SCACPA
South Carolina Association of CPAs

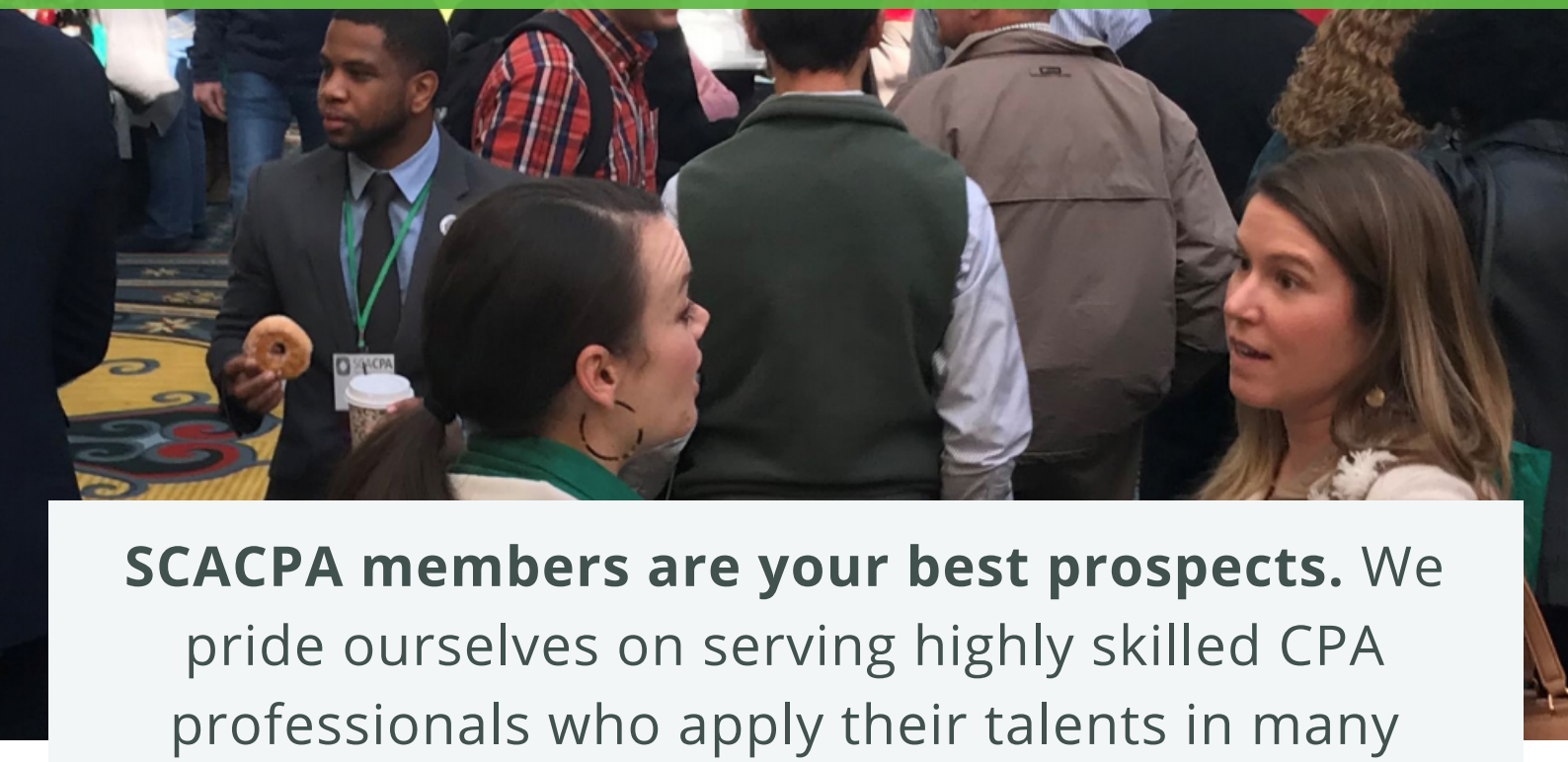
WELCOME TO YOUR NEW PARTNERSHIP PLAYBOOK

Creating a partnership with SCACPA is a win-win. Let us guide you through a customized plan that meets your organization's goals and raises awareness of your brand. By joining a winning team, you will create life-long relationships that will increase your bottom line and elevate your success.

Let's show you how!

follow us

ABOUT SCACPA



SCACPA members are your best prospects. We pride ourselves on serving highly skilled CPA professionals who apply their talents in many different fields of business. This provides you the opportunity to get in front of over **4,000 CPAs and accounting professionals** ranging from C-suite professionals, controllers, financial managers, Big Four and regional accounting firms, sole practitioners, and more. SCACPA provides resources and education so CPAs can excel in their profession, provide top-level service to their clients and industries and establish themselves as the most trusted advisors.

Through a partnership with SCACPA, you can build relationships, maximize brand awareness, and grow your business alongside top CPA professionals in South Carolina.

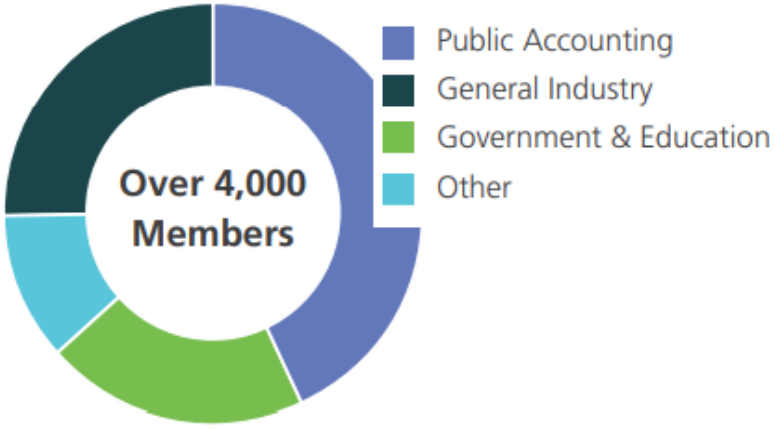
SCACPA & CPAS BY THE NUMBERS

8
Chapters

4,738
Members

548
Hours of Live CPE

120
Hours of Live Content



2/3 of SCACPA CPA Members Reside in South Carolina

Why CPAs?

Certified Public Accountants are the ideal target market for businesses looking to grow. CPAs are highly skilled professionals who apply their talents in many different fields of business. Through analysis of financial information, CPAs are the first to know a company's past, present, and future. They guide everything from small business owners up to Fortune 500 corporations with this knowledge.

01 **TRUSTED** BUSINESS ADVISORS

02 **KEY** DECISION MAKERS

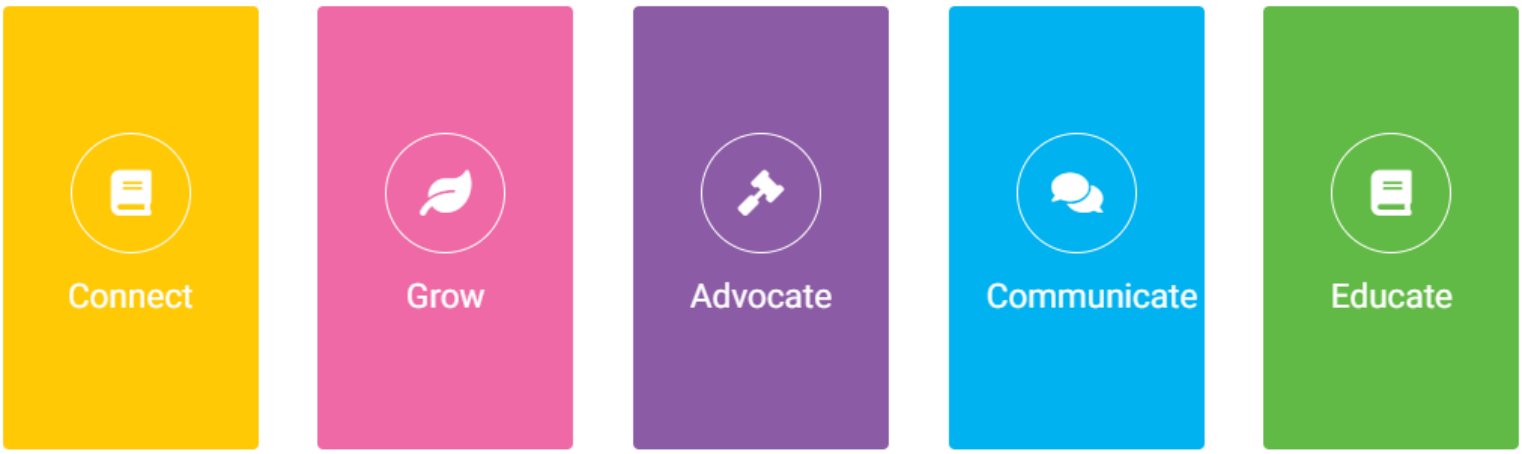
03 **HIGH** EARNERS

04 **WELL** CONNECTED

05 **HIGHLY** ENGAGED AUDIENCE

06 **COMMITTED** TO EDUCATION

SCACPA'S PILLARS OF MUTUAL SUCCESS



SCACPA strives to provide members a high-quality experience by:

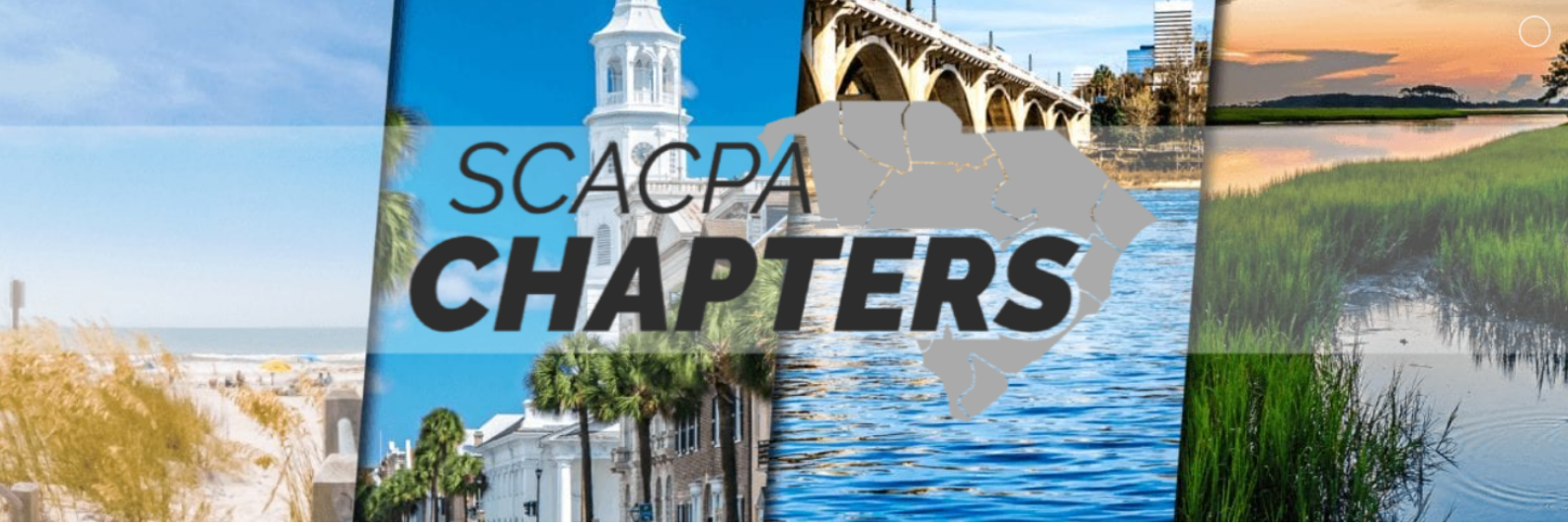
Connecting members through 8 chapters, 6 committees, various task forces and volunteer opportunities.

Communicating relevant content that meets our members specific needs as a South Carolina CPA.

Growing the profession by engaging the best and brightest ensuring the CPA remains the gold standard among financial professionals.

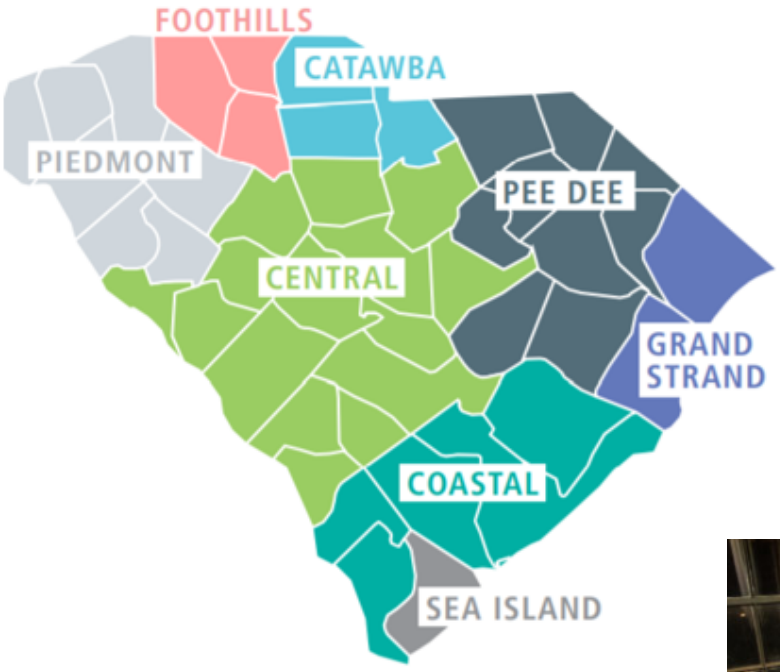
Educating members by offering nearly 550 hours of live CPE through an all-inclusive membership model providing 40 hours in a CPE bank.

Advocating for our members by promoting and protecting the CPA profession through grassroots advocacy efforts.



SCACPA'S LOCAL CONNECTIONS

Chapters play a vital role in building the value proposition of the Association for its members and an awesome way for partners to connect locally. They facilitate relationship development with area legislators, regulators and other professionals.



BENEFITS OF PARTNERING

From print and digital advertising to in-person and virtual connections at our many events, a partnership will yield a significant return on your investment and help raise awareness of your brand, products and services all while building your customer base in front of more than 4,000 business decision-makers in the state.

Our partnership packages are specifically designed to promote your business and thrive with SCACPA. By becoming a partner with SCACPA, we will help your business:

1. **Connect with over 4,000 accounting professionals**
2. **Promote your products and services to accounting professionals throughout South Carolina**
3. **Build profitable relationships with our members who include: CEOs, CFOs, owners, Administrators, and others critical to purchasing decisions**
4. **Maximize your exposure by taking advantage of our numerous educational and networking events throughout the year**
5. **Network with key decision-makers in all sectors of our economy: statewide and regional firms, small to mid-size businesses, healthcare organizations, educational institutions, government offices, and not-for-profit organizations**

HOW TO BEGIN OUR WIN-WIN PARTNERSHIP

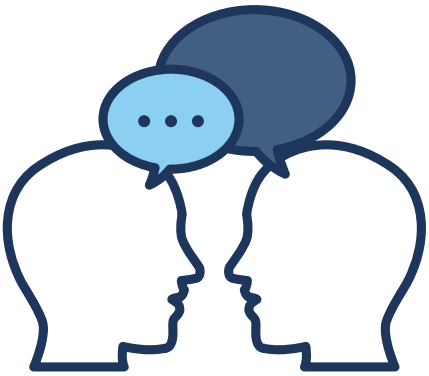
Partnering with SCAPCA is about more than spotlighting brand attention from over 4,000 CPAs. It's about building a relationship with you from the start and creating a customized experience that yields personalized results. That's why we've developed a process to get you the results you want with a plan that makes sense for your organization.

Let us help you create a plan that will work for you in these three easy steps!

Listening Session

STEP 1

SCACPA will schedule a listening session with you to hear your goals and help determine how to best meet them.



Tailor Plan

STEP 2

SCACPA will tailor a plan based on your budget that will allow you to start developing relationships with members and increasing your bottom line.

Delivery & Support

STEP 3

SCACPA will follow through with the plan laid out and be here for you throughout the partnership.

NEW PARTNERSHIP LEVELS: ENDLESS OPPORTUNITIES FOR SUCCESS

Our partnership plan has evolved to better fit your needs, and we've added new levels to highlight your organization's contribution.

PARTNERSHIP LEVELS

Exclusive:
$30,000
(one per industry)

Corporate:
$5,000 - $9,500

Strategic:
$15,000+

Affinity:
$500 - $4,500

Influencer:
$10,000 - $14,500

SCACPA PARTNERSHIP: UNCOVER THE BENEFITS

EXCLUSIVE PROVIDER PARTNER: $30,000 for 1 year (gets everything below)

BENEFITS	DESCRIPTION	VALUE
SCACPA Featured Track Sponsor	Tracks can be sponsored on a quarterly basis.	$2,500/$4,500/$6,500/$9,000
SCACPA Conference Sponsor	1 conference/ 2 conferences	$1,500/$2,500
Digital Retargeting Campaign (details below)	Impressions & Duration: 15k for 1 month 25k for 2 months 50k for 3 months	$1,500/$2,250/$4,000
Event Program Ad	1 event	$500
Current Assets Banner Ad (monthly)	1 month/12 months	$500/$5,000
Recognition from SCACPA CEO	1 email to members	$2,500
Website Recognition	Display Ad/Dedicated Partner Page	$500/$2,500
Homepage Recognition	Logo on homepage (quaterly)	$750
Connect Recognition	Logo and brief verbiage for Connect advertising panel (quarterly)	$500
Magazine or Blog Article	1 article	$2,500
Magazine Full-Page	1 issue/4 issues	$1,000/$3,500
Magazine Half-Page	1 issue/4 issues	$600/$2,000

SCACPA PARTNERSHIP: UNCOVER THE BENEFITS

By selecting a featured event and/or conference, the following benefits will be included:

CONFERENCES*

Signage:

- Registration table
- Breakfast OR Lunch sponsored by
- Workshop classroom

Advertising:

- Social media mentions per event
- Company name/logo in conference emails
- Ability to give prizes
- Attendee list shared*

Registration Packet:

- Company logo with listing
- Company listing
- Premium one-page ad

Onsite:

- Preferred booth placement
- Exhibitor table
- Two registrations and lunch passes

FEATURED TRACK (PER QUARTER SPONSORED)

Advertising:

- Social media mentions
- Company name/logo in results page search
- Company name/logo in specific event emails
- Attendee list shared for most attended track event

Onsite/Virtual:

- Two registrations for most attended track event

**Please note any in-person event that becomes virtual would receive the virtual benefits below in lieu of the in-person benefits mentioned above.*

VIRTUAL EVENTS

- Sponsor logo on emails/e-materials
- Pre-recorded or live segment by sponsor introducing what resources their organization offers (2-3 minutes)
- Slide with photo of sponsor representative and his/her contact information
- Thank you to event sponsors on Twitter & LinkedIn
- Sponsor submitted link to your resources to be included in follow up email to all attendees
- Two registrations to participate in event
- Virtual exhibit hall for conferences, if available
- Attendee list shared one week prior to event and post event as well (*includes attendee first name, last name and name of organization/firm)

FEATURED CONFERENCES & TRACKS

SCACPA is a key provider of continuing education for CPAs throughout the state. We proudly offer a wide range of specialized CPE tracks and conferences designed to allow SCACPA members to connect with South Carolina's business community. Our conferences and CPE tracks (in-person or virtual) offer incredible opportunities for you to gain exposure, build connections and generate business with some of the leading financial professionals in the state.

CONFERENCES

Don't miss your chance to be part of SCACPA's completely reimagined Accounting Conferences. These two-day conferences are the ideal way to get your message in front of hundreds of trusted South Carolina business advisors. Our participants represent many branches of practice specialization and are eager to be on the cutting edge of their knowledge networks.

Fall Fest:

- Columbia, SC
- November
- Audience: 400

Spring Splash:

- Charleston or Greenville, SC
- May
- Audience 300+

FEATURED TRACKS

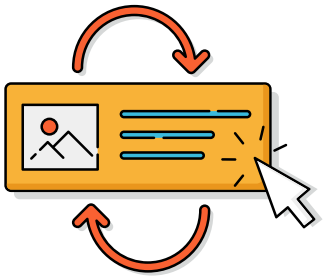
Sponsoring one of our five featured CPE tracks will gain your organization major traction across the SCACPA website and tailor your marketing to the clients you most want to attract. Your organization would be featured in ongoing marketing copy and your logo would be displayed on all results pages related to the specific CPE track. Featured tracks can be sponsored quarterly.

The Featured Tracks Include:

- Tax
- Industry
- Accounting & Auditing
- Non-Profit/Government
- Variety

DIGITAL RETARGETING CAMPAIGNS

SCACPA's newest digital sponsorship will allow you to gain access to our audience throughout the year. This broad digital exposure provides reliable opportunities to retarget the SCAPCA audience across 95% of the consumer web. SCACPA can get our message in front of more people with cross-device and multi-channel retargeting. As a sponsor, you'll be kept in the loop with real-time reporting via sponsor dashboards and live campaign reports. Retargeting campaigns can be sponsored based on number of impressions and duration.



How Does Retargeting Work?

Retargeting works by keeping track of people who visit our sites and displaying your retargeting ads to them as they visit other sites online.

Why Retargeting?

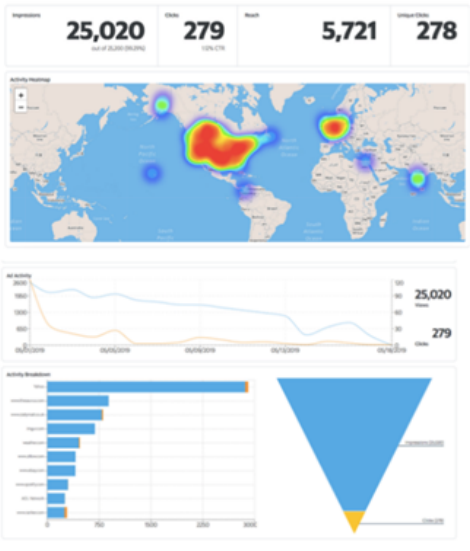
Our audience becomes your audience with retargeting. Get direct access to SCACPA website visitors and retarget them with your brand's ads anywhere they visit online.

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms. Stand out with SCACPA's qualified audience that will showcase your brand to those that need you most.

Quantifiable Results

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.



Join these sponsors who have already discovered that a partnership with SCACPA and is a win-win!

CPACHARGE™ AN AFFINIPAY SOLUTION

McGriff Insurance Services

PAYCHEX®

CGMA™

To learn more, please contact Jennifer Rowell, SCACPA's Partnership Specialist, to customize your organization's partnership and start reaping the benefits now!

Email: Jennifer Rowell at communications@scacpa.org
www.SCACPA.org/Partner