



IN
CPA
SOCIETY

WORKING TOGETHER

A SPONSORSHIP PROPOSAL
2024-25

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ABOUT INCPAS

Our Mission

To enhance the professional success of our members while respecting the public interest; to encourage and facilitate the adherence to high ethical and professional standards; to facilitate relationships that will benefit our members; to promote a better understanding of services rendered by CPAs; and to represent our profession.

Diversity, Equity and Inclusion

The Indiana CPA Society represents nearly 6,000 members from multiple races, cultures, creeds, ethnicities, genders, identities and ages. As such, the Society denounces all forms of racism, discrimination and intolerance. Diversity, equity and inclusion are part of our core values, and we expect our staff, leaders and members to act inclusively in their everyday interactions.

Our commitment to increasing diversity, equity and inclusion in the accounting profession is a key component of our ongoing advocacy efforts on behalf of current and future members.

Strategic Priorities

Diversity, Equity and Inclusion:

Cultivate workplace cultures that prioritize diversity, equity and inclusion.

Student Pipeline

Position accounting as a profession of opportunity with high school and college students—particularly Black and Hispanic/Latino students.

SERVICE TEAM



Ali Tonini

CAE

VICE PRESIDENT -
PIPELINE & OUTREACH

Ali Tonini, CAE, is the Indiana CPA Society Vice President of Pipeline & Outreach. She leads our Scholars, high school and college programming. She has over 17 years of experience helping to develop a pipeline of CPA professionals.



Courtney Kincaid

CAE, MPA, IOM

PRESIDENT & CEO

Courtney Kincaid, CAE, MPA, IOM, is the Indiana CPA Society President & CEO. In addition to developing strategy, she leads staff and volunteers in strengthening the public image of the profession, while enhancing the value of the CPA designation for all members.



WORKING TOGETHER

INCPAS & Your Organization

We want to offer you opportunities to help build the pipeline and position your organization as a premier employer.



2024–25 INCPAS Pipeline Benefits Sponsorship Packages

CAREER AWARENESS: HIGH SCHOOL

- ▶ High School Student Membership
- ▶ CPA Week
- ▶ High School Student eNewsletter
- ▶ INCPAS High School Student Instagram
- ▶ Center for Audit Quality (CAQ) Partnership
- ▶ Student Presentation Slides

CAREER AWARENESS: COLLEGE

- ▶ College Student Membership
- ▶ College Student eNewsletter
- ▶ Meet the Profession: Leadership Series & Networking Night
- ▶ Student Leadership Workshop
- ▶ Campus Presentations
- ▶ Student Connection Lunches
- ▶ Indiana CPA Educational Foundation Scholarships
- ▶ INCPAS Employer Guide
- ▶ College/University Faculty Resource



DEI

- ▶ INCPAS Scholars Program
- ▶ Vision 2028: Shaping the Future of Accounting

EDUCATION & NETWORKING

- ▶ Young Pros Leadership Academy (YPLA)
- ▶ CPA Candidate Resources
- ▶ Young Pros Forum
- ▶ ALPFA & NABA Joint Networking Events
- ▶ CPA Exam & Licensure Pathway Toolkits

THOUGHT LEADERSHIP

- ▶ In the Know Webinars
- ▶ Women's Leadership Forum

Sponsorship Levels

- **Contributing Partner:** \$5,000
- **Profession Partner:** \$10,000
- **Alliance Partner:** \$15,000
- **Premier Partner:** \$20,000 (An exclusive opportunity for one public accounting firm and one corporate finance employer)



Career Awareness: High School

- 1. High School Student Membership:** This free membership provides students with important information related to accounting, the CPA profession, accounting & business programs throughout the state, events, scholarships and much more.
Sponsor Benefits: Significant exposure to a targeted audience of high school students who are interested in accounting, the CPA profession, and related educational opportunities.
- 2. CPA Week:** Held in November and May, CPA Week is an INCPAS program created to help Indiana high school students better understand accounting opportunities. CPAs and CPA Candidates speak with students about the best parts of their jobs, what an average work day is like, how they make a difference in their community and more. To date, INCPAS has reached over 6,500 students.
Sponsor Benefits: Exposure to Indiana high school students interested in business and accounting. Your logo will be displayed on all program materials and communications, including on the CPA Week website and print and electronic materials.
- 3. High School Student eNewsletter:** Distributed quarterly to all high school student members and featuring important news and events, this newsletter is a quick access point to share information with student members.
Sponsor Benefits: Increased brand recognition among INCPAS high school student members. Share your firm-/organization-specific news, programs, events and internship opportunities in these newsletters. Regional and targeted messages are also available.
- 4. INCPAS Student Instagram:** Launched in the summer of 2023, a student-focused Instagram account showcases the accounting profession to students.
Sponsor Benefits: Features on the student Instagram promoting news, program and events through original posts and shares. Partners can participate in IG takeovers.
- 5. Center for Audit Quality (CAQ) Partnership:** The Indiana CPA Educational Foundation partnered with the Center for Audit Quality to support its Accounting+ initiative recognizing the gap in Black and Hispanic/Latino accounting students and professionals. Accounting+ serves as a resource to educate, encourage and facilitate the adoption of accounting as a career path.
Sponsor Benefits: Your organization will be among our recommended marketing efforts. As part of this program, we will highlight your organization and staff members, showcasing your expertise and commitment to promoting diversity and excellence in the accounting profession.
- 6. Student Presentation Slides:** These research-backed presentation slide decks are available to you and your team, year-round.
Sponsor Benefits: Depending on sponsorship level, co-branded and customized slides will be created. Examples: Logo on title slide and a slide highlighting your organization or profiling an employee.

NOTE: BENEFITS VARY BASED ON SPONSORSHIP LEVEL.

Career Awareness: College

- 1. College Student Membership:** This free membership provides college students with important information related to the CPA Exam, employers throughout the state, events, scholarships and much more. With a strategic goal to grow student membership over the next year, this audience will continue to grow.

Sponsor Benefits: Significant exposure among targeted audience of college students who are interested in accounting, the CPA profession and related educational and career opportunities.

- 2. College Student eNewsletter:** Distributed quarterly to all college student members and featuring important news and events, this newsletter is a quick access point to share information with student members.

Sponsor Benefits: Access to INCPAS college student members to share firm-/organization-specific news, programs and events in these newsletters. Special edition issues focused on internship and job opportunities will be sent in August and January. Regional and targeted messages are also available.

- 3. Meet the Profession: Networking Night:** Informal networking held in Indianapolis each January. With nearly 40 participating organizations, this event allows students to “Meet the Profession” and see how broad accounting can be.

Sponsor Benefits: Connect with high school and college students, as well as accounting educators, in a casual and engaging setting. Sponsors can meet potential future employees and position themselves as a leader in the accounting profession and will receive resumes from student participants. Profession, Alliance and Premier-level sponsors will have preferred table placement.

- 4. Meet the Profession: Leadership Series:** This is an exciting new initiative designed to empower CPA-track college students with the skills and knowledge they need to become effective leaders in the CPA profession. These sessions will provide students with a unique opportunity to learn from industry experts, engage in hands-on activities and network with other talented students. Students will not only enhance their leadership skills, but also gain a deeper understanding of the role of accounting in the business community.

Sponsor Benefits: Profession partners and above are invited to host/participate in the virtual sessions. These events will regularly be promoted to students and educators.

- 5. Campus Presentations:** The INCPAS pipeline team will visit 20+ colleges/universities in the next academic year. The team will promote the CPA profession, the CPA Exam and other topics of interest.

Sponsor Benefits: Recognized in all print and presentation materials at the 20+ college/university presentations. Premier partners will be featured on co-branded INCPAS student giveaways.

- 6. Student Connections Lunches:** Sometimes the most valuable thing in talent acquisition is a simple connection. INCPAS staff will facilitate introductions, lunches and/or virtual chats with Scholar alumni, scholarship recipients and engaged student members.

Sponsor Benefits: Alliance and Premier partners have access to students at various stages of the college experience, insight into students' interests and INCPAS staff can help connect organization leaders/recruiting teams with potential interns.

- 7. Indiana CPA Educational Foundation**

Scholarships: These renewable scholarships are awarded annually in June. Each year, five students are selected to receive \$1,500–\$2,000 scholarships.
Sponsor Benefits: Named scholarship and recognition in all scholarship promotions (application promotion, award communications and press releases).

- 8. INCPAS Employer Guide:** With over 2,000 Employer Guides distributed annually at Indiana colleges/universities, this guide features over 45+ employer profiles.

Sponsor Benefits: Receive a complimentary posting and an advertisement (size depending on sponsor level) to accompany their profile.

- 9. College/University Faculty Resource:** This new guide will be used by staff during faculty and advisory board meetings to highlight profession trends, news and opportunities.

Sponsor Benefits: Logo will be featured on the resource and recruiter contact information will be included.



DEI

- 1. ALPFA, INCPAS & NABA Joint Networking Event:** One of our best attended young pros networking events, this is a joint collaboration with members of ALPFA and NABA.
Sponsor Benefits: Logo included on all event communications and two registrations.
- 2. INCPAS Scholars Program:** INCPAS Scholars is a career awareness and mentoring program for underrepresented high school students in Indianapolis. Through a wide array of monthly career and college-prep events, Indiana students gain important skills for their future and establish long-lasting relationships with accounting professionals.
Sponsor Benefits: Up to two Scholars, provide mentor from your firm/organization.
- 3. Vision 2028: Shaping the Future of Accounting:** This event provides a unique opportunity for individuals and organizations committed to diversity, equity and inclusion to come together for a day of action and collaboration. Vision 2028 will focus on a wide range of workforce and DEI topics, as well as opportunities for networking and sharing best practices with other industry leaders.
Sponsor Benefits: Registrations and logo featured on sponsor signage.

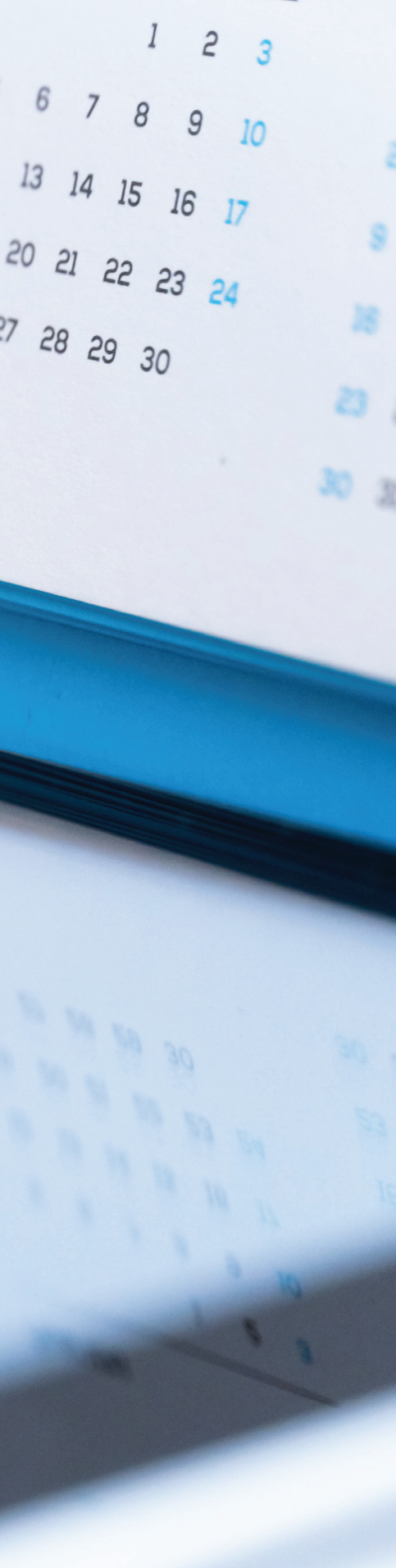
Education & Networking

- 1. Young Pros Leadership Academy (YPLA):** This free, two-year development program is designed specifically for up-and-coming leaders in the CPA profession. Whether you're a recent hire wanting to cultivate leadership skills early or a more experienced staff member seeking the next step in your career advancement—YPLA offers the in-depth assessments, discussions and training to get you where you want to be.
Sponsor Benefits: Profession, Alliance and Premier partners are guaranteed placement of one staff member in the 2024–25 YPLA class.
- 2. CPA Exam and Licensure Tip Sheets:** A resource to help students and CPA Candidates navigate the CPA Exam and licensure process. These tip sheets were accessed over 10,000 times by future CPAs in the last year.
Sponsor Benefits: Pipeline partners logos will be included on incpas.org/Exam and incpas.org/License.
- 3. Young Pros Forum:** The INCPAS Young Pros Forum (Oct. 24) is a unique opportunity for young professionals to learn, volunteer, connect and celebrate—all in one day at the Society. Throughout the day, attendees meet with fellow young pros and community leaders to learn career skills such as leadership, networking, diversity and inclusion.
Sponsor Benefits: Sponsorship and registrations for the Forum.



Thought Leadership

- 1. In the Know Webinars:** In the Know is a webinar series that counts for live CPE hours. These webinars provide timely information on hot topics, emerging trends and issues impacting the profession. A diverse range of expert speakers cover many strategic topics. INCPAS President & CEO Courtney Kincaid, CAE, gives a quarterly INCPAS update on a broader range of Society and profession topics. *Sponsor Benefits: Named sponsors for all DEI focused webinars. Profession and Alliance partners will, additionally, receive named sponsor rights for one In the Know webinar.*
- 2. Women's Leadership Forum:** Scheduled for Sept. 18, the INCPAS Women's Leadership Conference is designed for women and men who are committed to helping remove gender gaps in their organization. *Sponsor Benefits: Sponsorship and registrations for the Forum.*
- 3. Speaking Opportunities:** Throughout the year, speaking opportunities are available to pipeline partners. From the Educators Conference to prioritized CPA Week sessions and more, pipeline partners have the ability to reach students and educators both in-person and virtually. *Sponsor Benefits: Position your organization as a thought leader with accounting educators, students and parents by identifying team members to speak at various INCPAS pipeline events.*



Calendar

▶ August:

- High School Student eNews
- INCPAS Employer Guide Published

▶ September:

- Women's Leadership Forum (Sept. 18)
- College Student eNews
- INCPAS Scholars: Welcome Dinner
- Campus Presentations
- Meet the Profession: Leadership Series Event

▶ October:

- Young Pros Forum (Oct. 24)
- INCPAS Scholars: College Visit
- Campus Presentations

▶ November:

- CPA Week (Nov. 4–8)
- High School Student eNews
- INCPAS Scholars: College Night
- Campus Presentations
- CPA Celebration: Successful Exam Candidate After Party
- Meet the Profession: Leadership Series Event

▶ December:

- College Student eNews
- INCPAS Scholars: Holiday Party

▶ January:

- INCPAS Scholars: Professional Session (Partner Hosted)
- Meet the Profession: Leadership Series Event & Networking Night (Jan. 23)
- Campus Presentations

▶ February:

- High School Student eNews
- INCPAS Scholars: Office Visits
- Campus Presentations

▶ March:

- College Student eNews
- INCPAS Scholars: College Visit
- Campus Presentations
- Meet the Profession: Leadership Series Event

▶ April:

- INCPAS Scholars: Walk & Talk History Tour
- Campus Presentations

▶ May:

- CPA Week (May 5–9)
- High School Student eNews
- Vision 2028
- INCPAS Scholars: Office Visits

▶ June:

- College Student eNews
- INCPAS Scholars: Office Visits
- Indiana CPA Educational Foundation Scholarships Awarded
- YPLA Placement

▶ Ongoing:

- Instagram Takeovers
- Connection Lunches
- In the Know Webinars

Sponsors will receive a personalized calendar of benefits/events based on sponsorship level.



PARTNER WITH US

NEXT STEPS

We want to offer you opportunities to help build the pipeline and position your organization as a premier employer.

INCPAS Partnership Opportunities

Thank you for investing in the future of the CPA profession. New this year, you can choose to build the talent pipeline in four ways. As a DEI Sponsor, you will receive the benefits below and support INCPAS initiatives specific to DEI advancement efforts. As a Profession, Alliance, and Premier Partner, you will receive additional year-long benefits and support INCPAS initiatives that address talent pipeline issues overall in Indiana. See the chart on the following page to compare partnership benefits.

INCPAS PIPELINE SPONSOR BENEFITS

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Benefits	Contributing \$5,000	Profession \$10,000	Alliance \$15,000	Premier \$20,000
CAREER AWARENESS				
HIGH SCHOOL STUDENTS				
Included in INCPAS recommendations for the Center for Audit Quality's (CAQ) student marketing efforts (highlight organization & staff members to CAQs targeted audiences – Hispanic/Latino/Black high school students).	X	X	X	X
Recognition in all print promotions & presentation materials related to CPA Week	X	X	X	X
Takeover of INCPAS Student Instagram	1/year	1/year	1/year	2/year
High School presentation slide deck	Co-branded	Co-branded	Custom Slide	Custom Slide
Featured in quarterly High School Student eNewsletter	X	X	X	X
Logo on a high school student giveaway (with other pipeline partner logos)			X	X
Cobranded giveaway for college students				X
COLLEGE STUDENTS				
Complimentary listing in the INCPAS Employer Guide (due 6/1)	X	X	X	X
Logo placement and advertisement in INCPAS Employer Guide (due 6/1)	½-page ad	1-page ad & logo back cover	2-page ad & logo back cover	2-page ad & logo front cover
Listing in quarterly College Student eNewsletter (targeted and regional options)	X	X	X	X
College student presentation slide deck	X	X	X	X
Recognition in all print promotions & presentation materials related to Campus Presentations	Co-branded	Co-branded	Custom Slide	Custom Slide
Logo on INCPAS resource for college/university partners – including recruiter contact info	X	X	X	X
Named Sponsor of the Meet the Profession: Leadership Series		X	X	X
Meet the Profession: Leadership Series session host/speaker		X	X	X
Complimentary table at Meet the Profession: Networking Night	X	X	X	X
Preferred table placement at Meet the Profession: Networking Night		X	X	X
Meet the Profession: Networking Night student resume book	X	X	X	X
Student Connections (introductions/lunch/virtual chats with INCPAS leadership & high performing students)			X	X
Named Indiana CPA Educational Foundation Scholarship sponsor (one)			X	X
Logo on a college student giveaway (with other pipeline partner logos)			X	X
Co-branded giveaway for college students				X
DEI				
Named sponsor of ALPFA, INCPAS & NABA joint networking event	X	X	X	X
Optional participation in INCPAS Scholars program (due 8/15)		X	X	X
Host INCPAS Scholars for an office visit		X	X	X
Registrations for Vision 2028 and networking event (May)	2 registrations	2 registrations	4 registrations	6 registrations
Named sponsor of Vision 2028 networking event			X	X
EDUCATION & NETWORKING				
Named Sponsorship of Young Pros Forum and Women's Leadership Forum	X	X	X	X
Registrations for identified INCPAS conferences: Young Pros Forum (Oct. 18) and Women's Leadership Forum (Sept. 18) - registrations can be used between both conferences.	1 registration	2 registrations	4 registrations	6 registrations
Private CPA Exam & Licensure event for CPA Candidates on staff (virtual or in-person)	X	X	X	X
Guaranteed, complimentary placement of 1 staff member in the Young Professionals Leadership Academy (YPLA) (due 6/1)		X	X	X
Logo on CPA Exam & Licensure Tip Sheet webpages			X	X
Present Pipeline award at CPA Celebration				X
Named sponsor of INCPAS CPA Celebration Successful Exam Candidate After Party				X
THOUGHT LEADERSHIP				
Named sponsor DEI focused In the Know webinars (2x/year)	X	X	X	X
Named sponsor of pipeline/workforce-focused In the Know webinars		X	X	X
Speaking opportunities at INCPAS pipeline events (ex. Student Workshop, Educators Conference, etc.)		X	X	X
PROMOTIONAL				
Access to partner logos for corporate marketing efforts	X	X	X	X
Year-round recognition as a partner on INCPAS Partner web page, pipeline and print promotions	X	X	X	X
Social media posts from INCPAS various social media channels and Society leaders highlighting organizations' involvement	X	X	X	X
Joint press release about organizations commitment to the CPA pipeline			X	X
Feature in INCPAS Connect magazine				X



PREMIER PARTNER \$20,000

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The Premier Partner is our highest, most exclusive, year-round partnership receiving recognition, access, servicing and member integration. Rights and benefits are tailored to best meet your objectives and goals for the partnership. This exclusive partnership is available to one public accounting firm and one corporate finance organization.

1 CAREER AWARENESS: HIGH SCHOOL

- Included in INCPAS recommendations for the Center for Audit Quality's (CAQ) student marketing efforts (highlight organization & staff members to CAQ's targeted audiences – Hispanic/Latino/Black high school students).
- Recognition in all print promotions and presentation materials related to CPA Week.
- Two INCPAS Student Instagram takeovers.
- Customized High School presentation slide deck.
- Featured in quarterly High School Student eNewsletter.
- Co-branded high school student giveaway.

2 CAREER AWARENESS: COLLEGE

- Complimentary listing and 2-page advertisement in INCPAS Employer Guide with logo on cover.
- Listing in quarterly College Student eNewsletter.
- Customized college presentation slide deck.
- Recognition in all print promotions and presentation materials related to Campus Presentations.
- Logo on INCPAS resource for college/university faculty.
- Named Sponsor of the Meet the Profession: Leadership Series.
- Preferred placement at Meet the Profession Night and resume book.
- Student Connection (introductions/lunch/virtual chats with INCPAS leadership and high performing students).
- Named Indiana CPA Educational Foundation Scholarship Sponsor (one).
- Co-branded giveaway for college students.

3 DEI

- Named sponsor of ALPFA, NABA and INCPAS joint networking event.
- *(Optional)* Participation in the INCPAS Scholars program.
- *(Optional)* Host INCPAS Scholars for an office visit.
- Six registrations for Vision 2028 and networking event.
- Named sponsor of Vision 2028 networking event.

4 EDUCATION & NETWORKING

- Named sponsor of Women's Leadership Forum and Young Pros Forum.
- Registrations (6) to be used at Women's Leadership Forum (Sept. 18) and Young Pros Forum (Oct. 18).
- Private CPA Exam and licensure event for CPA Candidates on staff (virtual or in-person).
- Guaranteed, complimentary placement of one staff member in the Young Professionals Leadership Academy (YPLA).
- Logo on CPA Exam and licensure tip sheet web pages.
- Present pipeline award at CPA Celebration.
- Named sponsor of INCPAS CPA Celebration Successful Exam Candidate After Party.

5 THOUGHT LEADERSHIP

- Named sponsor of DEI focused In the Know webinars.
- Named sponsor of pipeline focused In the Know webinars.
- Speaking opportunities at INCPAS pipeline events (ex. Student Workshop, Educators Conference, etc.).

6 PROMOTIONAL RIGHTS

- Access to partner logos for corporate marketing efforts.
- Year-round recognition as a partner on INCPAS Partner web page, pipeline & print promotions.
- Social media posts from INCPAS various social media channels and Society leaders highlighting organizations' involvement.
- Joint press release about organizations commitment to the CPA pipeline.
- Feature in INCPAS Connect magazine.



ALLIANCE PARTNER \$15,000

The Alliance Partner is a year-round partnership receiving recognition, access, servicing and member integration. Rights and benefits are tailored to best meet your objectives and goals for the partnership.

1 CAREER AWARENESS: HIGH SCHOOL

- Included in INCPAS recommendations for the Center for Audit Quality's (CAQ) student marketing efforts (highlight organization & staff members to CAQ's targeted audiences – Hispanic/Latino/Black high school students).
- Recognition in all print promotions and presentation materials related to CPA Week.
- One INCPAS Student Instagram takeover.
- Customized High School presentation slide deck.
- Featured in quarterly High School Student eNewsletter.
- Logo on high school student giveaway.

2 CAREER AWARENESS: COLLEGE

- Complimentary listing and 2-page advertisement in INCPAS Employer Guide with logo on back cover.
- Listing in quarterly College Student eNewsletter.
- Customized college presentation slide deck.
- Recognition in all print promotions and presentation materials related to Campus Presentations.
- Logo on INCPAS resource for college/university faculty.
- Named Sponsor of the Meet the Profession: Leadership Series.
- Preferred placement at Meet the Profession Night and resume book.
- Student Connection (introductions/lunch/virtual chats with INCPAS leadership and high performing students).
- Named Indiana CPA Educational Foundation Scholarship Sponsor (one).
- Logo on college student giveaway.

3 DEI

- Named sponsor of ALPFA, NABA and INCPAS joint networking event.
- *(Optional)* Participation in the INCPAS Scholars program.
- *(Optional)* Host INCPAS Scholars for an office visit.
- Four registrations for Vision 2028 and networking event.
- Named sponsor of Vision 2028 networking event.

4 EDUCATION & NETWORKING

- Named sponsor of Women's Leadership Forum and Young Pros Forum.
- Registrations (4) to be used at Women's Leadership Forum (Sept. 18) and Young Pros Forum (Oct. 18).
- Private CPA Exam and licensure event for CPA Candidates on staff (virtual or in-person).
- Guaranteed, complimentary placement of one staff member in the Young Professionals Leadership Academy (YPLA).
- Logo on CPA Exam and licensure tip sheet web pages.

5 THOUGHT LEADERSHIP

- Named sponsor of DEI focused In the Know webinars.
- Named sponsor of pipeline focused In the Know webinars.
- Speaking opportunities at INCPAS pipeline events (ex. Student Workshop, Educators Conference, etc.).

6 PROMOTIONAL RIGHTS

- Access to partner logos for corporate marketing efforts.
- Year-round recognition as a partner on INCPAS Partner web page, pipeline & print promotions.
- Social media posts from INCPAS various social media channels and Society leaders highlighting organizations' involvement.
- Joint press release about organizations commitment to the CPA pipeline.



PROFESSION PARTNER \$10,000

The Profession Partner is a year-round partnership receiving recognition, access, servicing and member integration. Rights and benefits are tailored to best meet your objectives and goals for the partnership.

1 CAREER AWARENESS: HIGH SCHOOL

- Included in INCPAS recommendations for the Center for Audit Quality's (CAQ) student marketing efforts (highlight organization & staff members to CAQ's targeted audiences – Hispanic/Latino/Black high school students).
- Recognition in all print promotions and presentation materials related to CPA Week.
- One INCPAS Student Instagram takeover.
- Co-branded High School presentation slide deck.
- Featured in quarterly High School Student eNewsletter.

2 CAREER AWARENESS: COLLEGE

- Complimentary listing and 1-page advertisement in INCPAS Employer Guide with logo on back cover.
- Listing in quarterly College Student eNewsletter.
- Co-branded college presentation slide deck.
- Recognition in all print promotions and presentation materials related to Campus Presentations.
- Logo on INCPAS resource for college/university faculty.
- Named Sponsor of the Meet the Profession: Leadership Series.
- Preferred placement at Meet the Profession Night and resume book.

3 DEI

- Named sponsor of ALPFA, NABA and INCPAS joint networking event.
- *(Optional)* Participation in the INCPAS Scholars program.
- *(Optional)* Host INCPAS Scholars for an office visit.
- Two registrations for Vision 2028 and networking event.

4 EDUCATION & NETWORKING

- Named sponsor of Women's Leadership Forum and Young Pros Forum.
- Registrations (2) to be used at Women's Leadership Forum (Sept. 18) and Young Pros Forum (Oct. 18).
- Private CPA Exam and licensure event for CPA Candidates on staff (virtual or in-person).
- Guaranteed, complimentary placement of one staff member in the Young Professionals Leadership Academy (YPLA).

5 THOUGHT LEADERSHIP

- Named sponsor of DEI focused In the Know webinars.
- Named sponsor of pipeline focused In the Know webinars.
- Speaking opportunities at INCPAS pipeline events (ex. Student Workshop, Educators Conference, etc.).

6 PROMOTIONAL RIGHTS

- Access to partner logos for corporate marketing efforts.
- Year-round recognition as a partner on INCPAS Partner web page, pipeline & print promotions.
- Social media posts from INCPAS various social media channels and Society leaders highlighting organizations' involvement.



CONTRIBUTING PARTNER \$5,000

The Contributing Partner is a long-standing year-round partnership receiving recognition, access, servicing and member integration. Rights and benefits are tailored to best meet your objectives and goals for the partnership.

1 CAREER AWARENESS: HIGH SCHOOL

- Included in INCPAS recommendations for the Center for Audit Quality's (CAQ) student marketing efforts (highlight organization & staff members to CAQ's targeted audiences – Hispanic/Latino/Black high school students).
- Recognition in all print promotions and presentation materials related to CPA Week.
- One INCPAS Student Instagram takeover.
- Co-branded High School presentation slide deck.

2 CAREER AWARENESS: COLLEGE

- Complimentary listing and 1/2-page advertisement in INCPAS Employer Guide.
- Listing in quarterly College Student eNewsletter.
- Co-branded college presentation slide deck.
- Recognition in all print promotions and presentation materials related to Campus Presentations.
- Logo on INCPAS resource for college/university faculty.
- Preferred placement at Meet the Profession Night and resume book.

3 DEI

- Named sponsor of ALPFA, NABA and INCPAS joint networking event.
- Two registrations for Vision 2028 and networking event.

4 EDUCATION & NETWORKING

- Named sponsor of Women's Leadership Forum and Young Pros Forum.
- Registration (1) to be used at Women's Leadership Forum (Sept. 18) or Young Pros Forum (Oct. 18).
- Private CPA Exam and licensure event for CPA Candidates on staff (virtual or in-person).

5 THOUGHT LEADERSHIP

- Named sponsor of DEI focused In the Know webinars.
- Named sponsor of pipeline focused In the Know webinars.

6 PROMOTIONAL RIGHTS

- Access to partner logos for corporate marketing efforts.



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