



South Carolina Association of CPAs

Media Kit

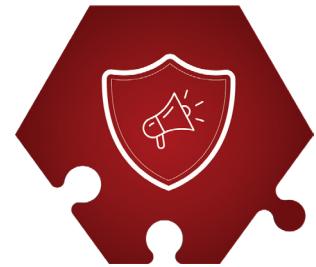
About SCACPA

SCACPA serves to protect and promote the CPA profession in South Carolina. Every program, product, service, and benefit exists to support that mission and enhance the value and expertise of South Carolina CPAs. South Carolina CPAs rely on SCACPA as their go-to source for continuous professional growth and enhancement.

Collaborating with SCACPA is a win-win. With SCACPA on your team, you gain access to highly skilled professionals and the opportunity to expand your business's presence within our community. Our community includes controllers, financial managers, sole practitioners, and more.

Advocate: Protecting the Profession

SCACPA develops and maintains relationships with state and federal legislators so they understand how bills will impact the CPA profession and the business community. SCACPA constantly monitors for threats to the profession, eliminating them in their infancy, and raises awareness of legislation that supports the CPA profession. Likewise, relationships with regulatory agencies like the South Carolina Department of Revenue, Labor Licensing & Regulation, and Department of Employment and Workforce ensure the protection of the CPA profession.



Grow: Securing the Future

SCACPA reaches hundreds of students every year, supporting them along their CPA journey as they pursue the CPA credential and understand the various career paths available to them. From tuition scholarships to exam review discounts, SCACPA works to build a full and qualified talent pipeline.



Connect: Engaging with a Powerful Community

South Carolina CPAs look to SCACPA as their resource for connecting with peers, students, and legislators. In-person opportunities through Chapters encourage local level networking. Two annual in-person experiences bring together CPAs across all areas of practice from every corner of the state. Members receive real-time feedback from peers through SCACPA Connect, a private, online community. The energy from these relationships enriches the Association and the profession.



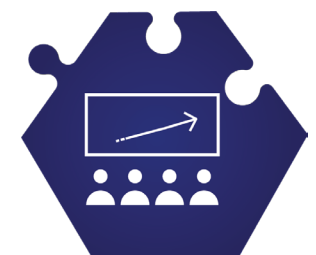
Communicate: Staying Ahead of the Curve

SCACPA actively curates and delivers relevant information to CPAs, sending the right news at the right time. Our communications span every medium, ensuring members are keenly aware of what's happening in the Association and the CPA profession. Social media, e-communications, print publications---SCACPA covers it all.



Educate: Strengthening Competence-Based Learning

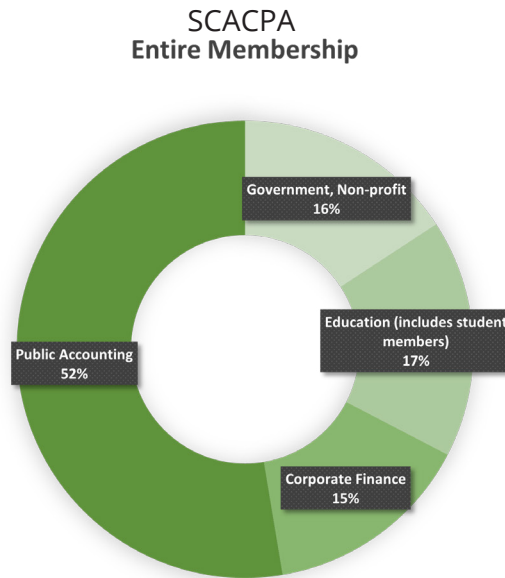
SCACPA's education goes beyond core curriculum. We present education that is South Carolina-specific and built for well-rounded professionals. With a focus on competence over compliance, CPAs look to SCACPA for worthwhile educational opportunities.



Why Partner with SCACPA

The South Carolina Association of CPAs represents nearly 4,000 CPAs and accounting professionals in South Carolina. These highly skilled professionals apply their talents in every type of business, from public accounting to corporate businesses to government and nonprofit organizations. SCACPA members work at every organizational level, including firm partners and CFOs, and every business size, from sole practitioners to large corporations.

CPAs from all areas of the state rely on SCACPA to advocate, protect, and promote their interests. SCACPA serves as their trusted conduit for success, valuable connections, top-tier services and resources, and education.



As a SCACPA Partner, you will maximize your brand awareness with a diverse group of professionals. You'll gain credibility and enrichment with South Carolina CPAs.

Increase your company's visibility and position within South Carolina's CPA community. SCACPA provides a multitude of avenues for you to elevate your company's viability, cultivate winning relationships, increase your bottom line, and meet your organization's goals.

Digital Media Opportunities

Web Retargeting

This broad digital exposure provides reliable opportunities to retarget the SCACPA audience across 95% of the consumer web. Retargeting campaigns can be sponsored based on impressions or duration. Web retargeting serves your ads to SCACPA's website visitors as they visit other sites. Stay in front of this highly qualified audience well after they leave the SCACPA site.

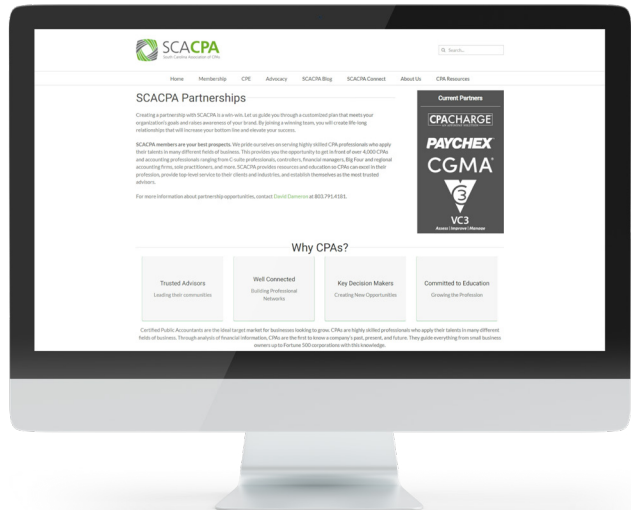
| | |
|---------|---------|
| \$1,500 | 30 Days |
| \$2,250 | 60 days |
| \$4,000 | 90 days |



Online Sponsorship

SCACPA's website serves as a hub of valuable content for South Carolina CPAs. This is an ideal place to showcase your company to a captive audience. Opportunities also exist in SCACPA Connect, the private online community exclusively for SCACPA members.

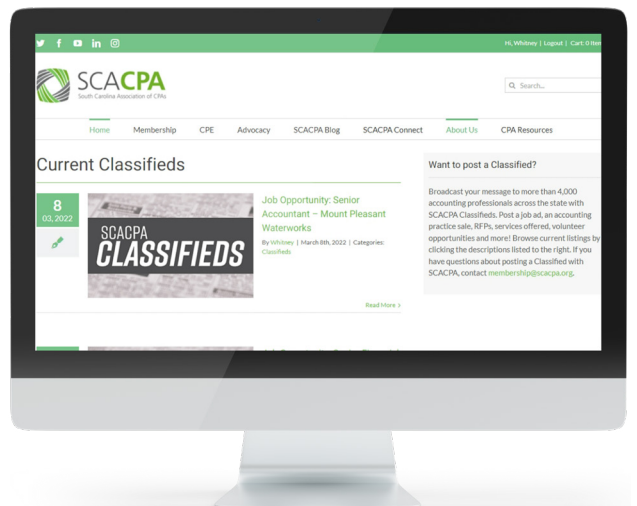
| | |
|---------|---|
| \$500 | Website display ad & listing on SCACPA Benefits Page |
| \$500 | SCACPA Connect Sponsor (price per quarter) |
| \$750 | Logo linked to your site on SCACPA Homepage (price per quarter) |
| \$1,000 | Social media mention – we will promote your ad on Facebook, X, Instagram, and LinkedIn. (4 mentions per platform) |
| \$1,000 | Ad in SCACPA's weekly e-newsletter (4 issues) |



Classified Ads

Short and sweet! Classified Ads provide a text-only way to reach members online and in print.

| | |
|--------------------------------------|---|
| \$199 per month | Digital Classified Ad (also shared through weekly e-newsletter) |
| \$250 per magazine issue (quarterly) | Print Classified Ad |



Print Opportunities

SCACPA members receive the *South Carolina CPA Report* magazine every quarter. This publication features valuable technical content and Association news, providing a tangible asset to members.

Sponsored Content

| | |
|---------|----------|
| \$1,500 | 1 Issue |
| \$2,990 | 2 Issues |
| \$4,790 | 4 Issues |

Quarter-Page Ad

| | |
|---------|----------|
| \$1,090 | 2 Issues |
| \$1,990 | 4 Issues |

Half-Page Ad

| | |
|---------|----------|
| \$1,590 | 2 Issues |
| \$3,190 | 4 Issues |

Full-Page Ad

| | |
|---------|----------|
| \$1,500 | 1 Issue |
| \$2,990 | 2 Issues |
| \$4,790 | 4 Issues |

Front Inside Cover Ad

| | |
|---------|----------|
| \$3,490 | 2 Issues |
| \$5,590 | 4 Issues |

Back Inside Cover Ad

| | |
|---------|----------|
| \$3,190 | 2 Issues |
| \$5,190 | 4 Issues |

Back Cover Ad

| | |
|---------|----------|
| \$3,790 | 2 Issues |
| \$6,090 | 4 Issues |

7 Ways to Help Your Clients Address COVID-19 Vaccinations Within the Workplace

On November 5, 2021, the Occupational Safety and Health Administration (OSHA) published its COVID-19 Vaccination and Scheduling Emergency Temporary Standard (ETS). This ETS impacts your clients who have at least 100 employees, with some exceptions.

By December 5, 2021, your clients are required to comply with most provisions of the ETS and testing requirements go into effect January 4, 2022. Research the updated ETS to see how you may want to consider when consulting with your clients about the new COVID-19 Vaccination Policy.

- 1. Stay informed.** Keep your clients informed with federal, state, and local government updates on the COVID-19 vaccine.
- 2. Rely on HR support.** Seeking support from an HR professional can help guide your clients through the process.
- 3. Motivate employees to get the vaccine.** Encourage your clients to provide their employees with encouragement, and incentives to get vaccinated.
- 4. Invest in tools.** Investment ways to help your clients invest in tools, technology, and HR resources to manage the new policies in the workplace.
- 5. Track employee vaccination.** Consider tools and resources to help your clients with tracking their employee vaccination status.
- 6. Communicate vaccine updates with their teams.** It is important for your clients to update their employees on the latest vaccination policies.
- 7. Offer digital options.** As your clients and their employees adjust to the new updates, digital tools can help with managing the COVID-19 vaccination process.

Learn more at paychex.com/covid-vaccinations | 877-534-4588

WE'VE CRUNCHED THE NUMBERS:

- 15,000+ User Accounts
- 25+ Countries
- 87% of users are in the US

Download the White Paper: www.paychex.com/resources/whitepapers/covid-19-vaccination

As a president, chief financial officer, general counsel, chief executive officer, chief operating officer, or any other officer or director, regardless of title, (FOIA) FAQ 401. A reporting company must identify all individuals with "substantial control" over the reporting company.

A company applicant is any individual who (1) is directly or indirectly the owner of the reporting company or (2) is directly or indirectly the owner of the reporting company's parent company. (For a foreign reporting company, a parent company is a company that is primarily responsible for directing or controlling the filing of the report.)

Even though this reporting will not occur until 2024 at the earliest, it is important to be aware of what is required. Those representing companies or working for companies that will be reporting requirements should ensure they have systems in place to capture the information necessary for reporting.

For more information on Beneficial Ownership Information Reporting, scan the QR Code:

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Now SCACPA Members can generate custom reports in under 15 minutes for residential rental properties with KBKG's online software program. Millions of dollars in deductions secured to date and growing!

kbkg.com/scapa-rs

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In-Person Sponsorship Opportunities

Meet face-to-face with members at one of SCACPA's in-person conferences. The Spring Splash and Fall Fest conferences offer opportunities to connect with attendees, assess their needs, and offer solutions.

SCACPA also offers opportunities to increase your footprint at the conference with add-on sponsorships and speaking opportunities. For current booth pricing and add-on sponsorship opportunities, contact SCACPA at membership@scacpa.org or 803.791.4181.

- Exhibitors frequently bring a giveaway to raffle off at the conclusion of the event. These giveaways have included gift cards, swag bags, and gift baskets. This is fantastic way to attract more attention to your booth!

Conference Exhibitor

Package includes:

- One standard table-top booth
 - Two complimentary conference passes (including lunch)
 - Discounted registration for additional representatives
 - Logo recognition in onsite conference guide
 - Logo linked to your website on conference webpage at scacpa.org
 - Pre- or Post-conference list of attendees (upon request)
-

Conference Supporter

Not able to attend the conference in person? No problem! These opportunities promote your company to attendees in your stead!

Package includes:

- Logo on registration table signage
 - Logo recognition in onsite conference guide
 - Logo linked to your website on conference webpage at scacpa.org
-

Speaking Opportunities

Present your thought leadership to a captive audience. Contact contact SCACPA at membership@scacpa.org or 803.791.4181 regarding this creative way to reach your market.



Level Up! Bundle your offerings and maximize your brand visibility as a SCACPA Partner!

Affinity Partner

10% Savings from list costs

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- Half-Page Ads in Fall Fest and Spring Splash Conference Guides
- Quarter-Page Ads in 4 issues of *South Carolina CPA Report*



Alliance Partner

15% Savings from list costs

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- Half-Page Ads in Fall Fest and Spring Splash Conference Guides
- Half-Page Ads in 4 issues of *South Carolina CPA Report*
- Digital Retargeting Campaign for 1 Month



Strategic Partner

20% Savings from list cost

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- \$1,000 of sponsorship credit for Fall Fest and Spring Splash.
- Full-Page Ads in Fall Fest and Spring Splash Conference Guides
- Half-Page Ads in 4 issues of *South Carolina CPA Report*
- Digital Retargeting Campaign for 3 Months
- One-page sponsored content in 2 issues of *South Carolina CPA Report*

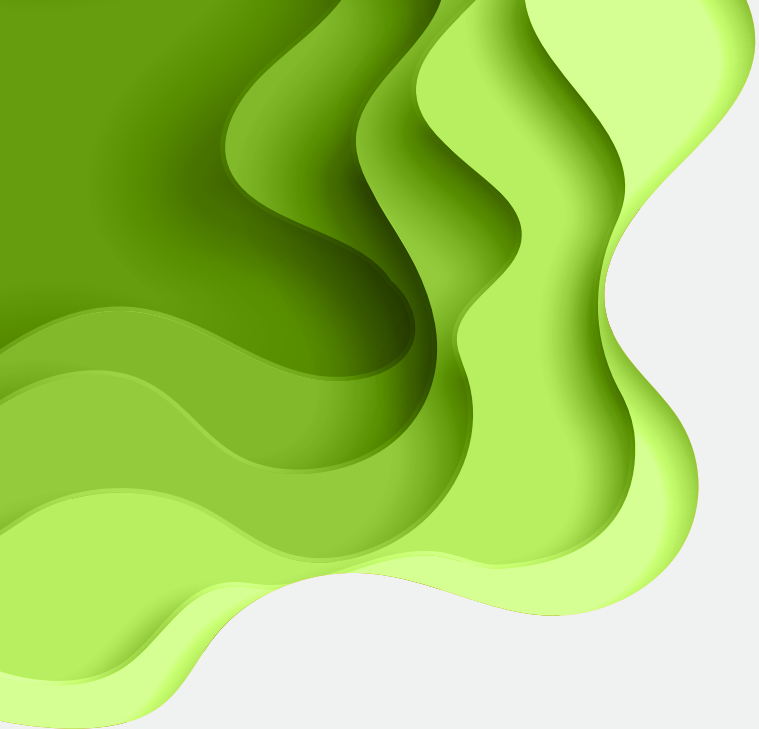


Exclusive Partner

You become the exclusive provider in your vertical!

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- \$1,000 of sponsorship credit for Fall Fest and Spring Splash.
- Full-Page Ads in Fall Fest and Spring Splash Conference Guides
- Full-Page Ads in 4 issues of *South Carolina CPA Report*
- One-page sponsored content in 4 issues of *South Carolina CPA Report*





Ready to get started?

Let SCACPA help you customize a sponsorship package to meet your needs, your budget, and your goals.

Visit scacpa.org/partnerships to learn more.

Contact SCACPA at membership@scacpa.org or **803.791.4181 to start moving your brand forward!**