

SPONSORSHIP PROSPECTUS

Elevate: Women's Leadership Forum 2027

Put your brand in front of California's most engaged CPAs.

May 6–7, 2027

M Social Hotel · Sunnyvale, California

Sponsorship deadline: **April 9, 2027**

Join us in Sunnyvale

Taking place May 6–7, 2027, at the M Social Hotel, this premier in-person opportunity gives you the chance to connect with CPAs and professionals at all career levels. As a sponsor, you increase brand visibility and showcase your products and services to a highly engaged, industry-focused audience. Sponsorship includes meaningful face-to-face engagement.

2 days

Of in-person access to attendees

All levels

From emerging leaders to firm partners

Statewide

California's CPA community in one room

Who you'll meet

Elevate draws CPAs and accounting professionals at every stage of their careers — future leaders being invested in by their firms, managers and senior managers stepping into leadership, and the partners, controllers and CFOs who make buying decisions for their organizations. They come for two days of leadership development, and they spend that time talking to each other and to you.

Why sponsor Elevate

- **A room that wants to be there.** Attendees choose Elevate for their own development, which means they arrive open, curious and ready to connect.
- **Face time, not just a logo.** Silver level and above includes an exhibit booth and the chance to share meals, breaks and receptions with attendees.
- **The only audience like it.** CalCPA is the largest state CPA society in the United States and the single most direct path to California's CPA community.
- **Association with a trusted name.** Sponsoring Elevate aligns your brand with the organization California CPAs turn to for education, community and advocacy.
- **Room to build on it.** Add-on packages let you own a moment of the event — a dinner, the awards, the headshot studio — instead of blending into the signage.

Deadline: Sponsorship commitments are due **April 9, 2027**. Levels and add-ons are limited and sell on a first-come basis.

Sponsorship levels

Four levels, each building on the last. Compare what's included and pick the level of presence you want in the room.

	Bronze	Silver	Gold	Platinum
Sponsor fees	\$2,500	\$5,000	\$10,000	\$20,000
Complimentary registration(s) including booth staff	0	1	2	3
Logo on event page and in email promotions	✓	✓	✓	✓
Verbal acknowledgment during event	"All sponsors"	"All sponsors"	"All sponsors"	By company name
Ad in conference eBook	Half-page ad	Half-page ad	Full-page ad	Full-page ad
Ad in the transition slides that play during breaks	Shared slide	Shared slide	Full slide	Full slide
Opportunity to enjoy meals, breaks and receptions with attendees	—	✓	✓	✓
Exhibit booth (6-foot table)	—	✓	✓	✓
Attendee event registration list (pre and post event)	—	—	✓	✓
60 sec video to play during breaks	—	—	—	✓
Speaking opportunity*	—	—	—	✓

*Moderator, panelist, break, or session speaker depending on opportunity and availability.

Choosing a level

- **Bronze — \$2,500.** Brand presence at the event and in promotions, plus ad placement in the eBook and break slides.
- **Silver — \$5,000.** Adds a 6-foot exhibit booth, a complimentary registration, and time with attendees at meals, breaks and receptions. Unlocks all add-on packages.
- **Gold — \$10,000.** Adds the pre- and post-event attendee registration list, a full-page eBook ad, a full break slide, and a second registration.
- **Platinum — \$20,000.** Top-tier presence: acknowledgment by company name, a 60-second video during breaks, a speaking opportunity, and three registrations.

Sponsor add-on packages

Own a moment of the event. These add-ons are available to Silver sponsorships or higher, and quantities are strictly limited.

Package	Investment	Available	What's included
W2W Awards Sponsor	\$10,000	2 available	Recognition as a sponsor in all materials and promotions. Stage time during the awards ceremony (optional).
Lunch Sponsor	\$3,000	1 available	Company branding on table tents and signage by lunch.
Professional Headshots	\$3,000	1 available	Includes signage and quick verbal recognition by CalCPA — thank you to our headshot sponsor.
Activation Station Sponsor	\$3,000	2 available	Your table placed next to or adjacent to an activation station, with your signage on the table.
Empowerment Brunch Sponsor	\$2,500	1 available	Help support ABWA and the next generation of CPAs, while getting to know the firms that support them.
Morning Mimosas	\$2,500	1 available	Signage and verbal recognition for sponsorship.
VIP Room Sponsor	\$2,000	2 available	Access to the VIP Room with VIP guests. Includes promotional material on tables in the VIP Room and signage by the VIP Room door.
Curated Dinner	\$1,750	3 available	A great way to get one-on-one time with attendees. CalCPA coordinates invites, promotion and registrations. Sponsors are responsible for coordinating transportation, reservations, food and all costs.
Morning Activity (Yoga)	\$1,500	1 available	Signage and verbal recognition for sponsorship.

Reserve your sponsorship

Tell us the level you want and we'll hold it. Commitments are due **April 9, 2027**, and limited add-ons go in the order they're claimed.

advertising@calcpa.org

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