



The Leaders' Institute

June 22–24, 2012, at The Inn at Virginia Tech & Skelton Conference Center



Sponsorship Opportunities

The Leaders' Institute is a three-day program that seeks to develop future leaders in the CPA profession. Only the top accounting students from across the state have been invited for this prestigious honor.

As an Institute sponsor, you will have a unique opportunity to influence up to 100 of the best and brightest accounting students in Virginia. These students will enter their junior or senior years of college following the Institute, giving you an excellent opportunity to build relationships with them prior to graduation and position your firm or company as a potential employer for these students after graduation. Your generous sponsorship contributes to the cost of each student to attend — \$550 per student.

All sponsorships include:

- Your firm's website listed on the Virginia Society of CPAs (VSCPA) website at www.vscpa.com
- Your firm listed in one issue of *Disclosures*, the VSCPA's bimonthly magazine (circulation 10,000+)
- The opportunity to distribute your firm or company's promotional items
- A link to The Leaders' Institute sponsor list in VSCPA e-newsletters, distributed to more than 10,000 VSCPA members ... more than 600 of whom are student members!
- Your firm's information listed in The Leaders' Institute handouts

Exclusive Sponsorships

Opening Reception Sponsor (\$6,000)

Includes standard sponsorship benefits, plus:

- The opportunity to host students at Friday's opening reception and bring up to 10 representatives from your firm or company
- Your logo, with hyperlink, on the VSCPA website at www.vscpa.com
- A full-page ad in The Leaders' Institute handouts
- One young professional from your firm, who is a VSCPA member, may lead one team of up to five students throughout the weekend
- The option to participate in Recruiter in Residence, one-on-one mock interviews and résumé critique sessions, prior to the event, and hand-select students to interview
- The opportunity to send two representatives to Saturday's Meet the Firm event, where we highlight career opportunities within the CPA profession
- Two tickets to Saturday's reception and dinner
- Résumés of all Institute attendees

Etiquette Luncheon Sponsor (\$6,000)

Includes standard sponsorship benefits, plus:

- The opportunity to welcome students to the luncheon and bring up to 10 representatives from your firm or company
- Your logo, with hyperlink, on the VSCPA website at www.vscpa.com
- A full-page ad in The Leaders' Institute handouts
- One young professional from your firm, who is a VSCPA member, may lead one team of up to five students throughout the weekend
- The option to participate in Recruiter in Residence, one-on-one mock interviews and résumé critique sessions, prior to the event, and hand-select students to interview

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- The opportunity to send two representatives to Saturday's Meet the Firm event, where we highlight career opportunities within the CPA profession
- Two tickets to Saturday's reception and dinner
- Résumés of all Institute attendees

Other Sponsorships

Valedictorian (\$5,000)

Includes standard sponsorship benefits, plus:

- A half-page ad in The Leaders' Institute handouts
- One young professional from your firm, who is a VSCPA member, may lead one team of up to five students throughout the weekend
- The option to participate in Recruiter in Residence, one-on-one mock interviews and résumé critique sessions, prior to the event, and hand-select students to interview
- The opportunity to send two representatives to Saturday's Meet the Firm event, where we highlight career opportunities within the CPA profession
- Two tickets to Saturday's reception and dinner
- Résumés of all Institute attendees

Salutatorian (\$3,000)

Includes standard sponsorship benefits, plus:

- One representative from your firm participates in the Meet the Firm event, where we highlight career opportunities within the CPA profession
- The option to participate in Recruiter in Residence, one-on-one mock interviews and résumé critique sessions, prior to the event
- One-on-one access to up to 100 academically gifted students eager to learn about your profession and your firm or company
- Résumés of all Institute attendees

Dean's List (\$1,000)

- Your firm's website listed on the Virginia Society of CPAs (VSCPA) website at www.vscpa.com
- The opportunity to distribute your firm or company's promotional items
- A link to The Leaders' Institute sponsor list in VSCPA e-newsletters, distributed to VSCPA members
- Your firm's information listed in The Leaders' Institute event manual
- Résumés of all Institute attendees
- **The opportunity to have an exhibitor table at Saturday's Meet the Firm event for an additional \$500**

Meet the Firms Exhibitor (\$500)

- Two representatives attend Saturday's Meet the Firm event
- One six-foot exhibit table
- The opportunity to distribute your firm or company's promotional items



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Sponsor Sign-Up Form

Deadline: Friday, Feb. 10, 2012

To ensure that your company information is listed accurately, please fill in the blanks below.

Step 1. Company Information

Company name _____
Address _____
City, State, ZIP _____
Phone _____
Fax _____
Website _____
Contact name _____
Title _____
Email _____

Step 2. Select Your Sponsorship(s)

Please check the box(es) next to the sponsorship(s) you wish to purchase.

Exclusive Sponsorships

- Opening Reception Sponsor — \$6,000
- Etiquette Luncheon Sponsor — \$6,000

Sponsorships

- Valedictorian — \$5,000
- Salutatorian — \$3,000
- Dean's List — \$1,000
- Meet the Firms Exhibitor — \$500

Extras

- I'd like to purchase extra tickets to Saturday's reception and dinner.

Quantity _____ (extra tickets are \$100 each, limit 2)
Total \$ _____

- I'd like to donate an item to The Leaders' Institute raffle.

Step 3. Method of Payment

Your payment secures your reservation and is required prior to the event.

- Personal check
- Company check for \$ _____ made payable to the VSCPA

Credit card:

   

Amount \$ _____
Name on card _____
Card number _____
Expiration date _____
Today's date _____
Authorized signature _____

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Respond before Friday, Feb. 10, 2012

To take advantage of the full benefits of sponsorship, please submit your sponsor sign-up form no later than Feb. 10, 2012, to:

Kathleen Cunningham, Virginia Society of CPAs,
4309 Cox Road, Glen Allen, VA 23060
Fax: (804) 273-1741 • Email: kcunningham@vs CPA.com

(If you miss the Feb. 10 deadline but still wish to sponsor, please contact Kathleen Cunningham at kcunningham@vs CPA.com or (804) 612-9401 to find out if opportunities are available.)



A special thanks to our generous 2011 sponsors!

Founding Sponsor

Baker Tilly

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Etiquette Luncheon Sponsor

Cotton & Company

Hospitality Sponsor

RyanSharkey

Valedictorian Sponsor

Cherry, Bekaert & Holland

Salutatorian Sponsor

KPMG

Dean's List Sponsor

Deloitte

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Dean's List Sponsor & Meet the Firms Exhibitor

Johnson Lambert & Co.

McPhillips, Roberts & Co.

Yount, Hyde & Barbour

Meet the Firms Exhibitor

Becker Professional Review

Kearney & Company

National Association of Black Accountants

PBGH

U.S. Government Accountability Office

Virginia Auditor of Public Accountants

Watkins Meegan