

**COLORADO SOCIETY OF CPAS**

# **Partnership, Sponsorship & Advertising Opportunity Guide**



**COCPA**

**Our Members. Your Future Customers.  
Let's Drive ROI by Working Together.**

# About COCPA



As a trusted partner of CPAs and business leaders across Colorado, the COCPA offers you unique reach as an advertiser or sponsor. Through numerous events, print, and digital options, **you can expect exposure to and exponential contact with thousands of engaged professionals and those they serve.**

The Colorado Society of Certified Public Accountants (COCPA) began in 1904 and, to this day, remains the only statewide, not-for-profit, professional association dedicated to equipping and empowering Colorado's CPAs.

By providing more than 1,500 course offerings every year, CPE customization options, on-demand e-learning selections, volunteer opportunities, and member networking, COCPA fosters success for individual CPAs and their firms.

No matter how the business world shifts, the COCPA mission will always remain constant: to protect the public interest and to connect CPAs personally and meaningfully to all aspects of the profession. Today, the COCPA legacy continues with a membership of more than 6,800 professionals, representing a wide variety of regions, fields, and industries.

## **WHY PARTNER WITH COCPA**

Let's face it, when it comes to spending your marketing dollars you have lots of options. That being said, there is no organization in Colorado that represents the CPA profession like we do. Whether firm or industry CPAs, you can be assured that they are COCPA members.

A partnership puts you in front of COCPA members (and followers) for the ENTIRE year. It is an annual agreement that gives you the opportunity to share your message, create awareness for your services, and recognize you as a trusted resource for Colorado CPAs.

You can also choose to sponsor an event, or events, from something as small as an executive happy hour up to our biggest event, CPAs Make a Difference. Advertising in our regular publications and online is also available. We have options to match any budget.

# About COCPA



## A MESSAGE FROM OUR CEO

**Ethical. Trusted. Respected.** Those are all words that describe our profession. I would venture to say that few other professions can claim those same tenants.

But what does that mean for you?

As you study the following information, it will become clear that this is a powerful group. CPAs run business. They are often the final decision-maker. They touch EVERY industry.

I also know that those companies that serve the profession are often on the cutting edge of technology and processes. You have information, tools, products, and services that make us better CPAs. You can also help us further the mission of the COCPA.

Together we are stronger, smarter and unified.

Let's talk today about how we might work together.

Thank you.  
Mary E. Medley

## OUR 6,800 MEMBERS AT A GLANCE

67%

of our members are key decision-makers in their companies or firms

40%

of business & industry members are CEOs, CFOs, COOs or Controllers

66%

of members are in public accounting practices

51%

of public practice members are partners, firm admins, directors or managers

33%

of our members are in business & industry



Learn more about COCPA at [COCPA.ORG/ABOUT](https://www.cocpa.org/about)

# Preferred Partner Benefits

<b>PREFERRED PARTNER COSTS</b>	SILVER	GOLD	PLATINUM
Program Launch Special Pricing (limited availability for special pricing)	\$10,000 \$8,500	\$15,000 \$12,000	\$20,000 \$15,000
Total Retail Value	\$13,200	\$22,200	\$38,425
Preferred Partner Discount	24%	32%	48%

<b>PREFERRED PARTNER BENEFITS</b>	SILVER	GOLD	PLATINUM
Annual Email from COCPA CEO to COCPA members highlighting Preferred Partners	✓ (available to COCPA Partners only)	✓ (available to COCPA Partners only)	✓ (available to COCPA Partners only)
Logo on the COCPA.org (only available to preferred partners)	✓ (on footer of COCPA.org home page only) \$3,000 VALUE	✓ (on footer of COCPA.org home page only) \$3,000 VALUE	✓ (on footer of every COCPA.org page) \$6,000 VALUE
Social amplification through COCPA channels	✓ (available to COCPA Partners only)	✓ (available to COCPA Partners only)	✓ (available to COCPA Partners only)
Recognition at Leadership Summit	✓ \$500 VALUE	✓ \$500 VALUE	✓ \$500 VALUE
Recognition at the CPAs Make a Difference celebration including Banner / Signage / Logo	✓ (2 tickets to event) \$500 VALUE	✓ (4 tickets to event) \$1,000 VALUE	✓ (table for 8 at event) \$1,600 VALUE
Full-page color ad placement in bi-monthly NewsAccount member magazine	✓ 2 half-page ads \$1,900 VALUE	✓ 3 half-page ads \$2,700 VALUE	✓ 3 full-page ads \$3,825 VALUE

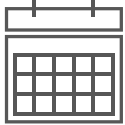
# Preferred Partner Benefits

<b>PREFERRED PARTNER BENEFITS (CONTINUED)</b>	SILVER	GOLD	PLATINUM
All-access sponsorship to COCPA Conferences including recognition by the conference emcee, logo on the COCPA Featured Events web page, and webcast opening slide*	✓ 3 conferences \$6,000 VALUE	✓ 6 conferences \$12,000 VALUE	✓ 10 conferences \$20,000 VALUE
Recognition by the conference emcee	✓	✓	✓
Logo on the COCPA conference web page	✓	✓	✓
Ad in conference materials	Quarter page recognition	Half page recognition	Full page recognition
Logo on webcast opening slide	✓	✓	✓
Exhibit table at the conference*	✓	✓	✓
Logo in COCPA weekly NewsQuick email	✓ 3 months \$525 VALUE	✓ 6 months \$1,050 VALUE	✓ 12 months \$2,100 VALUE
Logo in COCPA weekly Featured Events email	✓ 3 months \$525 VALUE	✓ 6 months \$1,050 VALUE	✓ 12 months \$2,100 VALUE
Ability to provide a content article to be published on the COCPA website and promoted on social media (with COCPA approval)	✓ 1/year \$250 VALUE	✓ 2/year \$500 VALUE	✓ 6/year \$1,500 VALUE
Option to host/produce a one-hour webinar (with COCPA content review/approval)		✓ 1/year \$400 VALUE	✓ 2/year \$800 VALUE
Add an additional sponsorship opportunity	20% OFF LIST PRICE	40% OFF LIST PRICE	60% OFF LIST PRICE

\* Many 2020 events are being converted to online only. Please reach out to COCPA to discuss alternatives to this offering for an online format.

# Become a COCPA Sponsor

## SPONSORSHIP OPTIONS INCLUDE:



### **MEMBERSHIP EVENTS**

The COCPA holds programs that range from one-hour CPE breakfasts, lunches, and dinners, to after-hours networking, along with sporting and specialty events like beer/wine tastings and Rockies games.

Sponsoring one of these events lets members know you appreciate and support them—it creates name recognition for your brand. The varied locations and content of these events allows you to find the perfect venue to promote your business.



### **CPE CONFERENCES & SEMINARS**

Sponsoring a conference or seminar is a great way to increase the name recognition and general awareness of your company among Colorado CPAs. The COCPA welcomes sponsors of products and services which help members better perform their responsibilities and serve their clients or employers. The COCPA reserves the right to determine whether or not to accept a sponsor's application.



### **CPAS MAKE A DIFFERENCE CELEBRATION**

Since 2002 the Colorado Society of CPAs has brought together the CPA community to celebrate those who are making a difference behind the scenes and to welcome those who have just embarked on their careers as CPAs. The event allows sponsors to showcase their support for the CPA profession in Colorado and be exposed to a large audience of potential customers.



### **EXECUTIVE HAPPY HOURS**

The COCPA holds an Executive Happy Hour in the Denver area four or five times a year. Open to members and non-members, attendance ranges from 30-60 people.



To customize a sponsorship package that is best for your organization, contact the Derrol Moorhead at **303-741-8624** or email **[sponsorship@cocpa.org](mailto:sponsorship@cocpa.org)**.

# Become a COCPA Sponsor

## CONFERENCE SPONSORSHIP OPPORTUNITIES:

### 2020 EVENT SCHEDULE

MAY



JULY



AUGUST



OCTOBER



NOVEMBER



DECEMBER



### ALL-ACCESS SPONSOR - \$2,000

- Recognition by the conference emcee
- Logo on the COCPA conference web page
- Full-page ad in conference materials and on webcast opening slide
- Half-page recognition in *QuickSearch* CPE magazine, 1x
- Exhibit table at the conference

### PREMIUM SPONSOR - \$1,500

- Recognition by the conference emcee
- Logo on the COCPA conference web page
- Full-page ad in conference materials and on webcast opening slide
- Half-page recognition in *QuickSearch* CPE magazine, 1x

### SUPPORTING SPONSOR - \$1,000

- Recognition by the conference emcee
- Logo on the COCPA conference web page
- Full-page ad in conference materials and on webcast opening slide

Break or reception sponsorships for specific events also are available. Pricing is based on the location and size of the event.

### ADDITIONAL INDIVIDUAL EVENT SPONSOR OPPORTUNITIES

- CPAs Make a Difference Title Sponsor - \$5,000
- CPAs Make a Difference Video Sponsor - \$2,500
- CPAs Make a Difference Reception Sponsor - \$2,500
- CPAs Make a Difference New CPAs Sponsor - \$3,000
- Member Networking Event Sponsor - \$650 (exclusive)/\$375 (one of two sponsors)
- Educational Foundation of COCPA Colorado Gives Day Matching Donor - \$5,000

# Advertising Opportunities

## ADVERTISING OPTIONS INCLUDE:



### **NEWSACCOUNT MAGAZINE**

NewsAccount is the official bi-monthly publication from the COCPA. Read by more than 6,800 Colorado CPAs, it is a great way to get your message out to thousands of potential clients, whether in public accounting, private industry, government, or education.

COCPA members have identified NewsAccount as their number one source for news about the profession. And, because NewsAccount serves as an ongoing technical and professional resource, most readers save each issue. To advertisers, that means staying power—your advertising dollars work for you now and for months and years to come. NewsAccount is available as a printed publication and also includes a digital edition, accessible from the COCPA website, to further your advertising reach and exposure.



### **DIGITAL BANNER ADS - ONLINE AND EMAIL**

**The COCPA website** is the hub through which members sign up for networking events, schedule CPE courses, and find the answers to many of their questions. Colorado CPAs see your ad on COCPA.org.

**COCPA emails** offer a steady flow of relevant professional and membership news, as well as upcoming CPE listings to our members and beyond.



### **CLASSIFIEDS**

**Classifieds** for a variety of services and purposes are offered on our website and in the NewsAccount magazine. Submit your listing for one of the following categories: Office Space, Opportunities Available, Practice for Sale/Purchase/Merger, Situations Wanted, or Miscellaneous.



# NewsAccount Magazine

Advertiser or ad agency: \_\_\_\_\_ Date: \_\_\_\_\_

If Agency, Name of client: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

DISPLAY ADS	1 ISSUE	3 ISSUES	6 ISSUES	PRINT COLOR
<b>Full Page Ad</b> w/ bleed: 8.75" w x 11.25" h w/o bleed: 7.5" w x 10" h  <b>BACK COVER 3/4 PAGE</b> W/ bleed: 8.75" w x 8" h	\$1,350	\$1,275	\$1,200	One-color Two-color Four-color
<b>1/2 Page Ad</b> Horizontal: 8.75" w x 5.75" h Vertical: 4.5" w x 11.25" h	\$950	\$900	\$850	
<b>1/4 Page Ad</b> 4.5" w x 5.75" h	\$725	\$685	\$645	

PUBLISH DATE	ADS & PMT DUE
JAN/FEB	Dec 1
MAR/APR	Feb 1
MAY/JUN	Apr 1
JUL/AUG	Jun 1
SEP/OCT	Aug 1
NOV/DEC	Oct 1

\*All print ads must be 300 dpi.

Please circle the ad rate above which corresponds to the ad size, frequency, and number of colors of your ad. If purchasing a 1/2 page, please circle **VERTICAL** or **HORIZONTAL**.

**TERMS OF CONTRACT:** Ads for any continuing education program will not be accepted. Cancellations must be received in writing 30 days prior to issue date. Advertiser assumes liability for the content of its ads. Editor/Publisher reserves the right to refuse advertising deemed unsuitable for *NewsAccount*. The COCPA does not pay commissions to ad agencies; that is the responsibility of the agency client.

I agree to the terms above. **ADVERTISER SIGNATURE:**

\_\_\_\_\_

RETURN TO: Colorado Society of CPAs • [advertising@cocpa.org](mailto:advertising@cocpa.org)

7887 E. Belleview Ave., Suite 200 • Englewood, CO 80111 • Phone: 303-773-2877 • Fax: 303-773-6344

# Email and Web Banner Ads

Advertiser or ad agency: \_\_\_\_\_ Date: \_\_\_\_\_

If Agency, Name of client: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

## EMAIL ADS

The Colorado Society of CPAs provides members with a weekly email detailing industry news, COCPA events, and featured offerings. The email has an approximate open rate of 25%, and is a great way to reach out to members in a way that feels personal and direct. Ads will be scaled based on user device.

Price below purchases 4 weeks of advertisement.

### Size & Spec

970 x 250 pixels

### 4 Week Fee

\$175

## WEB ADS

Web ads run for one month. Ads are posted one week after payment has been made. Ads are displayed on the homepage of COCPA.org and are rotated on a regular interval.

### Size & Spec

Rectangular:  
970 x 120 pixels

### 4 Week Fee

\$250

\*All digital ads must be 72 dpi. Ads will be scaled based on user device.

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# Classifieds

Advertiser or ad agency: \_\_\_\_\_ Date: \_\_\_\_\_

If Agency, Name of client: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

## CLASSIFIED LENGTH, PRICING, AND PURCHASING

### To purchase a classified advertisement:

1. Email advertisement to: [advertising@cocpa.org](mailto:advertising@cocpa.org).
2. You will be sent a link to the COCPA website where you can input payment information.
  - There is a 400 word limit for all classified ads.
  - Web and print classifieds are charged separately and are not a package.

### Web Classified Ads

- Web ads may be submitted at any time & run for 30 days.
- Web ads will be posted to the site by the following Monday after payment is received.

### NewsAccount Classified Ads

- Deadline for submission for print classifieds is the first of the month preceding the issue's release. See page 4 for NewsAccount publication schedule.
- Classified ads must ALWAYS be paid in full in advance to ensure inclusion in the publication.
- NewsAccount classifieds will also appear in our digital edition of NewsAccount for no additional cost. The digital edition maintains an average of 600 unique visitors a month.

Words	0–50 words	51–100 words	101–200 words	201–300 words	301–400 words
Price	\$50	\$100	\$200	\$300	\$400

I would like to purchase a classified ad to be placed on the website in the following section (please circle):

- |  |                                      |
|--|--------------------------------------|
| Office Space Available                 | Opportunities Available              |
| Practice for Sale, Purchase, or Merger | Situations Wanted      Miscellaneous |

ONE INSERTION CONSISTS OF 30 DAYS ONLINE. Requested Start: \_\_\_\_\_

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