- Includes a tabletop booth in the exhibit space at the Tax Summit - see details of this below
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.
- Inclusion of logo and link to sponsor's website on event website
- Dedicated email blast sent to attendee list in advance of event
- Social media promotion to over 17,000 tax professionals:
  - Two promotional posts across all of our social media channels, reaching an average of 17,000 tax professionals through Facebook and LinkedIn.



- Registration list sent to sponsor **in advance** of the event

### Gold Sponsor - \$7,500

Gain recognition for sponsoring the NAEA 50<sup>th</sup> Anniversary Celebration. Mingle with over 300 of the nation's best EA's and tax professionals to celebrate 50 years of NAEA. Help make the party of the year a once in a lifetime event!

Sponsor benefits:

- Logo displayed in reception, at each bar and food service table and on the screen
- Four complimentary tickets to the 50<sup>th</sup> anniversary reception
- Includes a tabletop booth in the exhibit space - see details of this below
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.
- Inclusion of logo and link to sponsor's website on event website
- Registration list sent to sponsor **after** the event

### Silver Sponsor - \$5,000

Gain recognition for sponsoring the NAEA 50<sup>th</sup> Anniversary Celebration. Mingle with over 300 of the nation's best EA's and tax professionals to celebrate 50 years of NAEA. Help make the party of the year a once in a lifetime event!

Sponsor benefits:

- Logo displayed in reception at each cocktail table and on the screen
- Three complimentary tickets to the 50<sup>th</sup> anniversary reception
- Includes a tabletop booth in the exhibit space at the Tax Summit - see details of this below
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.
- Inclusion of logo and link to sponsor's website on event website
- Registration list sent to sponsor **after** the event

### Bronze Sponsor - \$2,500

Gain recognition for sponsoring the NAEA 50<sup>th</sup> Anniversary Celebration. Mingle with over 300 of the nation's best EA's and tax professionals to celebrate 50 years of NAEA. Help make the party of the year a once in a lifetime event!

Sponsor benefits:

- Logo displayed in reception on the screen
- Includes a tabletop booth in the exhibit space at the Tax Summit
- Two complimentary tickets to the 50<sup>th</sup> Anniversary Celebration
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.
- Inclusion of logo and link to sponsor's website on event website
- Registration list sent to sponsor **after** the event

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*Tax Summit or LEARN Event Opportunities*

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### Lunch and Learn sponsor - \$7,500

Gain recognition for your product or service by sponsoring a lunch and learn at an NAEA in-person event.

Sponsor benefits:

- 30-50 minute presentation during one of the lunch slots
- Logo displayed in the meal room
- Includes a tabletop booth in the exhibit space - see details of this below
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.
- Inclusion of logo and link to sponsor's website on event website
- Dedicated email blast to attendees
- Registration list sent to sponsor after the event
- Two complimentary registrations to the 50<sup>th</sup> anniversary celebration

### New Member/Welcome Reception - \$5,000

Gain recognition to future or new EA's and tax professionals by sponsoring the reception hosted in the exhibit space of the event. Kick off the reception and then stick around for networking, light fare and beverages.

Sponsor benefits:

- Give 15-minute remarks at the new member reception
- Logo displayed in reception
- Includes a tabletop booth in the exhibit space - see details of this below
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.
- Inclusion of logo and link to sponsor's website on event website
- Registration list sent to sponsor after the event
- Two complimentary registrations to the 50<sup>th</sup> anniversary celebration

### Daily Breakfast or Coffee Break sponsor - \$4,500

Gain recognition for your product or service by sponsoring breakfast or a break at an NAEA in-person event.

Sponsor benefits:

- Logo displayed in the meal/break room
- Includes a tabletop booth in the exhibit space - see details of this below
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.



- Inclusion of logo and link to sponsor's website on event website
- Registration list sent to sponsor after the event
- Two complimentary registrations to the 50<sup>th</sup> anniversary celebration

### Partner Event - \$2,500

Secure a room in the meeting venue and host your own reception or event in conjunction with the NAEA conference.

Sponsor benefits:

- Includes a tabletop booth in the exhibit space
- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals.
- Inclusion of logo and link to sponsor's website on event website
- NAEA will secure the room in advance for you
- All partner events must not conflict with the NAEA event schedule
- All planning of events is done by partner
- Registration list sent to sponsor **in advance** of the event

### Tabletop Booth - \$1,500

Gain recognition for your product or service by speaking directly to the consumers at an NAEA in-person event.

- NAEA will provide a six-foot table, linens, wastebasket, and 2 chairs for the tabletop booths.
- Two complimentary registrations to the 50<sup>th</sup> anniversary celebration
- Inclusion of logo and link to sponsor's website on event website
- Registration list sent to exhibitor after the event

### Tote Bag Insert - \$500

Include a flyer to be distributed onsite to all attendees. Materials must be appropriate to either handout at registration, insert into a conference bag or packet, or placement at a table seat.

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*NAEA WEBINAR SPONSORSHIP OPPORTUNITIES*

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NAEA free webinars each draw an average of 250 - 300 tax professionals who are interested in learning about tax-related matters.

Put your company name in front of an engaged audience learning from a trusted education provider in the industry with a 90% response rate to pop-up poll questions within 60 seconds. Sponsors receive significant recognition before, during, and after the webinar, increased brand recognition, and making a lasting impression.

Don't miss this exceptional opportunity at a value you won't find anywhere else!

**Solutions Room Sponsor: \$500 each/\$5,500 for whole series**

Solutions room webinars are a new series offered in 2022. Each solution room webinar is offered for 1-hour monthly on current tax issues offered free to all NAEA members and purchasable by non-members. Open to both members and nonmembers, tax practitioners can earn up to 12 IRS CE credit hours before the year ends by attending each webinar. **This is a long-term opportunity for exposure.**

**Sponsor Benefits:**

- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor's website on Continuing Education Portal and NAEA Event Calendar website
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar.
- 30 second video commercial at the start of the webinar
- Social media promotion to over 17,000 tax professionals: **One** promotional post per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar.

**Single NAEA Webinar: \$1,000**

Sponsor a new webinar on a mutually agreed upon tax or practice education topic by providing a speaker and the webinar materials. This should be a two-hour webinar offering 2 IRS CE or NAEA CE. Webinar will be offered free to NAEA members for maximum exposure.

**Sponsor Benefits:**

- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor's website on Continuing Education Portal and NAEA Event Calendar website
- 30 second video commercial at the start of the webinar



- **Two** promotional posts per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar. For live webinars, the registration and attendee lists will be sent to sponsor after the webinar. Slide deck used for webinar can be sponsors branded slide deck.
- Link to recording of the webinar will be available to post on the sponsor's website.
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar.

### Single Live Demo Webinar: \$1,500

Sponsor a webinar on your product/service including a live demo of your product/service. On-demand video will live on our Continuing Education Portal for access to future potential customers

#### Sponsor Benefits:

- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor's website on Continuing Education Portal and NAEA Event Calendar website
- **Two** promotional posts per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar. For live webinars, the registration and attendee lists will be sent to sponsor after the webinar. Slide deck used for webinar can be sponsors branded slide deck.
- Link to recording of the webinar will be available to post on the sponsor's website.
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar.

### Webinar Series: \$5,500

Sponsor one of the webinar series for the year. This is 5+ webinars per series. An exclusive sponsor is invited to include a promotional holding slide before and after each recording. Open to both members and nonmembers, tax practitioners can earn up to 10 CE credit hours before the year ends by completing the series. Each webinar is recorded and available for purchase following the live event. **This is a long-term opportunity for exposure.**

#### Sponsor Benefits:

- Inclusion of logo and link to sponsor's website on email messages promoting the event to NAEA's membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor's website on Continuing Education Portal and NAEA Event Calendar website
- 30 second video commercial at the start of each webinar
- **Two** promotional posts per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar.
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar.



- Slide deck used for webinar can be sponsors branded slide deck.
- Link to recording of the webinar will be available to post on the sponsor’s website.
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after each webinar.

#### Webinar Commercial: \$500

Feature your company 30 seconds or less commercial at the start of a single webinar. Video must be provided by company in advance of webinar and be 30 seconds or less.

#### Sponsor Benefits:

- 30 second video commercial provided by the sponsor played at the start of the webinar
- Inclusion of logo and link to sponsor’s website on Continuing Education Portal and NAEA Event Calendar website