

Connecticut Society of CPAs

2026-2027 Sponsorship and Advertising Packages

Unlock unmatched visibility and engagement with Connecticut's premier accounting and finance community through CTCPA's 2026-2027 sponsorship program – delivering exclusive, customized year-round reach and high-impact events.



www.ctcpas.org/sponsors • 860-258-4800

Connect with a powerful, influential audience that drives financial strategy and purchasing decisions.

Partner. Promote. Lead.

As a CTCPA sponsor, your brand will gain unparalleled visibility across a premier network of accounting, finance, and business professionals. You'll be seen by decision-makers, policy influencers, and corporate stakeholders across the state.

Let's shape the future of business together.

✓ Access Decision-Makers, Policy Influencers, and Corporate Stakeholders

Our attendees are trusted advisors – their companies and clients rely on them for sound financial guidance, making them critical in decision-making processes related to purchases of services and products.

✓ Tap Into Purchasing Power

We'll provide you with direct access to hundreds of finance leaders who collectively manage millions in budgets and expenditures. By showcasing your offerings directly to this influential audience, you optimize your potential for closing deals.

✓ Boost Brand Visibility and ROI

Your brand will be prominently featured on materials, signage, and digital platforms. Expect exposure to a targeted audience, maximizing your return on investment, regardless of your sponsorship level.

✓ Generate High-Quality Leads

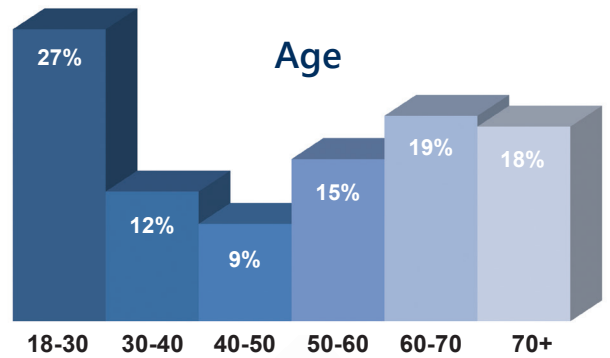
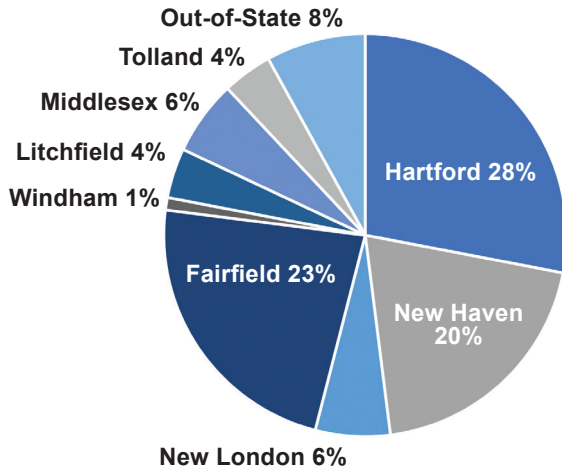
Almost everyone in our audience is a potential client. Capture quality leads and gather insights about their needs and challenges. Converting these leads can significantly impact your bottom line.



Who are CTCPA members?

Our members work in taxation, accounting and auditing, consulting, financial planning, corporate management, business ownership and entrepreneurship, education, government, and more across Connecticut and beyond.

Location by County



Public Accounting 72%



Business & Industry 24%

Education & Government 4%



Ready to build your perfect package?



We offer flexible sponsorship packages tailored to your goals – whether you’re building brand visibility, attracting talent, or showcasing thought leadership. **All packages can be customized to meet your specific needs.**

To support your organization’s budgeting needs, we offer the option to defer billing to the next calendar year.

Reach out today!

Amy Heritage • amyh@ctcpas.org • 860-258-0210



Platinum Annual Sponsorship – \$30,000

Premier, year-round visibility and access

Events

- **Premium sponsor slot at seven** of the following special events throughout the year:
 - **CTCPA Annual Meeting** – May – Exhibitor Package
 - **CTCPA Women’s Awards** – January – Elite Sponsor *(Includes premium placement table for 10 guests.)*
 - **Scholarship Golf Tournament** – July – Major Sponsor *(Select from Golf Cart, On-Course Beverages, Lunch, or Cocktail Hour. Includes foursome for golf.)*
 - **Professional Development Events** – Options include the following:
(Includes three minutes to address attendees during conference and mailing list of all attendees.)
 - **Don Farmer’s Advanced Individual Income Tax Workshop** – January
 - **Don Farmer’s Advanced Corporate Income Tax Workshop** – January
 - **MEGA Accounting & Auditing Conference** – June – featuring tracks for
 - Not-for-Profit Organizations
 - Governmental Accounting & Auditing
 - Accounting, Auditing, & Financial Reporting
 - **Employee Benefit Plans Conference** – May
 - **State Tax 360° Conference** – November
 - **Federal Tax Conference** – December
 - **Cybersecurity Conference** – December
- Opportunity to present a **one-hour dedicated educational webinar** offered to all CTCPA members.

Digital

- Special designation as a Platinum partner in the **CTCPA Connection Hub** company showcase.
- Logo with hyperlink **featured as partner on CTCPA homepage** for full year.
- Rotating **banner advertisement** (728 x 90 px) with hyperlink on top of each page of CTCPA website for full year.
- **Four banner advertisements** (728 x 90 px) with hyperlink in Member eNews, Professional Development & Events, or Student CONNexion emails. Placement to be selected by sponsor from available space.
- Opportunity to provide **branded content** in up to four issues of CTCPA Member eNews. *(Includes in-publication blurb and logo with link through to full article).*
- **Four dedicated social media spotlights** with company handles on CTCPA LinkedIn, Facebook, X, and Instagram.

Print

- Logo featured as Platinum partner on **cover of two issues** of *Connecticut CPA* magazine.
- **Half page advertisement** in two issues of *Connecticut CPA* magazine.



Gold Annual Sponsorship – \$20,000

High-level engagement and impact

Events

- **High-level sponsor slot at five** of the following special events throughout the year, to be selected by sponsor:
 - **CTCPA Annual Meeting** – May – Exhibitor Package
 - **CTCPA Women’s Awards** – January – Premium Sponsor *(Includes admission for 5 guests.)*
 - **Scholarship Golf Tournament** – July – Major Sponsor *(Select from Golf Cart, On-Course Beverages, Lunch, or Cocktail Hour. Includes foursome for golf.)*
 - **Professional Development Events** – Options include the following:
(Includes three minutes to address attendees during conference and mailing list of all attendees.)
 - **Don Farmer’s Advanced Individual Income Tax Workshop** – January
 - **Don Farmer’s Advanced Corporate Income Tax Workshop** – January
 - **MEGA Accounting & Auditing Conference** – June – featuring tracks for
 - Not-for-Profit Organizations
 - Governmental Accounting & Auditing
 - Accounting, Auditing, & Financial Reporting
 - **Employee Benefit Plans Conference** – May
 - **State Tax 360° Conference** – November
 - **Federal Tax Conference** – December
 - **Cybersecurity Conference** – December
- Opportunity to present a **one-hour dedicated educational webinar** offered to all CTCPA members.

Digital

- Special designation as a Gold partner in the **CTCPA Connection Hub** company showcase.
- Logo with hyperlink **featured as partner on CTCPA homepage** for full year.
- Rotating **banner advertisement** (728 x 90 px) with hyperlink on top of each page of CTCPA website for full year.
- **Two banner advertisements** (728 x 90 px) with hyperlink in Member eNews, Professional Development & Events, or Student CONNecTion emails. Placement to be selected by sponsor from available space.
- Opportunity to provide **branded content** in up to two issues of CTCPA Member eNews *(Includes in-publication blurb and logo with link through to full article).*
- **Two dedicated social media spotlights** with company handles on CTCPA LinkedIn, Facebook, X, and Instagram.

Print

- Logo featured as Gold partner on **cover of two issues** of *Connecticut CPA* magazine.
- **Half page advertisement** in two issues of *Connecticut CPA* magazine.



Silver Annual Sponsorship – \$10,000

Strong visibility to expand your reach

Events

- **Sponsor slot at three** of the following special events throughout the year, to be selected by sponsor:
 - **CTCPA Annual Meeting** – May – Exhibitor Package
 - **CTCPA Women’s Awards** – January – Premium Sponsor *(Includes admission for 5 guests.)*
 - **Scholarship Golf Tournament** – July – Gold Sponsor *(Includes foursome for golf.)*
 - **Professional Development Events** – Options include the following:
(Includes three minutes to address attendees during conference and mailing list of all attendees.)
 - **Don Farmer’s Advanced Individual Income Tax Workshop** – January
 - **Don Farmer’s Advanced Corporate Income Tax Workshop** – January
 - **MEGA Accounting & Auditing Conference** – June – featuring tracks for
 - Not-for-Profit Organizations
 - Governmental Accounting & Auditing
 - Accounting, Auditing, & Financial Reporting
 - **Employee Benefit Plans Conference** – May
 - **State Tax 360° Conference** – November
 - **Federal Tax Conference** – December
 - **Cybersecurity Conference** – December
- Opportunity to present **one-hour dedicated educational webinar** offered to CTCPA members.

Digital

- Special designation as a Silver partner in the **CTCPA Connection Hub** company showcase.
- Logo with hyperlink **featured as partner on CTCPA homepage** for full year.
- **Two banner advertisements** (728 x 90 px) with hyperlink in Member eNews, Professional Development & Events, or Student CONNnection emails. Placement to be selected by sponsor from available space.
- **One dedicated social media spotlight** with company handles on CTCPA LinkedIn, Facebook, X, and Instagram.

Print

- **Half page advertisement** in two issues of *Connecticut CPA* magazine.



Bronze Annual Sponsorship – \$5,000

Consistent presence with targeted engagement

Events

- **Sponsor slot at two** of the following special events throughout the year, to be selected by sponsor:
 - **CTCPA Annual Meeting** – May – Exhibitor Package
 - **CTCPA Women’s Awards** – January – Premium Sponsor *(Includes admission for 5 guests.)*
 - **Scholarship Golf Tournament** – July – Gold Sponsor *(Includes foursome for golf.)*
 - **Professional Development Events** – Options include the following:
(Includes three minutes to address attendees during conference and mailing list of all attendees.)
 - **Don Farmer’s Advanced Individual Income Tax Workshop** – January
 - **Don Farmer’s Advanced Corporate Income Tax Workshop** – January
 - **MEGA Accounting & Auditing Conference** – June – featuring tracks for
 - Not-for-Profit Organizations
 - Governmental Accounting & Auditing
 - Accounting, Auditing, & Financial Reporting
 - **Employee Benefit Plans Conference** – May
 - **State Tax 360° Conference** – November
 - **Federal Tax Conference** – December
 - **Cybersecurity Conference** – December

Digital

- Special designation as a Bronze partner in the **CTCPA Connection Hub** company showcase.
- **Two banner advertisements** (728 x 90 px) with hyperlink in Member eNews, Professional Development & Events, or Student CONNecTion emails. Placement to be selected by sponsor from available space.

Connection Hub

Presenting our new company showcase – CTCPA Connection Hub!

\$1,000 Per Listing

View at www.ctcpas.org/ConnectionHub

Our new Connection Hub is a curated directory of companies showcasing their expertise across key categories. Being listed gives your organization visibility to CTCPA members actively seeking trusted partners and innovative solutions. It's an opportunity to highlight your services, connect with decision-makers, and position your brand as a go-to resource in the accounting and finance community.

Each organization will be listed with **name, logo, and brief description on the category page**, with either a link to a landing page on your website or a link to a dedicated detailed listing page including:

- Company name and logo
- Website and direct contact information
- Company description and key services or products
- Social media links – LinkedIn, X, Facebook, Instagram, YouTube, or other professional channels.
- Client or member testimonials (to be provided by company)
- Resources/downloads (optional) – provide white papers, guides, or tools relevant to members.

Key Categories Include:

Technology, Software, and Cybersecurity

Insurance and Health Programs

HR, Employment Law, and Staffing

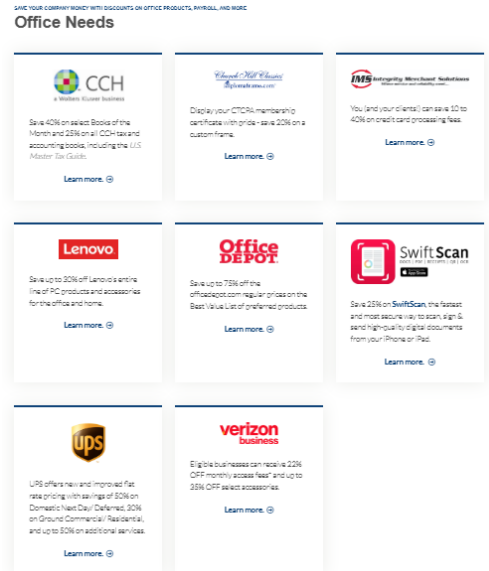
Legal and Regulatory Compliance

Practice Management, Business Strategy, and Banking Solutions

Retirement, Wealth, and Employee Benefits

Office Needs

Exam Prep and Education



Annual sponsors (Platinum, Gold, Silver, Bronze) receive a special designation on their listings, highlighting their support and giving them extra visibility in the Connection Hub.

CTCPA Town Hall Meetings

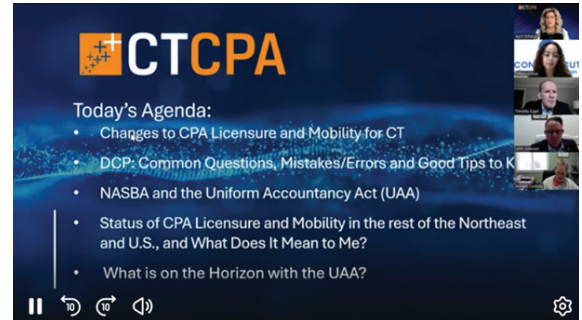
CTCPA Town Hall Meeting Sponsorship

\$500 Per Meeting

CTCPA Town Hall Meetings are monthly virtual gatherings that bring 50–80 members together for timely updates on hot topics and breaking news. Sponsoring a Town Hall Meeting puts your brand in front of a broad cross-section of CPAs and finance professionals and demonstrates your support for the community's ongoing professional growth.

This opportunity includes:

- Sponsorship of **one Town Hall Meeting**, including brief (2-minute) opportunity to address the group during the meeting.
- **Logo and link** on all **pre-meeting marketing materials** to the full CTCPA membership, including emails and meeting registration page in online catalog.



One-Hour Dedicated Educational Webinar

\$2,000 Per Meeting

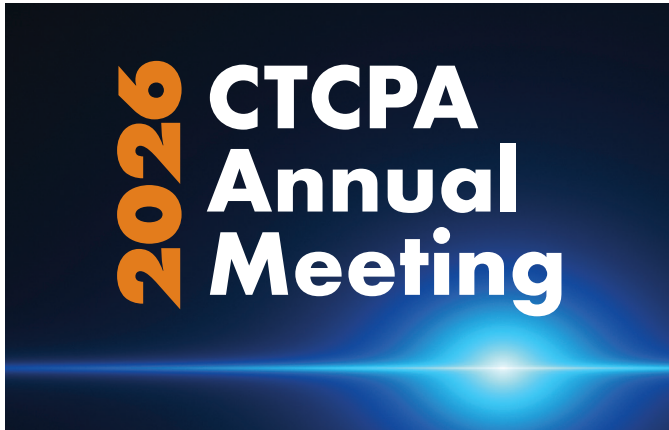
Sponsor and present a one-hour virtual sessions provide sponsors with a platform to share subject-matter expertise on timely, relevant topics while supporting our mission to deliver high-quality professional education. All sessions are clearly identified as sponsored and are subject to CTCPA review to ensure educational integrity and CPE compliance.

This opportunity includes:

- Opportunity for **sponsor to present a one-hour live virtual session** offered to CTCPA members.
- **Logo and link** on all **pre-meeting marketing materials** to the full CTCPA membership, including emails and meeting registration page in online catalog.



CTCPA Annual Meeting



Join an elite group of Connecticut businesses as an exhibitor/sponsor at our flagship event – featuring a networking breakfast by member request!

Exhibitor Package \$1,500

- Exhibitor table in the breakfast/networking room.
- Admission for two representatives.
Additional tickets available for purchase.
- Dedicated CTCPA member liaison to make introductions and help you connect with members.
- Logo on pre-event marketing materials.
- Company tagged in pre-event social media posts.
- Logo on event signage, program booklet, presentation slides, as well as verbal recognition by event emcee.
- Logo in *Connecticut CPA* magazine and digital articles.

Event Sponsor \$2,250 *There will only be one Event Sponsor in each industry segment.*

- **Reserved table for 10 attendees with logo on table sign.**
- Logo on pre-event marketing materials
- Company tagged in pre-event social media posts.
- Logo on event signage, program booklet, presentation slides, as well as verbal recognition by event emcee.
- Logo in *Connecticut CPA* magazine and digital articles.

Gold Sponsor \$1,250

- **Reserved table for 10 attendees with logo on table sign.**
- Logo on pre-event marketing materials.
- Company tagged in pre-event social media posts.
- Logo on event signage, program booklet, presentation slides, as well as verbal recognition by event emcee.
- Logo in *Connecticut CPA* magazine and digital articles.

Silver Sponsor \$750

- **General admission for five attendees.**
- Logo on pre-event marketing materials.
- Logo on event signage, program booklet, presentation slides, as well as verbal recognition by event emcee.
- Logo in *Connecticut CPA* magazine and digital articles.



CTCPA Women's Awards

CTCPA Women's Awards

Celebrating Connecticut's exceptional female CPAs and finance professionals



Elite Sponsor – \$2,750

There will only be one Elite Sponsor in each industry segment.

- Premium placement table for 10 guests.
- Your company's logo on marketing materials, our website, and in *Connecticut CPA* magazine.
- Your company tagged in event social media posts.
- Your company recognized by the emcee, in the program booklet, and as part of the presentation slides during the event.



Premier Sponsor – \$1,750

There will only be one Premier Level sponsor in each industry segment.

- Five admission tickets.
- Your company's logo on marketing materials, our website, and in *Connecticut CPA* magazine.
- Your company tagged in event social media posts.
- Your company recognized by the emcee, in the program booklet, and as part of the presentation slides during the event.



CTCPA Member Gold Sponsor – \$1,250

Only available to CTCPA members.

- Premium placement table for 10 guests.
- Your company's logo on marketing materials, our website, and in *Connecticut CPA* magazine.
- Your company tagged in event social media posts.
- Your company recognized by the emcee, in the program booklet, and as part of the presentation slides during the event.



CTCPA Member Silver Sponsor – \$750

Only available to CTCPA members.

- Five admission tickets.
- Your company's logo on marketing materials, our website, and in *Connecticut CPA* magazine.
- Your company recognized by the emcee, in the program booklet, and as part of the presentation slides during the event.



After Hours Networking Events

CTCPA's After Hours networking events bring together top professionals to build powerful referral relationships and strengthen the regional business community.

Sponsoring the event puts your organization directly in front of high-value decision makers, elevating your brand while creating warm, qualified business connections.



\$2,000 Sponsorship Package Includes:

- Admission for up to ten representatives. *Additional tickets available for purchase; includes hors d'oeuvres and beer/wine ticket.*
- Dedicated CTCPA member liaison to make introductions and help you connect with members.
- Opportunity to formally address the group for up to two minutes.
- Dedicated table in the event space for signage and collateral (both provided by sponsor).
- Company logo with link to your website in all targeted email marketing.
- Company logo posted on event registration page with link to your website.
- Company logo and tag in at least two event social media posts on LinkedIn, X, Facebook, and Instagram.
- Logo and acknowledgement in *Connecticut CPA* magazine and digital follow-up articles.



Scholarship Golf Tournament



July • The Farms Country Club, Wallingford • www.ctcpas.org/Golf

Join us as we get together to raise money for the CTCPA Accounting Scholarship Foundation to help provide scholarships for tomorrow's accounting professionals.

Tournament Sponsor – \$7,000

Includes recognition in the tournament program and *Connecticut CPA* magazine, logo displayed on the CTCPA website, three foursomes for golf, special signage, and recognition at the awards reception.

Major Sponsors – \$2,500 each Golf Cart • On-Course Beverages • Lunch • Cocktail Hour

Each major sponsorship includes one foursome for golf, recognition in the tournament program and *Connecticut CPA* magazine, logo displayed on the CTCPA website, company banner (provided by sponsor) displayed, and recognition at the awards reception. In addition, your logo will appear on your choice of a tee or green sign on the course.

Driving Range or Putting Green Sponsor – \$1,800 each

Your choice of Putting Green or Driving Range Sponsorship includes one foursome for golf, recognition in the tournament program and *Connecticut CPA* magazine, logo displayed on the CTCPA website, and recognition at the awards reception. In addition, your logo will be on your choice of a tee or green sign on the course.

Gold Sponsors – \$1,400 each

Includes one foursome for golf, recognition in the tournament program and *Connecticut CPA* magazine, logo displayed on the CTCPA website, and recognition at the awards reception. In addition, your logo will appear on your choice of a tee or green sign on the course.

Tee or Green Sponsors – \$300 each

Includes recognition in the tournament program and *Connecticut CPA* magazine, and your logo will appear on your choice of a tee or green sign on the course. This is a great opportunity if you can't attend the tournament but still want to support the cause!

Golf Ball Sponsor – price varies

Includes logo printed on golf balls (three to a sleeve) that will be distributed to each player.

Raffle Prize Donation

Consider donating a high-end raffle prize such as golf-related items, gift certificates, electronics, event tickets, etc.

Professional Development Events

Showcase your products and services to attendees at our high-level professional education events featuring local and nationally renowned speakers.

Professional development sponsorship package: \$1,250 per event, plus optional add-ons



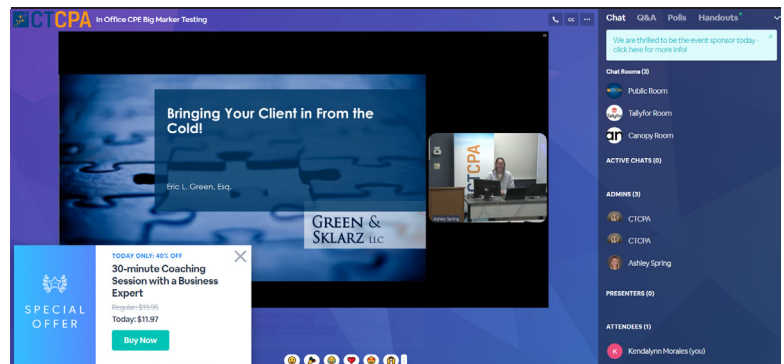
All conference sponsorships include:

- Three minutes to address attendees during conference.
- Logo on all marketing materials.
- Full-page advertisement (supplied by sponsor) in manual for event.
- Social media posts with handles (provided by sponsor) prior to conference.
- Mailing list of attendees.
- Sponsor table at in-person event.
- Registration for two representatives at in-person event.

Hybrid and virtual enhancements:

Our online conference platform offers greatly expanded opportunities for sponsors to interact with both our virtual and our in-person attendees, including:

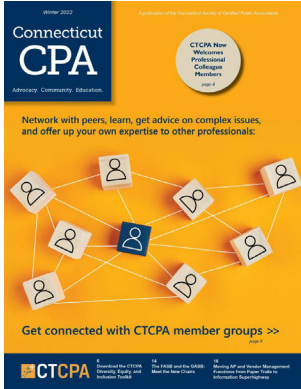
- Rotating sponsor banner ads.
- Custom sponsor-branded chat rooms.
- Sponsor-provided online handouts, pamphlets, and other collateral.
- Pop-up sponsor offers that can be launched at various times throughout the event.
- Ability for sponsors to host polling questions and receive respective data.
- Sponsor video placement (limited to one per event, \$250 add on).



Available events:

- Don Farmer's Advanced Individual Income Tax Workshop – January
- Don Farmer's Advanced Corporate Income Tax Workshop – January
- MEGA Accounting & Auditing Conference – June
 - featuring tracks for
 - Governmental Accounting & Auditing
 - Accounting, Auditing, & Financial Reporting
 - Not-for-Profit Organizations
- Employee Benefit Plans – May
- State Tax 360° Conference – November
- Federal Tax Conference – December
- Cybersecurity Conference – December

Connecticut CPA Magazine Advertising



Connecticut CPA magazine, published twice per year, is the CTCPA's flagship publication, updating nearly 6,000 CTCPA members on timely professional issues and member news.

Interior Ad Rates Per Issue/Sizes

Size	Price	Dimensions
Full Page	\$1,200	7.5" x 10"*
2/3 Page	\$1,000	4.75" x 10"
Half Page	\$755	7.5" x 4.75"
1/3 Page	\$585	2.5" x 10"
1/2 Double Column	\$540	4.75" x 4.75"
1/2 Single Column	\$360	2.5" x 4.75"

Specific positioning for interior advertisements is not available. All ads appear in CMYK color. Rates are per issue, net. CTCPA reserves the right to refuse any advertisement. Please supply creative as high-res pdf.

Premium Placement Ad Rates Per Issue/Sizes

Outside Back Cover (partial page, 7.5" x 5.5"**) – \$1,500 per issue

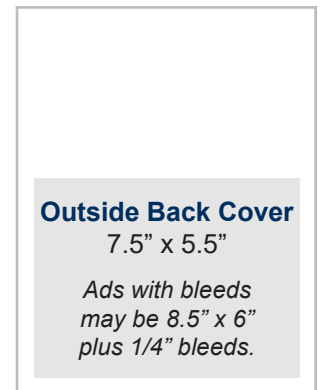
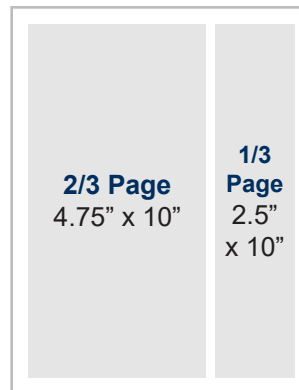
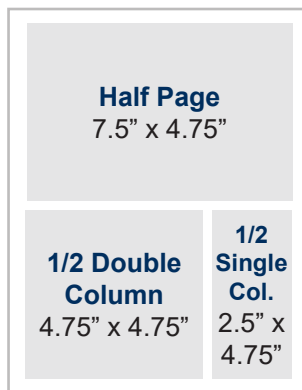
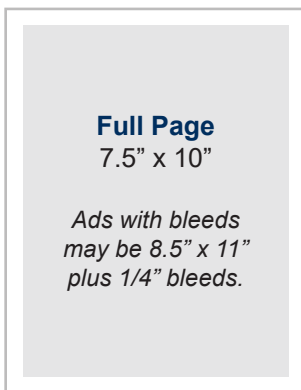
Inside Front Cover (full page, 7.5" x 10"*) – \$1,400 per issue

Inside Back Cover (full page, 7.5" x 10"*) – \$1,300 per issue


*Full-page ads with bleeds may be 8.5" x 11" plus 1/4" bleeds.

**Outside back cover ad with bleeds may be 8.5" x 6" plus 1/4" bleeds.


Please contact Kirsten Piechota at kirstenp@ctcpas.org or 860-258-0231 to confirm availability for premium placement advertisements.



Email Advertising


Member eNews

A. Leaderboard Banner




Free Technology Resource, Education for CTCPA Members

The winter issue of *Connecticut CPA* magazine featured a great article by CTCPA IT Governance Group and Technology Committee member **Mark Torello** of Whittlesley Technology. The piece, "Can a Password App Make Your Life Easier and Increase Security?", is a must-read - several state CPA associations including Oregon, Oklahoma, and Louisiana have requested to reprint the piece. [Read the article >>](#)

Mark and the other members of the Technology Committee are a fantastic resource - all CTCPA members are welcome to dial in for the quarterly CTCPA CONNECT Roundtable to learn about the topic at hand or ask any technology questions. No topics are off-limits for these discussions.

B. Top Banner

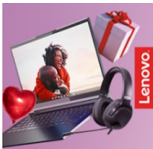


New! Find a CPA Search Engine to Offer 'Languages Spoken' Filter

We frequently get visits to our website or calls from individuals searching for an accountant or a tax preparer - and sometimes, they're looking for someone who speaks a certain language. In order to more effectively match those potential clients with the members who can serve them, we have added a field to the form to enlist in Find a CPA where you can share if individuals in your firm speak any number of languages.

Once the field has been populated, we'll add the filter to the Find a CPA directory, so members of the public will be able to add languages spoken to their search criteria.

Update your Find a CPA listing >>
(Note: In order to enlist in Find a CPA or update your company's listing, you must be a company administrator. Not a company administrator? Email webmaster@ctcpa.org and we'll get you set up.)



Member Perk: Lenovo Offering Employee Pricing to CTCPA Members Through Feb. 5

Lenovo has reached one million MyLenovo Rewards members and they're celebrating by giving you their employee discount! Take advantage of exclusive pricing and special rewards now through February 5.

[Check out the deals >>](#)


C.

Box
Banner

C.


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Banner

Whitepapers of the Week



IRS Warns Taxpayers on False ERC Claims: How This Could Affect Your Research Tax Credit


This white paper discusses the rise in fraudulent ERC claims and its impact on other tax provisions and benefits. Learn how you can help protect your claims. [Read more >>](#)



What Is Captive Insurance?

Did you know captives protect business, decrease taxes and create wealth? Download this complimentary infographic to learn more. [Read more >>](#)

D. Bottom Banner



Connecticut Society of CPAs (CTCPA)

Publications Available

- 

Member eNews

Updates CTCPA members on breaking professional and regulatory developments, legislative issues, events, member news, and more.

Frequency: Every two weeks **Circulation:** 6,500
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Professional Development and Events

Alerts CPAs and accounting professionals to upcoming continuing professional education conferences, seminars, webinars, and self-study opportunities.

Frequency: Monthly, sent in two versions targeted to public accounting and industry.

Circulation: 7,000 total between two versions
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Student CONNECTION

Keeps CTCPA student members – undergraduate and graduate accounting majors – in-the-know with career development advice and more.

Frequency: Monthly **Circulation:** 1,500

Sizes and Rates

A. Leaderboard Banner – 728 x 90 pixels (1 available)

Member eNews: \$750/issue (**sold for 2026**)
Professional Development and Events: \$750/issue
Student CONNECTION: \$500/issue

B. Top Banner – 728 x 90 pixels (1 available)

Member eNews: \$667/issue
Professional Development and Events: \$667/issue
Student CONNECTION: \$440/issue

C. Box Banner – 300 x 250 pixels (2 available)

Member eNews: \$583/issue
Professional Development and Events: \$583/issue
Student CONNECTION: \$385/issue

D. Bottom Banner – 728 x 90 pixels (1 available)

Member eNews: \$500/issue
Professional Development and Events: \$500/issue
Student CONNECTION: \$330/issue