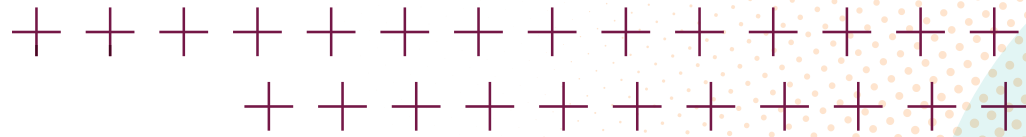


Partner with the VSCPA



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About VSCPA



The Virginia Society of Certified Public Accountants (VSCPA) is the leading professional association in the Commonwealth dedicated to empowering our members and all Certified Public Accountants (CPA) to thrive.

As the premier organization for CPAs and accounting professionals in Virginia, the **VSCPA is looking for exclusive partners** that have a shared values and commitment to driving innovation, enhancing our member value and supporting the VSCPA2025 strategic plan.

The accounting landscape is changing rapidly. New opportunities and challenges are fundamentally changing how businesses operate. Businesses are rethinking their strategies for tax, accounting and finance departments. Engaging with the VSCPA will enable you to offer solutions to decision makers in all industries.

About VSCPA

The VSCPA is committed to the success of our members and the CPA profession. Our members trust us to work with organizations committed to the same values and principles.

Our *Mission*:

The VSCPA empowers our members to thrive.

Our *Vision*:

The CPA profession will be known for its dynamic culture of innovation and inclusivity, visionary leadership, trusted expertise and stellar reputation.

To meet those goals, we launched our VSCPA2025 strategic plan that is centered on four bold strategies that are the bedrock of all we do.



> Create a *culture* of learning

- Continuous learning
- Enhance leadership skills and technical competencies of CPAs
- Elevate their ability to provide the highest value, influence and impact
- Future-forward professional education for our members



> Drive *innovation* and *vision*

- Understand and embrace the latest innovations
- Empower members with the knowledge needed to grow their innovative and visionary leadership
- Help members adapt to rapidly changing technologies
- Show how to best leverage trends to remain indispensable in the business climate of the future



> Influence *students* to become CPAs

- Educating and motivating the best and brightest to enter the CPA profession
- Collaborating with colleges to foster a CPA culture on campus
- Promoting accounting careers to younger students



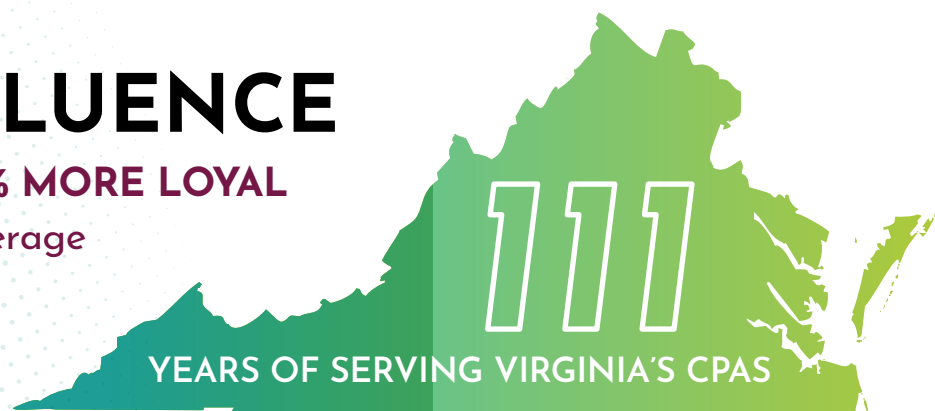
> Advocate for CPAs' *interests*

- Advocate for Virginia CPAs in legislative and regulatory arenas
- Protect their longstanding reputation
- Provide a unified voice to eliminate unnecessary challenges and barriers

About VSCPA

Trust = INFLUENCE

VSCPA members are **50% MORE LOYAL**
to VSCPA vs. industry average



30% of members have been a
VSCPA member for **20+** years

Audience

17,000+ members & customers

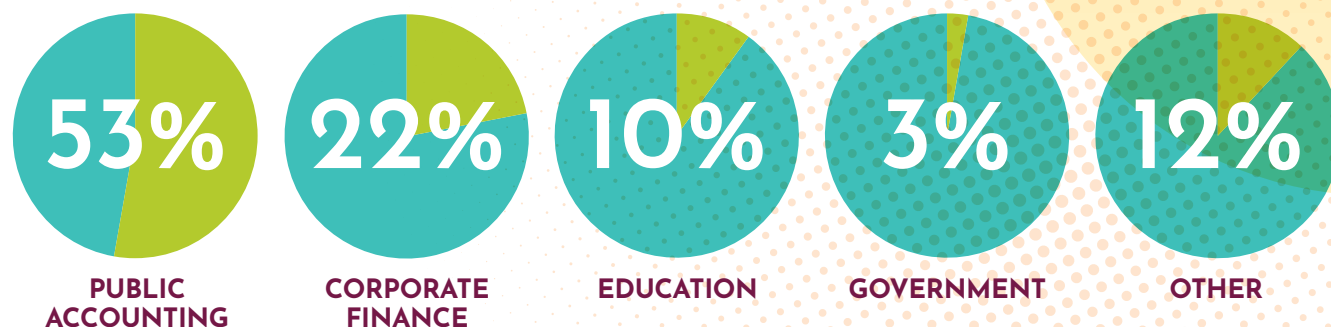
65% of members own or work for
employers of 50 employees or less

65% of members are influencers
or decision makers

- 50% members are decision makers in executive
or management level positions
(CEOs, CFOs, partners, business owners, managers)
- 15% members are influencers in decision making process
(firm administrators, human resources, senior staff, consultants)

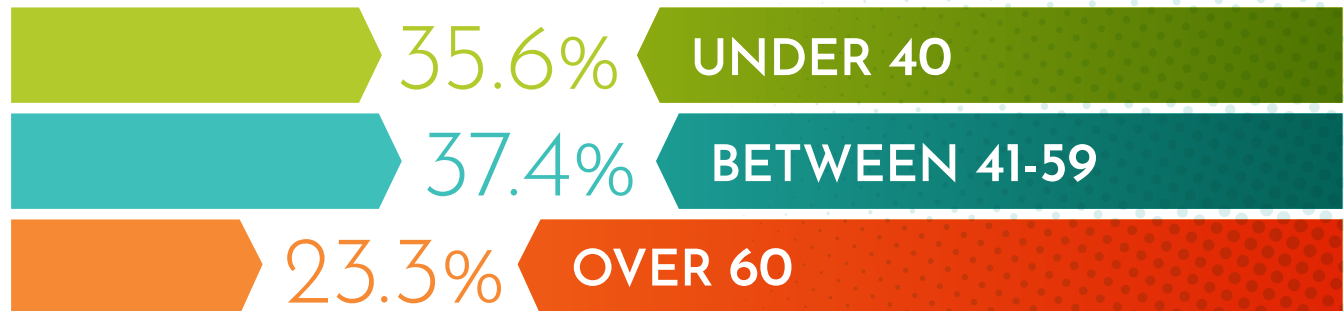


REACH *in all* INDUSTRIES IN VIRGINIA



About VSCPA

AGE *of* VSCPA MEMBERS



Top Locations



Top Titles



About Partnerships

The VSCPA offers a variety of opportunities designed to help you reach and build relationships with Virginia's leading accounting and finance professionals and business leaders. Choose one of our packages or create a custom package of your own.

Maximize Your Reach

- Gain widespread exposure to VSCPA members and customers by becoming a Strategic Partner.
- Highlight your commitment to industry hot topics by becoming an Innovation, Diversity & Inclusion or Student & Future CPA Partner.
- Share your thought leadership through sponsored content and our partnership programs.
- Take advantage of our retargeting advertising opportunities to reach 17,000+ members and customers.



About Partnerships

Strategic Partnerships

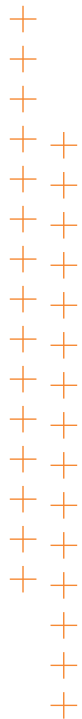
Strategic Partners benefit from various incentives and recognition opportunities, including hyperlinked logos on the VSCPA website and promotion as thought leaders. Partners are subject to vetting and approval to ensure goals align with VSCPA priorities.

Our partners offer their leadership through reach, retention, revenue, ROI, relevance and reputation. By becoming a VSCPA partner, you will be promoted as a top resource for Virginia CPAs. Strategic partnerships offer the highest visibility to VSCPA members and customers through thought leadership, networking, advertising, event sponsorship and participation.

Partnership packages start at \$5,000.

VSCPA Partners

must commit to the following values:



Member Value: Provide VSCPA member value in the form of learning, engagement, resources or discounts.

Reputation: Client references must be provided during the application process.

Risk Management: Disclose any current or previous civil, criminal or regulatory matters to the VSCPA.

Innovation: Have a culture of innovation and drive to impact the workplace of the future in the areas of emerging technologies, technological efficiencies, workplace culture, leadership development or organizational development.

Solution-Driven: Your product or service must be a solution to a member need or industry challenge.

Shared Investment: We are both working together for a goal. Win, win, win.

Thank you to our current Partners!



Hot Topic Targeted Packages

Interested in reaching a particular audience? **Position yourself as an industry leader supporting one of the priority areas in the CPA profession.** Each year the VSCPA produces a variety of programs and events to deliver our 2025 strategic priorities, target specific audiences and advance special areas of interest in the profession. Becoming a sponsor in these areas allows you to support the profession and gain access to members with the same priorities and goals.

Innovation Package:

The accounting landscape is changing rapidly. New opportunities and challenges are fundamentally changing how businesses operate. The VSCPA launched our Center for Innovation to help our members be future-ready and drive the CPA profession forward. It offers cutting-edge learning, engaging programming and a wealth of resources in technology and talent development.

Our Innovation Package shows your commitment to innovation, positions you as a change agent and helps the VSCPA drive the profession and our members forward.

Package highlights include:

- Recognition as a premier VSCPA Innovation Partner.
- Sponsorship opportunities to connect you with attendees at signature programs like our CPA LEADx, Leaders' Summit or a VSCPA signature event of your choice.
- Thought leadership opportunities like hosting a VSCPA innovation webinar, providing sponsored content in our magazine and online publications.



Diversity, Equity & Inclusion Package:

Diversity, equity and inclusion is one of the VSCPA's core organizational values as we strive to foster an environment that respects and reflects a diversity of people, cultures and perspectives. The evidence is clear that businesses with diverse talent are far more innovative and achieve greater financial results, and it's a critical focus for future relevancy of the CPA profession.

Our Diversity & Inclusion Package shows your commitment to diversity, driving this important initiative in the CPA profession and helps the VSCPA and our members make an impact.

Hot Topic Targeted Packages

Package highlights include:

- Sponsorship opportunities to connect you with attendees at signature programs like our Women's Leadership Forum (sold out last year), Virtual Career Showcase for students and the Ruth Coles Harris Advancing Diversity & Inclusion Award.
- Thought leadership opportunities like hosting a VSCPA diversity and inclusion webinar and providing sponsored content in our magazine and online publications.
- Recognition as a VSCPA Diversity, Equity & Inclusion Partner.

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Students & Future CPAs Package:

A strong pipeline of future CPAs is critical to the profession's success. The VSCPA will strive to ensure the profession remains viable in a highly competitive global workforce.

Our Student & Future CPAs Package provides you exposure to Virginia accounting students and educators and demonstrates your commitment to ensuring a strong pipeline of future CPAs.

Package highlights include:

- Sponsorship opportunities to connect you with attendees at signature programs like our Accounting Educators' Exchange, VSCPA programs for college students, CPAs in the Classroom for middle and high school students, CPA LEADx for new and emerging CPAs and our Virtual Career Showcase.
- Thought leadership opportunities like providing sponsored content in our magazine and online publications and/or specific content targeting educators and students.
- Recognition as a VSCPA Student & Future CPAs Partner.

For more information about
our partnership packages
visit vscpa.com/partnership.

Sponsorship Opportunities

VSCPA Event Sponsorships

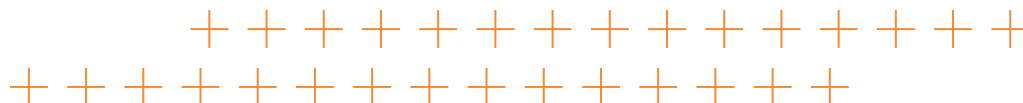
Connect directly with hundreds of accounting professionals at our premier learning events by becoming an event sponsor. Expand your impact with options to introduce a speaker and to distribute branded materials to all conference attendees.

All Event Sponsorship Packages include:

- Logo on all marketing and communications
- Verbal recognition
- Presence at the event (online and/or in-person)
- Complimentary registrations (2)
- Attendee list

**Sponsorship
Packages
start at \$1,000.**

* Customized sponsor packages are available.



Join us at one of our Featured Signature VSCPA events:

Business & Industry Virtual Conference

MAY 24-26 | ONLINE



Advertise



Sponsor



Exhibit



Content



Network



Speak

This three-day signature conference addresses important issues facing CPAs and the future of corporate finance including technical skills, current affairs, innovation, and talent development.

Audience: 300+ CPAs
working in or with clients
in business and industry

**Investment starts
at \$1,000.**

Sponsorship Opportunities

Forensics & Valuation Services Conference

SEPTEMBER 29-30 | RICHMOND* & ONLINE



Sponsor



Content



Network



Speak

Over the course of two days, sessions will include topics ranging from valuation reporting and courtroom communication to estate/gift tax laws and economic loss.

Audience: 100 CPAs in business valuation and fraud

Investment starts at \$1,000.

Virginia Accounting & Auditing Virtual Conferences

NOVEMBER 17-19 | ONLINE



Advertise



Sponsor



Content



Network

Co-sponsored by the VSCPA and Virginia Tech, this popular conference features industry-leading speakers providing updates on auditing, tax, accounting and more. The event is trusted by more than 500 accounting professionals each year for timely and quality CPE.

Audience: 400+ CPAs in public accounting, industry, government and education

Investment starts at \$1,500.

Sponsorship Opportunities

Women's Leadership Forum

DECEMBER 8 | RICHMOND* & ONLINE



Sponsor



Content



Network



Speak

The Women's Leadership Forum is VSCPA's signature event promoting female empowerment in and out of the workplace. An interactive forum designed to educate, inspire and champion change on behalf of women. A one-day event designed to cultivate high-potential and high-performing female employees.

Audience: 130+ female CPAs and financial professionals who are leading the way in the accounting profession.

Investment starts at \$1,000.

Don Farmer Tax Seminars

DECEMBER 13-15 | WILLIAMSBURG* & ONLINE



Advertise



Sponsor



Exhibit



Content



Network

Don Farmer Tax Seminars is one of the VSCPA's premier events with more than 500 attendees over the three-day event. CPAs and tax professionals from all over the state attend this annual event.

Audience: CPAs in industry and private practice

Investment starts at \$2,000.

**We're constantly monitoring the rapidly-changing impact of COVID-19 and will be making firm decisions about in-person events throughout the year.*

Sponsorship Opportunities



Full VSCPA Sponsorship Calendar

› May

Virginia Distinguished Awards
Virtual Leaders' Summit
Business and Industry Virtual Conference

› June

Accounting Educator's Virtual Exchange

› July

Virginia Beach Retreat

› September

Forensics & Valuation Services Conference

› November

Virginia Accounting & Auditing Virtual
Conference

› December

CPA LEADx
Don Farmer Tax Seminars
Women's Leadership Forum

Visit vscpa.com/Sponsor for a full list
of sponsorship and exhibitor opportunities.

Business & Industry Virtual Conference



MAY 24-26, 2021 | ONLINE

The VSCPA Business & Industry Virtual Conference attracts over 300 CPAs working in or with clients in business and industry who are interested in industry trends, innovation, exchanging ideas, and the latest products and new processes. Attendees will learn technical, strategic and real-world knowledge to help facilitate growth, increase productivity and keep connected in their business.

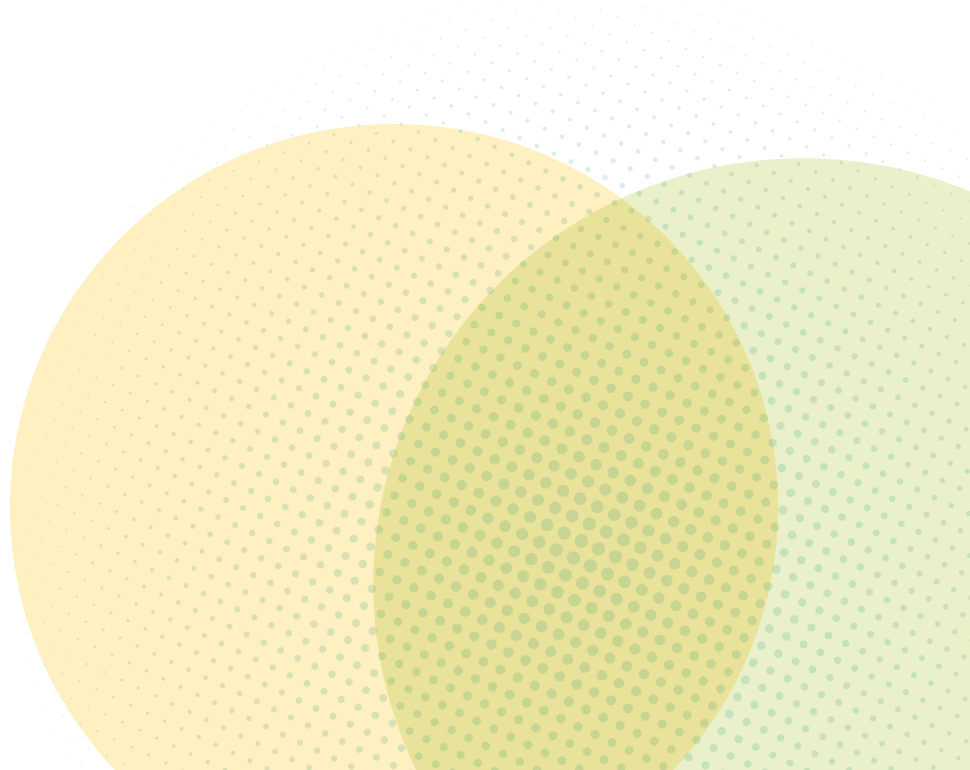
NEW Virtual Event Platform! Offers you the opportunity to interact with attendees through a virtual exhibit hall, exhibit booths, company logos and listings, demos, roundtable meetings, and one-on-one live chats. In addition, you'll be able to provide resourceful content including videos, blog post, or PDFs, and will have access to the leads generation allowing you to view who visited your booth, downloaded content, and more.

Attendees include:

- 49% Corporate Finance (Manager/Supervisor, Controller, CFO, Director, Staff)
- 17% Public Accounting (Partner/Principal/Shareholder, Manager/Supervisor, Director, Staff)
- 14% Other
- 12% Education
- 8% Government

Top Interests:

- Leadership
- Taxation
- Financial Planning
- Technology
- Fraud
- Practice Management



Business & Industry Virtual Conference

All sponsors get:

| PRICE | Gold Sponsor
\$2,500 | Silver Sponsor
\$1,500 |
|---|---|---|
| PRE-EVENT EXPOSURE | | |
| Your company promoted in all event marketing |  |  |
| Exhibitor listing on VSCPA website and virtual platform |  |  |
| Social media promotion |  |  |
| Pre-event attendee list, including the names and postal addresses of participants (w/ opt-in email addresses) |  |  |
| EVENT PRESENCE | | |
| Virtual exhibit hall booth |  |  |
| Conference registrations, including CPE credit | Up to four tickets | Up to two tickets |
| Placement on the event home page |  |  |
| Roundtable meetings at booth: One-on-one/small group meetings and demos |  |  |
| Discount/incentive/giveaway for attendees that can be included in your exhibit booth |  |  |
| Leads generation (visitors and email addresses) |  |  |
| POST-EVENT MARKETING | | |
| Recognition in the follow up event email to attendees |  |  |
| Post-event attendee list, including the names and postal addresses (w/ opt-in email addresses) |  |  |

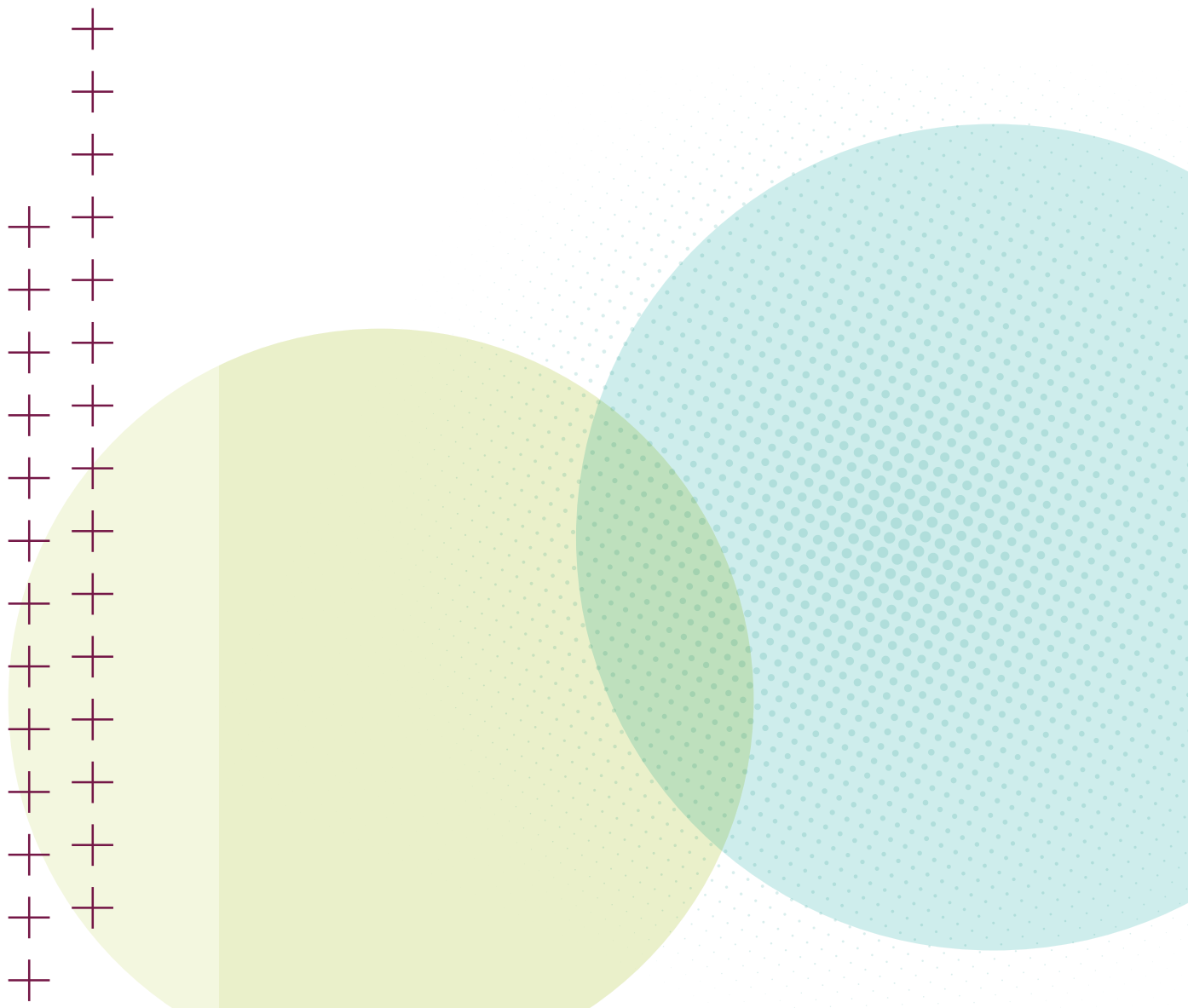
Business & Industry Virtual Conference

Exclusive benefits for Gold sponsors:

- Enhanced access and features on the virtual exhibit hall and booth
- Sponsored content in The Account (bi-weekly VSCPA e-newsletter)
- Exclusive pre-event email from sponsor to attendees
- “Solution Tip” provided by your company included in marketing emails

Virtual Exhibit Hall Booth: \$1,000

- Virtual exhibit hall booth
- Your company promoted in all event marketing
- Exhibitor listing on VSCPA website and virtual platform
- Post-attendee list (with opt-in email addresses)



Don Farmer Tax Series

DECEMBER 13-15, 2021 | WILLIAMSBURG* & ONLINE

Don Farmer Tax Series attracts more than 500 CPAs and tax professionals from all over the state. These programs will review current year developments and planning ideas affecting individual, corporate and business income taxation.

By becoming a sponsor, you will have the opportunity to make solid contacts, build lasting relationships and generate qualified sales leads from all sectors of the accounting profession.

Attendees include:

- 59% Public Accounting (Partner/Principal/Shareholder, Manager/Supervisor, Director, Staff)
- 22% Corporate Finance (Manager/Supervisor, Controller, CFO, Director, Staff)
- 10% Other
- 6% Education
- 3% Government

Top Interests:

- Taxation
- Financial Planning
- Practice Management
- Nonprofit
- Leadership
- Fraud

Silver Sponsor: \$2,000

- Your company promoted in all event marketing
- Logo on VSCPA event page, social media outlets, on-site signage and during virtual sessions
- Two (2) conference registrations
- 6' Exhibit table with two chairs
- Recognition of company's name in announcements during event
- Company listed on the Exhibitor Resource Page including company description, contact information, posted content and media
- Attendee list, including opt-in email addresses

Next level benefits for Gold Sponsor: \$3,000

- Sponsored content in The Account (bi-weekly VSCPA e-newsletter)
- Use social media to promote participation before and during the conference.
- "Solution Tip" provided by your company included in marketing emails
- Exclusive pre-event email created by sponsor, deployed by VSCPA to all registered attendees

Ask about additional sponsorship including breaks, receptions, and speaking opportunities

Award Sponsorships

VSCPA Distinguished Awards

May 13, 2021 | Online

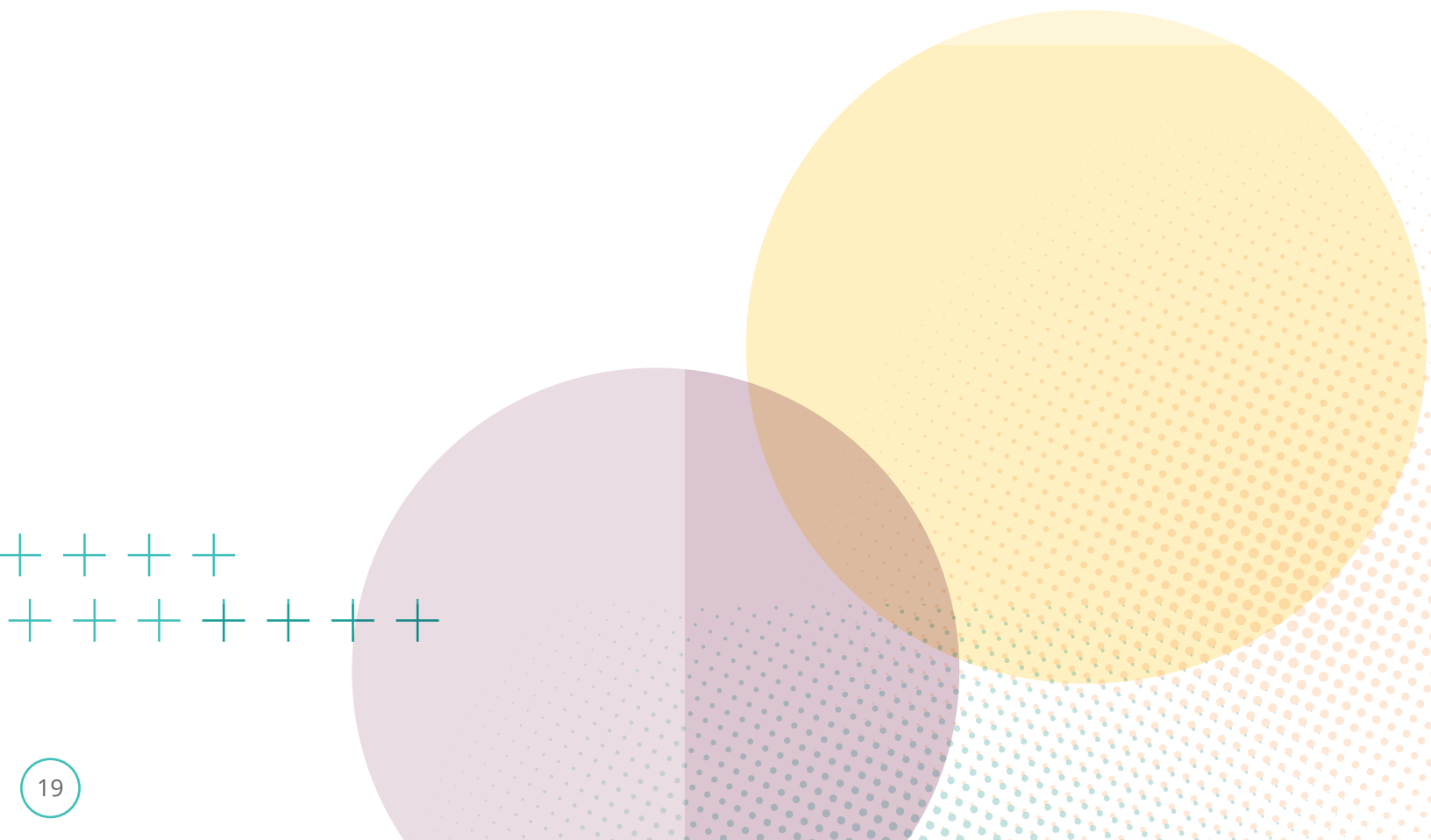
Our Virginia Distinguished Awards celebrate the hard work, dedication and accomplishment of becoming a CPA and honor our annual award winners, like our Outstanding Member and Top 5 Under 35, as well as the Ruth Coles Harris Advancing Diversity & Inclusion award winner. Don't miss this exciting opportunity to support the CPA profession and connect with leaders in the industry by becoming a sponsor.

Premier Event Sponsor | \$5,000 (*one opportunity*)

Our exclusive sponsorship opportunity, the Premier Event Sponsor level, gives your organization the maximum exposure to industry leaders and key decision makers.

Ruth Coles Harris Advancing Diversity & Inclusion Supporting Sponsor | \$1,500 (*multiple opportunities*)

Recognizes a VSCPA member who champions diversity and inclusion in the field of accounting.



Award Sponsorships

Women to Watch Awards

Presented at the Women's Leadership Forum

December 8, 2021 | Richmond* & Online

The VSCPA will host the second annual Women to Watch Awards, presented during our Women's Leadership Forum. These awards recognize women who promote a work environment that provides opportunities for the successful integration of their personal and professional lives and the advancement of women to positions of leadership within the accounting profession.

Keynote Speaker Sponsor: \$5,000 (exclusive)

Show your support of female leadership and professional development while gaining exposure to potential customers by becoming a sponsor.

Women to Watch Award Sponsor: \$2,500

The winners of the Women to Watch awards will participate in a panel discussion session during the event. You will receive recognition as a supporter of the VSCPA Women to Watch award and diversity and inclusion in our industry. Your logo will appear on the Women to Watch awards.

Break Sponsor: \$2,500

Opportunity to provide a 30–60 second video during a break.

Supporting Women's Leadership Sponsor: \$500

Highlight your firm's dedication and commitment to female leadership and professional development in the profession.



Advertising Opportunities

NEW! VSCPA Knowledge Hub

We're excited to bring you a new lead generation service called the 'Knowledge Hub' on vscpa.com, which delivers qualified leads from content marketing in real time.

Why VSCPA Knowledge Hub?

- Engage with more than 16,000 accounting professionals.
- Utilize a turn-key, world-class lead generation platform to expand your company reach.
- 100% LEAD EXCLUSIVITY — Leads are 100% exclusive and will never be shared or resold.
- NO RISK — Available for purchase on a cost-per-lead model. Only pay for the leads you receive.
- Knowledge Hub e-newsletters delivered straight to members' in-boxes on a monthly basis.

| 90-Day Trial Package Pricing | Cost per lead |
|---|---------------|
| PRE-APPROVED BUDGET OF \$2,500
Up to 50 leads | \$50 CPL |
| PRE-APPROVED BUDGET OF \$4,000
Up to 100 leads | \$40 CPL |
| PRE-APPROVED BUDGET OF \$7,000 OR MORE
200+ LEADS | \$35 CPL |

**Above pricing is standard form. Custom form available for an additional fee. vscpahub.com*

NEW! Retargeting

Retargeting provides the opportunity to target exactly the customer you want to reach and to build brand awareness and convert new customers. With retargeting, you follow CPAs and finance professionals around the web — starting with vscpa.com. After they visit the VSCPA site, they will see your ad on nearly any website they visit. This guarantees access and sustained exposure to your audience.

| Package | Number of Impressions | Cost |
|-----------------|-----------------------|---------|
| SILVER | 25,000 | \$2,500 |
| GOLD | 65,000 | \$5,000 |
| PLATINUM | 125,000 | \$7,500 |

Advertising Opportunities

Multi-Channel Advertising Bundles

The VSCPA offers a wide variety of advertising opportunities in our print and digital publications to make sure your business is part of the conversation among industry leaders. If you're interested in extending your reach and maximizing your exposure to our audience, we offer discounted, multi-channel advertising bundles that provide multiple touchpoints to increase your return on investment. These include:

- Sponsored Content
- Disclosures Magazine
- The Account E-Newsletter
- VSCPA Website
- Connect Members-Only Online Community
- Leading Forward Podcast

Sponsored Content

The VSCPA understands companies create valuable content that can enhance CPAs' success. Choose a topic and provide articles in Disclosures quarterly magazine and/or The Account bi-weekly e-newsletter to showcase your thought leadership and expertise to accounting professionals. Your organization name will be included as content provider and all sponsored content will be clearly marked as paid content.

| Page | 1x |
|--|---------|
| DISCLOSURES ADVERTORIAL 1 PAGE*
Article length approximately 400–500 words | \$2,000 |
| DISCLOSURES ADVERTORIAL 2 PAGES*
Article length approximately 800–1,000 words | \$3,000 |
| THE ACCOUNT E-NEWSLETTER SPONSORED CONTENT*
Block will include title and link to the article online.
No word limit. | \$500 |

More than two full pages in Disclosures are available; contact the VSCPA for more information.

** VSCPA reserves the right to review and approve all content before program launch. Edits may be made to conform with VSCPA style standards.*

Advertising Opportunities

Disclosures Magazine Advertising

The official quarterly magazine of the Virginia Society of CPAs, Disclosures provides timely professional content of interest to CPAs, accounting firm managers and executives, management consultants and business professionals. With a focus on Virginia-specific issues, Disclosures promotes innovation and explores trends affecting today's future-forward accountants.



STATISTICS

- Led by an Editorial Task Force of CPAs and staff
- Full-color, 40-page magazine sent quarterly
- Circulation: 13,500
- Readership: 45% public accounting
21% corporate finance

| ISSUE | Winter | Spring | Summer | Fall |
|-------|--------|--------|--------|------|
|-------|--------|--------|--------|------|

Cover and Inside Page

| AD SIZE | 4X | 1X |
|--------------|---------|---------|
| Back cover | \$1,825 | \$2,035 |
| Inside cover | \$1,750 | \$1,940 |
| Full page | \$1520 | \$1,695 |
| 1/2 page | \$1,135 | \$1,260 |
| 1/3 page | \$915 | \$1,010 |

Classifieds

| | First 40 Words | Each Additional Word |
|----------------------|----------------|----------------------|
| VSCPA MEMBERS | \$30 | \$0.99 |
| NONMEMBERS | \$45 | \$1.25 |

Advertising Opportunities

Digital Advertising

E-Newsletter

The Account is the VSCPA's bi-weekly digital news vehicle, highlighting feature articles from Disclosures magazine, timely professional news, important legislative updates and articles tailored specifically to recipients' interests.



STATISTICS

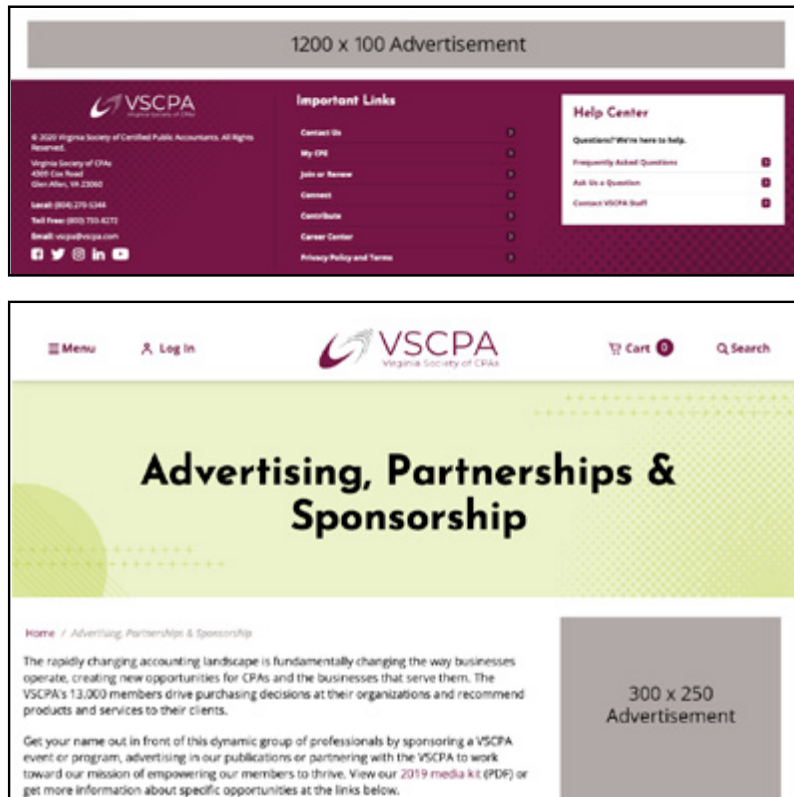
- Twice-monthly distribution to more than 11,000
- 24% open rate
- 14% clickthrough rate

E-Newsletter Rates

| NUMBER OF MONTHS | 6+ | 2-5 | 1 |
|------------------|-------|-------|-------|
| RATE PER MONTH | \$450 | \$500 | \$550 |

Advertising Opportunities

Website



Audience

Virginia CPAs and finance professionals from all types of industries, including public accounting, corporate finance, consulting, government, nonprofit/association and education, as well as public visitors.

STATISTICS

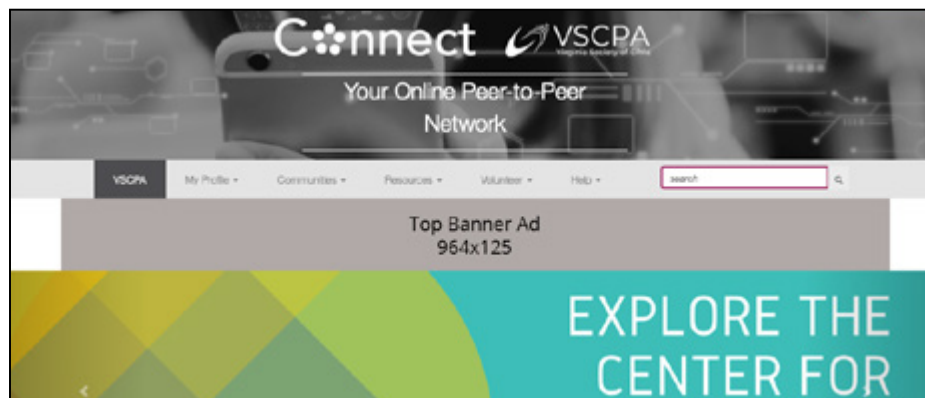
- 21,000 monthly visitors
- 100,000 page views each month

Ads and Rates

| Placement | Rate Per Month | | |
|----------------------|----------------|-------|-------|
| | 6+ | 2-5 | 1 |
| HOMEPAGE | \$450 | \$500 | \$550 |
| INTERNAL PAGE | \$400 | \$450 | \$500 |

Advertising Opportunities

Connect Online Community



Connect, **connect.vscpa.com**, is the VSCPA's premier online community, where members discuss tax and accounting issues with each other, offer solutions to member questions and more. Connect is a great way to directly reach CPAs in Virginia, right where they're having real conversations.

Advertising on Connect provides you with exposure on the most active pages our members visit daily, allowing you to target over 13,500+ CPAs and accounting professionals.

STATISTICS

- 12,420 subscribers to open forum community
- 4,107 subscribers to tax community
- 100,000 page views each month
- 13,300 posts
- 375,000 views

Connect Ad Packages and Rates

| Placement | Rate Per Month | | |
|---|----------------|-------|-------|
| | 6+ | 2-5 | 1 |
| HOMEPAGE PACKAGE
Ad appears at the top of the Connect homepage, on thread pages and in email digest, and links to your website. | \$450 | \$500 | \$550 |
| FORUM PACKAGE
Ad appears at the top of each Connect forum page, on thread pages and in email digest, and links to your website. | \$400 | \$450 | \$500 |

Visit vscpa.com/advertise for a full list of advertising opportunities, specs and deadlines.

*Rates are per ad. Members receive a 10 percent discount.

Interested in learning more? Contact Partnership & Event Specialist Veronica Boyett at vboyett@vscpa.com or (804) 612-9406.

* All advertising, partnership and sponsorship package offerings are based on availability. The VSCPA will work to find a comparable replacement if a specific offering is unavailable.