A strategic partnership can help your organization build relationships with NAEA members and gain name recognition as a well-regarded provider of tax-relevant services and products. We offer partnerships at four levels of involvement and price points to meet your organization’s goals as well as your budgetary, time, and other resource preferences.
ABOUT US

The NAEA Strategic Partners Program works to build relationships between tax practitioners and companies for their mutual benefit. The NAEA Strategic Partners Program helps organizations gain access to influential tax professionals by connecting and building relationships with NAEA’s 8,000+ members through conferences, content sponsorships, and other opportunities.
NAEA by the Numbers

More than 90% of members are the decision maker in their business.

Who are we? We are more than 8,000 college-educated tax experts. We prepare routine tax returns in private practice and we are highly skilled in representing our clients before the IRS if needed.
The chart below displays the age range of current NAEA members.

- 4% <40
- 12% 40s
- 23% 50s
- 34% 60s
- 27% 70+

Average member age - 61 y/o

In practice as an EA - 17 years
NAEA by the Numbers

Primary Client Bases

<table>
<thead>
<tr>
<th>Client Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>73%</td>
</tr>
<tr>
<td>Small Business</td>
<td>22%</td>
</tr>
<tr>
<td>For-profit companies</td>
<td>3%</td>
</tr>
<tr>
<td>Nonprofits</td>
<td></td>
</tr>
<tr>
<td>Other Clients</td>
<td></td>
</tr>
</tbody>
</table>

- Individual practice/Home Office: 2 - 10 People: 73%
- 11 - 50 People: 22%
- 51 - 500 People: 3%
- 500+ People: Other Clients: 3%

2023-2024 Strategic Partner Packages
# NAEA by the Numbers

## Annual Revenue Range

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (up to $50K)</td>
<td>21%</td>
</tr>
<tr>
<td>Medium ($51 - 100K)</td>
<td>20%</td>
</tr>
<tr>
<td>Large ($101 - $250K)</td>
<td>27%</td>
</tr>
<tr>
<td>Largest (&gt; $250K)</td>
<td>32%</td>
</tr>
</tbody>
</table>

2023-2024 Strategic Partner Packages
NAEA by the Numbers

Professional Status

- Current enrolled agent: 97%
- Former enrolled agent and/or retired: 1%
- Prospective enrolled agent: 1%
- CPA or Attorney: 1%

2023-2024 Strategic Partner Packages
PLATINUM PARTNER PACKAGE

$20,000

NAEA EA Journal Advertisements
Full-page for four issues ($10,400 value)

NAEA Conference Sponsorships
Platinum sponsor/exhibitor at one conference ($10,000 value)
  Recognition as Platinum Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Website Banner Ads (Webpages selected at the discretion of NAEA)
12 months ($9,996 Value)

NAEA Dedicated Email to 40,000 Enrolled Agents
2 emails per year ($6,400 value)

Sponsored Content 6 months ($6,600 value)
300x600 or 728x90 ad inclusion in weekly “Upcoming Events & Updates” e-newsletter

Live Demo Webinars
Two per year ($3,000 value)
Career Center Platinum Sponsorship Includes:

“Brought to you by [Your Company]"
- Official wording on all Career Center communications
- Cobranded “Brought to you by” Header on all Career Center webpages
- Included in all Career Center promotions: emails, print promotions, social media posts, webpages
- 468x90 Banner Ad included 1/x month in Job Flash emails for 12 months
- 728x90 Banner Ad in top position of Career Center homepage for 12 months
- “Featured Employer” for 12 months

NAEA Career Center Banner Ads
- 728x90 Banner Ad (3 months): $2,500
- 250x250 Banner Ad (3 months): $1,500
- Job Flash Email 468 x 90 Banner Ad (3 months/1 per month): $750
NAEA EA Journal Advertisements
1/2 page for four issues ($8,400 value)

NAEA Conference Sponsorships
Gold sponsor/exhibitor at one conference ($7,500 value)

NAEA Website Banner Ads (Webpages selected at the discretion of NAEA)
9 months ($7,497 Value)

Recognition as Gold Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Dedicated Email to 40,000 Enrolled Agents
1 email per year ($3,200 value)

Sponsored Content 6 months ($6,600 value)
300x600 or 728x90 ad inclusion in weekly “Upcoming Events & Updates” e-newsletter

Live Demo Webinars
One per year ($1,500 value)
NAEA Conference Sponsorships
Silver sponsor/exhibitor at one conference ($5,000 value)
Recognition as Silver Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Website Banner Ads *(Webpages selected at the discretion of NAEA)*
6 months ($4,998 Value)

Sponsored Content 6 months ($3,300 value)
300x600 or 728x90 ad inclusion in weekly “Upcoming Events & Updates” e-newsletter
NAEA Conference Sponsorships
Bronze sponsor/exhibitor at one conference ($2,500 value)

Recognition as Bronze Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Website Banner Ads (Webpages selected at the discretion of NAEA)
3 months ($2,499 Value)

Sponsored Content 3 months ($3,300 value)
300x600 or 728x90 ad inclusion in weekly “Upcoming Events & Updates” e-newsletter
<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>EA Journal Ads</th>
<th>Conference Sponsorships</th>
<th>Website Banner Ads</th>
<th>Dedicated Email to 40,000 Prospects</th>
<th>728x90 Ad in Weekly Newsletter</th>
<th>Live Demo Webinars</th>
<th>NAEA Career Center Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM PACKAGE</strong></td>
<td>$20,000</td>
<td>Full Page Four Issues</td>
<td>Platinum Sponsor One conference</td>
<td>12 months</td>
<td>2 emails per year</td>
<td>6 months</td>
<td>Two per year</td>
<td>12 months</td>
</tr>
<tr>
<td><strong>GOLD PACKAGE</strong></td>
<td>$15,000</td>
<td>Half Page Four Issues</td>
<td>Gold Sponsor One conference</td>
<td>9 months</td>
<td>1 emails per year</td>
<td>6 months</td>
<td>One per year</td>
<td></td>
</tr>
<tr>
<td><strong>SILVER PACKAGE</strong></td>
<td>$10,000</td>
<td></td>
<td>Silver Sponsor One conference</td>
<td>6 months</td>
<td></td>
<td>3 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BRONZE PACKAGE</strong></td>
<td>$5,000</td>
<td></td>
<td>Bronze Sponsor One conference</td>
<td>3 months</td>
<td></td>
<td>3 months</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Email Statistics

Share your message with NAEA membership.

NAEA members and our tax professional nonmember populations are very active. Get in front of them with your products and services to reach your goals this year.

**NAEA Member Audience: 8,000+**
- enrolled agent members and tax pros

**Nonmember Audience: 40,000+**
- includes other tax professionals including CPAs, CFPs, tax preparers and more

<table>
<thead>
<tr>
<th></th>
<th>Dedicated Email Blasts</th>
<th>Sunday Events Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>35.67%</td>
<td>22.92%</td>
</tr>
<tr>
<td>Click-through Rate</td>
<td>31.38%</td>
<td>1.73%</td>
</tr>
<tr>
<td>Click-to- Open Rate</td>
<td>36.37%</td>
<td>2.51%</td>
</tr>
<tr>
<td>Unsubscribe Rate</td>
<td>0.14%</td>
<td>0.04%</td>
</tr>
</tbody>
</table>
Website Statistics

Share your message with NAEA membership.

NAEA members and our tax professional nonmember populations are very active on our website.

**193,000+ pageviews per month**
from the enrolled agent members and tax pros

**Highest-trafficked pages**
include homepage, member join page, education and live events pages

**Average time spent** ranges from 0.38 sec to 1 min
GET IN TOUCH

Contact Kelli Comegys, Director, Membership and Business Development to discuss these partnership opportunities!

EMAIL ADDRESS
kcomegys@naea.org

PHONE NUMBER
(202) 822-0729