

# 2018 SPONSORSHIP OPPORTUNITIES



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
NEW BRUNSWICK

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## 2017 SPONSORS & SUPPORTERS



We are **The Chartered Professional Accountants of New Brunswick (CPA New Brunswick)**. Our mission is to enhance and influence the value of the Canadian CPA profession by protecting the public interest, supporting our members & students in both official languages, and contributing to economic development.

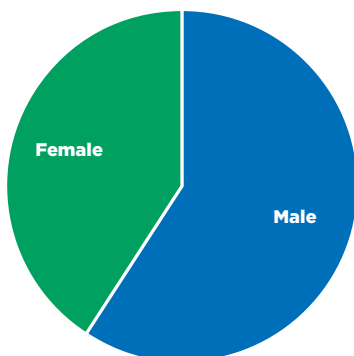
We are responsible for regulating the professional development of its members, and the protection of the public through our ethical standards and discipline process.

Furthermore, we are responsible for the training and certification of CPA Candidates.

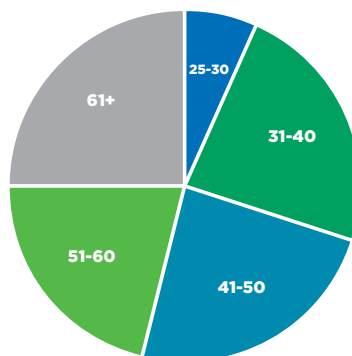
**CPA New Brunswick** represents close to 3,300 members, students and candidates from across New Brunswick.

### MEMBERSHIP DEMOGRAPHICS

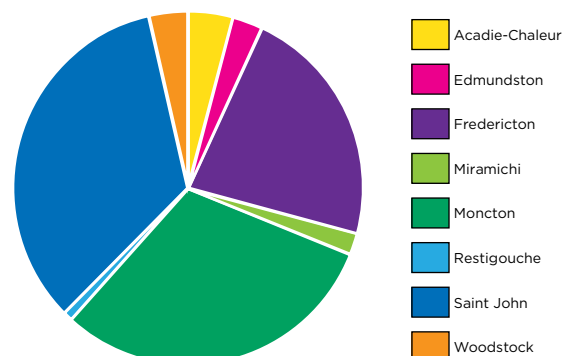
BY GENDER



BY AGE GROUP



BY REGION



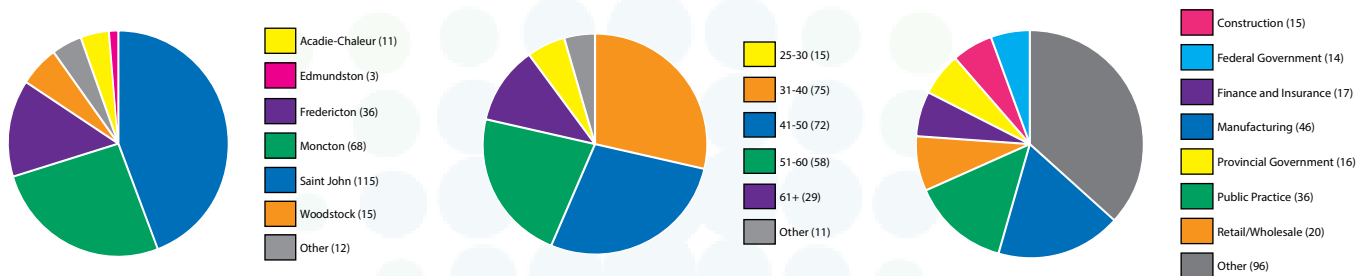
## 2017 CPA New Brunswick Event Statistics

### 2017 CONVOCATION (January 21 in Saint John)

- **510** attendees from across the province
- **60** graduates
- **4** new Fellows honoured
- Full-colour sponsor thank you ads placed in all **5** major provincial newspapers
- Sponsor logos prominently displayed on all event signage
- Sponsor logos displayed in Convocation program given to all attendees
- Social Media recognition leading up to/during event

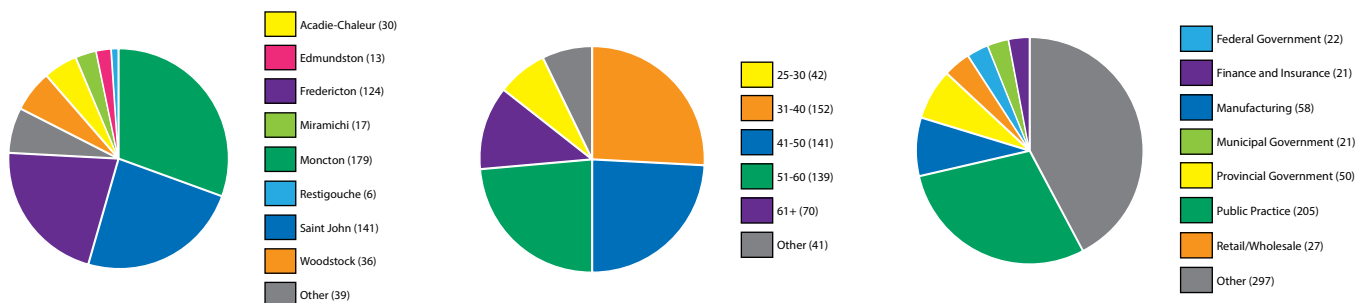
### 2017 SPRING CPD CONFERENCE (May 16-18 in Saint John)

- **260** attendees from across the province (an increase of **25%** from 2016)
- **13** speakers
- **6** exhibitors
- SWAG bags containing promotional items/material from sponsors assembled and distributed to all attendees
- Full-colour sponsor thank you ads placed in all **5** major provincial newspapers
- Sponsor logos displayed on event signage
- Social Media recognition leading up to/during event



### 2017 FALL CPD CONFERENCE (October 10-13 in Moncton)

- **590** attendees from across the province (an increase of **15%** from 2016)
- **35** speakers
- **14** exhibitors
- SWAG bags containing promotional items/material from sponsors assembled and distributed to all attendees
- Full-colour sponsor thank you ads placed in all **5** major provincial newspapers
- Sponsor logos displayed on event signage
- **5,728** unique Social Media impressions leading up to/during event



# 2018 CONVOCATION

February 3, 2018



## 2018 CPA New Brunswick Convocation

This prestigious event is the highlight of the year for our organization. Taking place at the **Fredericton Convention Centre** on **Saturday, February 3, 2018**, CPA New Brunswick will be celebrating the accomplishments of the candidates who successfully completed their designation education requirements, or who have been admitted into membership. In addition, we will also award the **FCPA** title, the profession's most prestigious honour, to select members who have rendered outstanding service to the profession, the organization and their community.

### Gold Sponsor \$3,500 (Limit of 1 per industry)

- One (1) complimentary table of 10 at the 2018 CPA Convocation (\$1,500 value)
- Exclusive opportunity to give closing remarks (2 minutes)
- Logo prominently displayed on all event collateral and signage
- Logo displayed and verbal recognition during event
- Social Media recognition leading up to/during event
- Recognition in major provincial newspapers
- Opportunity to place company banner or poster onsite
- Full-page ad in the Convocation program

### Silver Sponsor \$1,750

- Four (4) complimentary tickets for the 2018 CPA Convocation (\$600 value)
- Logo displayed on event collateral and signage
- Logo displayed and verbal recognition during event
- Social Media recognition leading up to/during event
- Recognition in major provincial newspapers
- ½ page ad in the Convocation program

### Bronze Sponsor \$750

- Two (2) complimentary tickets for the 2018 CPA Convocation (\$300 value)
- Logo displayed on event collateral and signage
- Recognition in major provincial newspapers
- ¼ page ad in the Convocation program



\*Based on sponsorship of the same event for 2 or more consecutive years. Returning sponsors will be identified as such on all event materials.



# SPRING CONFERENCE

May 15-17, 2018



## 2018 CPA New Brunswick Spring Professional Development Conference [3 days]

The **Spring Professional Development Conference** was added to CPA New Brunswick's program in 2016 (with over 260 attendees in 2017) after the demand for additional professional development opportunities was evident. This year's conference will take place at the **Delta Hotels by Marriott Fredericton** from **Tuesday, May 15 to Thursday, May 17, 2018**. All registered Members receive a welcome package containing promotional items from CPA New Brunswick and qualifying sponsors.

### Gold Sponsor \$2,500 (Limit of 1 per industry)

- Opportunity to distribute promotional material in delegate bags
- Exclusive sponsorship of a breakfast or lunch (with signage)
- Social Media recognition leading up to/during event
- Logo prominently displayed on all event collateral (including conference program, delegate bags & signage)
- Post-event recognition in major provincial newspapers
- Verbal recognition during lunches by CEO
- Complimentary display booth with prime placement (including breakfast and lunch for 2 displayers)

### Silver Sponsor \$1,000

- Opportunity to distribute promotional material in delegate bags
- Exclusive sponsorship of a morning or afternoon break (with signage)
- Social Media recognition leading up to/during event
- Logo displayed on event collateral (including conference program and signage)
- Post-event recognition in major provincial newspapers
- Complimentary display booth (including breakfast and lunch for 1 displayer)

### Bronze Sponsor \$500

- Opportunity to distribute promotional material in delegate bags
- Social Media recognition leading up to/during event
- Logo displayed on event collateral and signage (including conference program)
- Post-event recognition in major provincial newspapers
- Complimentary display booth



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# FALL CONFERENCE

October 30-November 2, 2018



## 2018 CPA New Brunswick Fall Professional Development Conference [4 days]

The **Fall Professional Development Conference** is CPA New Brunswick's signature event, attracting close to 600 participants annually and featuring a wide range of sessions. While the majority of attendees are CPA Members, the event is open to all and is also attended by candidates and other business professionals. Registered Members receive a welcome package containing promotional items from CPA New Brunswick and qualifying sponsors. This event will occur from **Tuesday, October 30 to November 2, 2018** at the **Saint John Trade & Convention Centre**.

### Gold Sponsor \$3,500 (Limit of 1 per industry)

- Exclusive sponsorship of a breakfast or lunch (with signage)
- Opportunity to distribute promotional material in delegate bags
- Social Media recognition leading up to/during event
- Logo prominently displayed on all event collateral (including conference program, delegate bags & signage)
- Post-event recognition in major provincial newspapers
- Verbal recognition during lunches by CEO
- Complimentary display booth with prime placement (including breakfast and lunch for 2 displayers)

### Silver Sponsor \$2,000

- Opportunity to distribute promotional material in delegate bags
- Exclusive sponsorship of a morning or afternoon break (with signage)
- Social Media recognition leading up to/during event
- Logo displayed on event collateral (including conference program and signage)
- Post-event recognition in major provincial newspapers
- Complimentary display booth (including breakfast and lunch for 1 displayer)

### Bronze Sponsor \$1,000

- Opportunity to distribute promotional material in delegate bags
- Social Media recognition leading up to/during event
- Logo displayed on event collateral and signage (including conference program)
- Post-event recognition in major provincial newspapers
- Complimentary display booth



\*Based on sponsorship of the same event for 2 or more consecutive years. Returning sponsors will be identified as such on all event materials.





*Thank you!*



**CPA**

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