

SPONSORSHIP PROSPECTUS

Members Club Summit 2027

Two days with the CPAs who set direction for their firms.

July 27–28, 2027

The Westin Anaheim Resort · Anaheim, California

Sponsorship deadline: **April 9, 2027**

Join us in Anaheim

Taking place July 27–28, 2027, at The Westin Anaheim Resort, this premier in-person event brings together the CPAs shaping the future of the profession — from emerging leaders to managing partners and firm decision-makers. As a sponsor, you get face-to-face access to influential, career-driven CPAs who set direction for their firms and teams.

2 days

Of in-person access to attendees

Decision-makers

Managing partners, firm leaders and emerging leaders

Statewide

California's CPA community in one room

Who you'll meet

The Summit draws CPAs at every stage of their careers, with a concentration of the people who sign the contracts: managing partners, firm leaders and the emerging leaders their firms are investing in. They come to talk strategy, technology, talent and the direction of the profession — which makes them unusually receptive to the companies that serve them.

Why sponsor the Summit

- **The buyers are in the room.** This is a firm-leadership audience, not a general CPE crowd — the attendees who set budgets and pick vendors.
- **Face time, not just a logo.** Gold and Platinum include an exhibit booth and time with attendees at meals, breaks and receptions.
- **The only audience like it.** CalCPA is the largest state CPA society in the United States and the most direct path to California's CPA community.
- **Association with a trusted name.** Sponsoring the Summit 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 CPE session, a curated dinner, the firm awards — 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

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

	Bronze	Gold	Platinum
Sponsor fees	\$5,000	\$10,000	\$20,000
Complimentary registration(s) including booth staff	2	3	4
Logo on event page and in email promotions	✓	✓	✓
Verbal acknowledgment during event	"All sponsors"	"All sponsors"	By company name
Ad in conference eBook	Half-page ad	Full-page ad	Full-page ad
Ad in the transition slides that play during breaks	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 — \$5,000.** Two registrations, brand presence at the event and in promotions, plus ad placement in the eBook and break slides.
- **Gold — \$10,000.** Adds a 6-foot exhibit booth, time with attendees at meals, breaks and receptions, the pre- and post-event attendee registration list, a full-page eBook ad, a full break slide, and a third registration.
- **Platinum — \$20,000.** Top-tier presence: acknowledgment by company name, a 60-second video during breaks, a speaking opportunity, and four registrations.

Sponsor add-on packages

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

Package	Investment	Available	What's included
Firm Awards Sponsor	\$15,000	1 available	VIP lounge access. Interview with firm partners (availability for calls required). Access to the Legacy Dinner. Stage time during the awards ceremony (optional).
Session Sponsor	\$4,000	2 available	50-minute CPE session (content must be preapproved for CPE). Recognition on promotional materials.
Lunch Sponsor	\$3,000	1 available	Company branding on table tents and signage by lunch.
Activation Station Sponsor	\$3,000	3 available	Your table placed next to or adjacent to an activation station, with your signage on the table.
VIP Room Sponsor	\$2,500	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	\$2,000	5 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.
Breakfast Insights Session	\$2,000	8 available	Three-hour session during breakfast, with a 20-minute presenting spot for each sponsor.
Morning Activity	\$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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