



# Sponsorship Opportunities

## Sponsorship Information Inside This Packet

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Luncheon Sponsor  
Platinum Level Sponsor  
Gold Level Sponsor  
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Program Advertising

Member Appreciation Day

Free Continuing Professional  
Education Day 2010

# DALLAS CPA SOCIETY

Texas Society of Certified Public Accountants

# Letter From The Chairman

## Dallas CPA Society

### Member Appreciation Day Free Continuing Professional Education Day 2010

A Special Message from DCPAS 2009 – 2010 Chairman Mitch Perry



Mitch Perry  
Dallas CPA Society  
Chairman  
2009 – 2010

Dear Friends of the Dallas CPA Society:

The Dallas CPA Society is pleased to announce a significant expansion of a key membership benefit: Free Continuing Professional Education. In 2009-2010, the Society will offer its members 16 hours of Free Continuing Professional Education. These Member Appreciation events, first introduced nearly six years ago, have become very popular with members and sponsors. Expanding the program from eight hours to 16 hours will allow more members the opportunity to attend, and will expose our sponsors to an even larger audience of CPA decision-makers.

I encourage you to consider increasing your sponsorship commitment to this year's events. This year's sponsorship represents a significant value, and, because the program is expanding, it offers even greater exposure to a larger audience than ever before.

You may contact Farlene Powell at the Society's office with any questions and to reserve your place as a DCPAS Member Appreciation Days sponsor. Thank you for your consideration. I look forward to partnering with you to host these special events.

A handwritten signature in black ink that reads "Mitch Perry". The signature is stylized and written in a cursive-like font.

To reserve your sponsorship, contact:  
Farlene Powell  
972-960-8311  
fpowell@cpadallas.org



*"We have gone through all of our materials and handouts...we came prepared for what we thought was a full day event...it's just been phenomenal. We've probably talked to maybe two hundred people today...just in the morning."*

Bill Watters  
Technology Consultant

## Title Sponsor \$10,000

- Prominent recognition as a Title Sponsor on conference materials sent to 6,500 members of the Dallas CPA Society.
- Prominent recognition as a Title Sponsor on the Dallas CPA Society website.
- Prominent recognition as a Title Sponsor on event announcements sent to membership via email.
- 10' wide booth or 6' table in a prominent location at the conference facility.
- Naming rights for conference breakout sessions (the "ABC Company" Series on ...).
- Display of company logo on welcome sign at Member Appreciation Day...Free Continuing Professional Education Day 2010.
- Listed as a Title Sponsor in the conference program.
- Display of company logo on sponsor banner/sign.
- Full-page ad in Member Appreciation Day...Free Continuing Professional Education Day 2010 program.
- List of 1,000 attendees with names and companies.
- Special recognition in Dallas CPA Society newsletter.
- Five company representatives on-site and attending luncheon.
- Company logo on PowerPoint presentation during luncheon.
- Listed as a Member Appreciation Day...Free Continuing Professional Education Day 2010 Title Sponsor in the brochure to be handed out to new members, new CPAs and at Dallas CPA Society events.
- Meet 1,000 potential customer/clients.
- Opportunity to address 1,000 participants for 3 minutes.
- Recognition at 7 DCPAS events which draw from 50 to 200 attendees and publicized to our membership of 6,500.
- Opportunity to have printed materials displayed at DCPAS Member Appreciation CPE Series and Happy Hours.

## Luncheon Sponsor \$8,500

## Sponsor Testimonial



*"It's been awesome. The CPA Society always throws great events. We've gotten a lot of exposure in the CPA community, so we're really excited to be here. It's been a great event."*  
Tom Flynn  
Payroll Company

- Naming rights to luncheon.
- Prominent recognition as a Luncheon Sponsor on the Dallas CPA Society website.
- Prominent recognition as a Luncheon Sponsor on conference materials sent to 6,500 members of the Dallas CPA Society.
- Prominent recognition as a Luncheon Sponsor on event announcements sent to membership via email.
- 10' wide booth or 6' table in a prominent location at conference facility.
- Display of company logo on welcome sign at Member Appreciation Day...Free Continuing Professional Education Day 2010.
- Listed as a Luncheon Sponsor in the conference program.
- Display of company logo on sponsor banner/sign.
- Full-page ad in Member Appreciation Day...Free Continuing Professional Education Day 2010 program.
- List of 1,000 attendees with names and companies.
- Special recognition in Dallas CPA Society newsletter.
- Five company representatives on site and attending luncheon.
- Company logo on PowerPoint presentation during luncheon.
- Listed as a Member Appreciation Day...Free Continuing Professional Education Day 2010 Luncheon Sponsor in the brochure to be handed out to new members, new CPAs and at Dallas CPA Society events.
- Meet 1,000 potential customer/clients.
- Opportunity to address 1,000 participants for 3 minutes.
- Recognition at 7 DCPAS events which draw from 50 to 200 attendees and publicized to our membership of 6,500.
- Opportunity to have printed materials displayed at DCPAS Member Appreciation CPE Series and Happy Hours.



*"We've had lots of traffic, so we're really excited about some of the follow-up phone calls we'll be able to make..."*

Susan Tamano  
Payroll Company

## Platinum Level Sponsorship \$7,500

- Recognition as Platinum Sponsor on conference materials sent to 6,500 members of the Dallas CPA Society.
- Recognition as a Platinum Sponsor on the Dallas CPA Society website.
- Recognized as a Platinum Sponsor on event announcements sent to membership via email.
- 10' wide booth or 6' table in a prominent location at conference facility.
- Naming rights for conference breakout sessions (the "ABC Company" Series on . . .).
- Listed as a Platinum Sponsor in the conference program.
- Display of company logo on sponsor banner/sign.
- Full-page ad in Member Appreciation Day...Free Continuing Professional Education Day 2010 program.
- List of 1,000 attendees with names and companies.
- Prominent recognition in Dallas CPA Society newsletter.
- Four company representatives on site and attending luncheon.
- Company logo on PowerPoint presentation during luncheon.
- Listed as a Member Appreciation Day...Free Continuing Professional Education Day 2010 Platinum Sponsor in the brochure to be handed out to new members, new CPAs and at the Dallas CPA Society events.
- Meet 1,000 potential customer/clients.
- Recognition at 7 DCPAS events which draw from 50 to 200 attendees and publicized to our membership of 6,500.
- Opportunity to have printed materials displayed at DCPAS Member Appreciation CPE Series and Happy Hours.

## Gold Level Sponsorship \$5,000

## Sponsor Testimonial



*“Overwhelming! It’s been fantastic. We’ve really been received well. The support here has been A-Plus – and the interest in our firm has been fantastic, so we’re really encouraged and hope to return again next year...”*  
Robert Gonzales  
Accounting Firm

- Recognition as a Gold Sponsor on conference materials sent to 6,500 members of the Dallas CPA Society.
- Recognition as a Gold Sponsor on the Dallas CPA Society website.
- Recognized as a Gold Sponsor on event announcements sent to membership via email.
- 10' wide booth or 6' table in a prominent location at conference facility.
- Naming rights for breaks (e.g., “Break sponsored by ABC Company”).
- Listed as a Gold Sponsor in the conference program.
- Display of company logo on sponsor banner/sign.
- Half-page ad in Member Appreciation Day...Free Continuing Professional Education Day 2010 program.
- List of 1,000 attendees with names and companies.
- Prominent recognition in Dallas CPA Society newsletter.
- Three company representatives on site and attending luncheon.
- Company logo on PowerPoint presentation during luncheon.
- Listed as a Member Appreciation Day...Free Continuing Professional Education Day 2010 Gold Sponsor in the brochure to be handed out to new members, new CPAs and at Dallas CPA Society events.
- Meet 1,000 potential customer/clients.
- Recognition at 7 DCPAS events which draw from 50 to 200 attendees and publicized to our membership of 6,500.
- Opportunity to have printed materials displayed at DCPAS Member Appreciation CPE Series and Happy Hours.



*"I already want to sign up for next year, I'm so excited... this is a fantastic event!"*  
Kim Kazaka  
Business Publication

## Silver Level Sponsorship \$3,000

- Recognition as a Silver Sponsor on conference materials sent to 6,500 members of the Dallas CPA Society.
- Recognition as a Silver Sponsor on the Dallas CPA Society website.
- Recognized as a Silver Sponsor on event announcements sent to membership via email.
- 10' wide booth or 6' table in a prominent location at the conference facility.
- Listed as a Silver Sponsor in the conference program.
- Display of company logo on sponsor banner/sign.
- Quarter-page ad in Member Appreciation Day...Free Continuing Professional Education Day 2010 program.
- List of 1,000 attendees with names and companies.
- Recognition in Dallas CPA Society newsletter.
- Two company representatives on site and attending luncheon.
- Company logo on PowerPoint presentation during luncheon.
- Listed as a Member Appreciation Day...Free Continuing Professional Education Day 2010 Silver Sponsor in the brochure to be handed out to new members, new CPAs and at Dallas CPA Society events.
- Meet 1,000 potential customer/clients.
- Recognition at 7 DCPAS events which draw from 50 to 200 attendees and publicized to our membership of 6,500.
- Opportunity to have printed materials displayed at DCPAS Member Appreciation CPE Series and Happy Hours.

## Other Sponsorship Opportunities

### **Breakfast Sponsor**

Call the Dallas CPA Society for pricing and information.

### **After Hours Reception & Networking Sponsor**

Call the Dallas CPA Society for pricing and information.

### **Advertisements in Conference Brochure**

Full Page - \$1,000

Half Page - \$700

Quarter Page - \$500

*All sponsorship benefits are subject to payment of required sponsorship payment and execution by Sponsor of a written Sponsorship Agreement provided by the Dallas CPA Society.*



# Sponsorship Form

Thank you for your participation in the Member Appreciation Day...Free Continuing Professional Education Day 2010. Please complete the information below and return it with your check made payable to the Dallas CPA Society.

Company Name: \_\_\_\_\_

## Contact Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsor Level: Title \_\_\_\_ Lunch \_\_\_\_ Platinum \_\_\_\_ Gold \_\_\_\_ Silver \_\_\_\_

Please list the names of Company representatives that will be present at the event.  
Note: Number of Company representatives is determined by sponsorship level.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

For sponsorships which include a logo placement, please email your logo in a PDF format to Farlene Powell at [fpowell@cpadallas.org](mailto:fpowell@cpadallas.org).

Please check below if you need the following:

Table \_\_\_\_ Two Chairs \_\_\_\_ Internet (Additional Cost Applies) \_\_\_\_ Electricity (Additional Cost Applies) \_\_\_\_

Will you have a free standing 10' booth? Yes \_\_\_\_ No \_\_\_\_

Please review the attached terms and conditions related to sponsorship and exhibits.

# Sponsorship Form

This agreement ("Agreement") is made as of this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between Dallas CPA Society ("DCPAS") and \_\_\_\_\_ ("Sponsor").

WHEREAS, DCPAS is responsible for presenting the Member Appreciation Day...Free CPE Day 2010 (the "Event").

WHEREAS, DCPAS and Sponsor desire to enter into an agreement whereby Sponsor will provide sponsorship to the Member Appreciation Day...Free CPE Day 2010 of DCPAS upon the terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the mutual promises and agreements contained herein, the parties hereto agree as follows:

## Article 1 Sponsorship Benefits and Obligations

1.1 Sponsor Benefits. During the term of this Agreement, the Sponsor will be entitled to the Sponsor Benefits set forth in this sponsorship brochure ("Sponsor Benefits").

1.2 Sponsor Fee. Sponsors will pay sponsorship fees as more particularly described in this sponsorship brochure.

## Article 2 Term and Termination of Agreement

2.1 Term. This Agreement shall be effective as of the Effective Date indicated on the cover page hereto and shall expire at 12:01 a.m. on the day following the event (the "Term").

2.2 Termination. Either the Sponsor or DCPAS may terminate this Agreement upon thirty (30) days written notice at any time in the event of material breach of this Agreement by the other party that is not cured within such thirty (30) day period.

2.3 Duties Upon Termination. Within one week after any termination of this Agreement, the Sponsor must remove all of DCPAS Trademarks (as defined herein) from its website and other materials and cease all use of the such Trademarks. There will be no refund of sponsorship fees upon any termination under this Section 2.

## Article 3 Trademark Usage

3.1 DCPAS Trademarks. The terms "Dallas CPA Society" and "Member Appreciation Day...Free CPE Day 2010" and the associated logos, are trademarks, which DCPAS either owns or has the right to license (collectively, "DCPAS Trademarks"). Sponsor may utilize the DCPAS Trademarks during the Term of this Agreement only in connection with advertising or promotional materials for the Event as contemplated by this Agreement and as approved in advance by DCPAS. Sponsor will not acquire any rights in any of the names, trademarks, logos, or other marks owned by DCPAS, and may only use such marks with the prior, written approval of DCPAS.

3.2 Sponsor Trademarks. DCPAS may only utilize trademarks which Sponsor either owns or has the right to license during the Term of this Agreement and in connection with advertising or promotional materials for the Event as contemplated by this Agreement and as approved in advance by Sponsor. DCPAS will not acquire any rights in any of the names, trademarks, logos, or other marks owned by Sponsor, and may only use such marks with the prior, written approval of Sponsor.

# Sponsorship Form

## Article 4 Additional Terms

4.1 Sponsor Exhibit Obligations. Sponsor has the following obligations :

a. Exhibit hours are established by DCPAS only. Generally, exhibits will be open during registration, breaks and lunch, as well as any other hours specifically designated for exhibit viewing. Unless otherwise approved in writing, exhibits may not be open while the conference sessions are in progress.

b. At least three business days prior to the Event, Sponsor shall submit to DCPAS by facsimile (at the number provided in Section 4.8), e-mail (at the e-mail address provided in Section 4.8), or hand delivery (1) the names of company representatives attending the Event (provided, however, that the maximum number of representatives that may attend the Event shall not exceed the number set forth in the Sponsor Benefits); and (2) the proposed configuration of the exhibit (subject to space limitations set forth in the Sponsor Benefits). The configuration of exhibits (other than the maximum space permitted by the Sponsor Benefits) is subject to approval by DCPAS. Each exhibit can have up to a 10 foot wide backdrop; provided, however, that if the backdrop is greater than 3 feet deep, approval must be obtained from the DCPAS.

c. DCPAS will provide two chairs only for each Sponsor's exhibit.

d. Sponsor is responsible for setting up and tearing down their exhibits. No assistance will be provided by DCPAS. Sponsor will set up and tear down its exhibits during the time periods established by DCPAS.

e. In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Subject to the Sponsor Benefits, the DCPAS reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, company or individual without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibition hall. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them.

f. The DCPAS reserves the right to determine the eligibility of any product or service for inclusion in the exhibition.

g. Sponsor or its representatives shall not injure or deface the walls or floors of the meeting site. When such damage occurs, Sponsor is liable to the owner of the property so damaged.

h. Knowledgeable representatives of Sponsor shall staff exhibits during the specified exhibit hours. DCPAS will not provide staffing for exhibits. The number of Sponsor representatives will depend on sponsorship level.

i. Sponsor representatives shall wear appropriate DCPAS badges at all times. The badges will be available at the conference registration desk during the exhibit setup period.

j. Security is available at the request and expense of Sponsor. Sponsor should consider removing from the meeting site or otherwise securing all equipment, supplies and other information at the close of each conference day.

k. Sponsor is responsible for shipping materials to and from the conference. All costs and coordination of receipt and delivery associated with the shipping and storage of exhibit materials are the responsibility of the Sponsor.

# Sponsorship Form

I. Federal, state and local laws covering fire, safety and health must be strictly observed. Exhibits must not block aisles or fire exits. Storage of boxes and materials beneath exhibit tables may also be restricted. All materials used in decoration must be flameproof. Electrical wiring must conform to the National Electrical Code Safety Rules. Sponsor shall follow the instructions of facility personnel and/or DCPAS staff regarding conformity with fire and health codes.

4.2 Relationship of the Parties. The Sponsor and DCPAS are independent contractors, and nothing in this Agreement creates any partnership, joint venture, agency, franchise, sales relationship, or employment relationship between the Sponsor and DCPAS. The Sponsor understands that it does not have authority to act for or on behalf of, make representations on behalf of or bind DCPAS. The Sponsor may not make any statement through any medium that would contradict anything in this paragraph.

4.3 Representations and Warranties. EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, DCPAS MAKES NO, AND EXPRESSLY DISCLAIMS ANY, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE SPONSORSHIP PROGRAM FOR MEMBER APPRECIATION DAY...FREE CPE DAY 2010 AND BENEFITS, THE DCPAS TRADEMARKS, AND ANY OTHER SERVICE PROVIDED BY DCPAS HEREUNDER. THE PROVISIONS OF THIS PARAGRAPH SHALL SURVIVE TERMINATION OR EXPIRATION OF THE AGREEMENT.

4.4 No Liability. DCPAS is not liable for any of Sponsor's expenses, lost profits, lost business opportunities or any other direct, indirect, special, punitive, incidental, or consequential damages arising out of or related to this Agreement.

4.5 Indemnification. Sponsor agrees to indemnify and hold DCPAS, the meeting facility and its owners, officers, committees, directors, employees and agents (collectively, the "Indemnitees") harmless from any and all claims, damages, costs, losses, expenses, causes of action, liabilities and obligations of whatever nature or type, which the Sponsor has, or may have, or which have been, or could have been, or in the future otherwise might have asserted against it in connection with acts of the Sponsor, its directors, shareholders, officers, agents or employees. Upon signing this Agreement, Sponsor expressly releases the Indemnitees from any and all claims for loss, damage or injury.

4.6 Governing Law. This Agreement shall be governed by the laws of the State of Texas, exclusive of its conflicts of law rules. Any dispute under this Agreement involving its interpretation or the obligations of a party hereto or relating to the performance of a party hereto, shall be determined by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association, in Dallas, Texas, before a single arbitrator. The arbitrator shall have the authority to permit discovery, to the extent deemed appropriate by the arbitrator, upon request of a party. The arbitrator shall have no power or authority to add to or detract from the agreements of the parties, and the costs of the arbitration shall be borne equally. The arbitrator shall have the authority to grant any temporary, preliminary or injunctive relief in a form substantially similar to that which would otherwise be granted by a court of law. The arbitrator shall have no authority to award punitive damages. The resulting arbitration award may be enforced, or injunctive relief may be sought, in any court of competent jurisdiction.

4.7 Force Majeure. In the event Member Appreciation Day...Free CPE Day 2010 shall be prevented from performing any of its obligations due under the terms of this Agreement by an act of God, by acts of war, or civil commotion, resulting in the Event not being held then DCPAS and Sponsor shall be excused from the performance of their remaining respective obligations hereunder with respect to such Event.

# Sponsorship Form

4.8 Notices. All notices required or permitted to be made under this Agreement shall be in writing and shall be deemed to have been duly given when delivered or sent by prepaid certified or registered mail:

If to DCPAS:

Sponsor Address

Dallas CPA Society  
Attn: Farlene Powell  
Park Central III  
12700 Park Central Drive, Suite 1000  
Dallas, TX 75251  
Telephone: (972) 960-8311  
Facsimile: (972) 960-2040  
E-mail: fpowell@cpadallas.org

4.9 Entire Agreement. This Agreement constitutes the entire agreement of the parties hereto with respect to the subject matter hereof and supersedes any prior or contemporaneous written or verbal communications or representations regarding such subject matter. This Agreement may not be modified except in writing signed by both parties hereto.

4.10 No Waiver. No delay or omission by either party in exercising any right or remedy under this Agreement or existing at law or equity shall be considered a waiver of such right or remedy. No waiver by either party of any right or remedy whether under this Agreement or otherwise shall be effective unless in writing.

4.11 Severability. If any provision of this Agreement is held to be invalid or unenforceable, it will be construed to have the broadest interpretation which would make it valid and enforceable. Invalidity and unenforceability of one provision will not affect any other provision of this Agreement.

4.12 Assignability. Neither party to this Agreement may assign, transfer, sell, pledge, or hypothecate its right, title of interest in this contract or any part thereof, or any rights or privileges created thereby without prior written consent of the other party.

Acceptance of Terms and Conditions:

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (Type or Print)

\_\_\_\_\_

## About Us

The Dallas CPA Society, Texas Society of Certified Public Accountants (Dallas Chapter) is a not-for-profit professional association serving approximately 6,500 CPA members in the Dallas and surrounding 13 counties. It is the second largest chapter of the Texas Society, Certified Public Accountants (TSCPA), the statewide professional association with over 27,000 members and 20 chapters around the state. A Board of Directors, elected from among the membership, is charged with the responsibility of governing the Chapter.

The purposes of the Chapter are to elevate the standard of proficiency, integrity and character of the profession; to cultivate professional cooperation and social interaction among members; and promote cooperation within the TSCPA and other CPA organizations for the advancement of the profession of public accountancy. In fulfilling these purposes, the Chapter heavily relies on its volunteers (members), who serve on committees. The Chapter's activities and committees are organized in the following categories: Community Affairs, Continuing Professional Education, Management and Quality Assurance, Membership, Political Action and Financial Resources.

The Dallas CPA Society has been providing members with professional support since its inception on June 29, 1929. The most significant growth for this organization has happened within the past 20 years. In 1972, the Chapter office filled 700 square feet in the Republic Bank Building in downtown Dallas. At that time, there were just under 1,700 members. Two staff members were running the office. The Chapter currently occupies over 5,000 square feet of space in north Dallas, serves 6,500 CPAs and employs five full-time and one part-time staff members.

The professional composition of the Chapter's membership is split 44:56 between CPAs in public accounting and those in industry, government and education. Women are rapidly joining the ranks of a once male-dominated profession, with national estimates indicating approximately 50 percent of those entering the field today to be female. The Chapter average is 41:59 females to males.

## DALLAS CPA SOCIETY

Texas Society of Certified Public Accountants

Dallas CPA Society

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#1000  
Dallas Texas 75251  
972-960-8311  
972-960-2040 fax  
[www.cpadallas.org](http://www.cpadallas.org)