

# Sponsorship Information Packet



## Sponsorship Information Inside This Packet

Title Sponsor  
Luncheon Sponsor  
Breakfast Sponsor  
Platinum Level Sponsor  
Gold Level Sponsor  
Silver Level Sponsor  
Program Advertising



Free Continuing Professional Education Day 2011

June 8, 2011

Westin La Cantera

16641 La Cantera Parkway

San Antonio, Texas 78256

**San Antonio CPA Society**

Texas Society of Certified Public Accountants



# Title Sponsor

**\$5,000**

- Prominent recognition as a Title Sponsor on conference materials sent to 2,700 members of the San Antonio CPA Society
- Prominent recognition as a Title Sponsor on the San Antonio CPA Society web site
- Prominent recognition as a Title Sponsor on event announcements sent to membership via e-mail
- 8' wide booth or 6' table in a prominent location at the conference facility
- Display of company logo on welcome sign at Free CE Day 2011
- Naming rights to afternoon break
- Listed as a Title Sponsor in the conference program
- Display of company logo on sponsor banner/sign
- Full-page color ad in Free CE Day 2011 program
- List of attendees with names and companies
- Recognition in the June issue of the San Antonio CPA Society electronic newsletter
- Five company representatives on site, attending luncheon
- Company logo on PowerPoint presentation during luncheon
- Listed as a Free CE Day 2011 Title Sponsor in the brochure to be handed out to new members, new CPAs and at San Antonio CPA Society events
- Meet up to 450 potential customers/clients
- Opportunity to briefly address participants during lunch



# Luncheon Sponsor

**\$3,500**

- Naming rights to luncheon
- Prominent recognition as a Luncheon Sponsor on the San Antonio CPA Society web site
- Prominent recognition as a Luncheon Sponsor on conference materials sent to 2,700 members of the San Antonio CPA Society
- Prominent recognition as a Luncheon Sponsor on event announcements sent to membership via e-mail
- 8' wide booth or 6' table in a prominent location at conference facility
- Display of company logo on welcome sign at Free CE Day 2011
- Listed as a Luncheon Sponsor in the conference program
- Display of company logo on sponsor banner/sign
- Full-page color ad in Free CE Day 2011 program
- List of attendees with names and companies
- Recognition in the June issue of the San Antonio CPA Society electronic newsletter
- Five company representatives on site, attending luncheon
- Company logo on PowerPoint presentation during luncheon
- Listed as a Free CE Day 2011 Luncheon Sponsor in the brochure to be handed out to new members, new CPAs and at San Antonio CPA Society events
- Meet up to 450 potential customers/clients
- Opportunity to briefly address participants during lunch



# Breakfast Sponsor

**\$2,500**

- Naming rights to Breakfast
- Prominent recognition as a Breakfast Sponsor on conference materials sent to 2,700 members of the San Antonio CPA Society
- Prominent recognition as a Breakfast Sponsor on the San Antonio CPA Society web site
- Prominent recognition as a Breakfast Sponsor on event announcements sent to membership via e-mail
- 8' wide booth or 6' table in a prominent location at the conference facility
- Display of company logo on welcome sign at Free CE Day 2011
- Listed as a Breakfast Sponsor in the conference program
- Half-page color ad in Free CE Day 2011 program
- List of attendees with names and companies
- Recognition in the June issue of the San Antonio CPA Society electronic newsletter
- Three company representatives on site, attending luncheon
- Company logo on PowerPoint presentation during luncheon
- Listed as a Free CE Day 2011 Breakfast Sponsor in the brochure to be handed out to new members, new CPAs and at San Antonio CPA Society events
- Meet up to 450 potential customers/clients
- Opportunity to briefly address up to 450 participants during breakfast



# Platinum Sponsor

**\$2,000**

- Prominent recognition as a Platinum Sponsor on conference materials sent to 2,700 members of the San Antonio CPA Society
- Prominent recognition as a Platinum Sponsor on the San Antonio CPA Society web site
- Prominent recognition as a Platinum Sponsor on event announcements sent to membership via e-mail
- 8' wide booth or 6' table in a prominent location at the conference facility
- Listed as a Platinum Sponsor in the conference program
- Half-page color ad in Free CE Day 2011 program
- List of attendees with names and companies
- Recognition in the June issue of the San Antonio CPA Society electronic newsletter
- Three company representatives on site, attending luncheon
- Company logo on PowerPoint presentation during luncheon
- Listed as a Free CE Day 2011 Platinum Sponsor in the brochure to be handed out to new members, new CPAs and at San Antonio CPA Society events
- Meet up to 450 potential customers/clients





## Gold Sponsor

**\$1,500**

- Recognition as a Gold Sponsor on conference materials sent to 2,700 members of the San Antonio CPA Society
- Recognition as a Gold Sponsor on the San Antonio CPA Society web site
- Recognition as a Gold Sponsor on event announcements sent to membership via e-mail
- 8' wide booth or 6' table in a prominent location at the conference facility
- Recognition in the June issue of the San Antonio CPA Society electronic newsletter
- Listed as a Gold Sponsor in the conference program
- Quarter-page color ad in Free CE Day 2011 program
- List of attendees with names and companies
- Recognition in the June issue of the San Antonio CPA Society electronic newsletter
- Two company representatives on site, attending luncheon
- Company logo on PowerPoint presentation during luncheon
- Listed as a Free CE Day 2011 Gold Sponsor in the brochure to be handed out to new members, new CPAs and at San Antonio CPA Society events
- Meet up to 450 potential customers/clients

# Silver Sponsor

## \$1,000

- Prominent recognition as a Silver Sponsor on conference materials sent to 2,700 members of the San Antonio CPA Society
- Prominent recognition as a Silver Sponsor on the San Antonio CPA Society web site
- Prominent recognition as a Silver Sponsor on event announcements sent to membership via e-mail
- 8' wide booth or 6' table in a prominent location at the conference facility
- Listed as a Silver Sponsor in the conference program
- List of attendees with names and companies
- Recognition in the June issue of the San Antonio CPA Society electronic newsletter
- Two company representatives on site, attending luncheon
- Company logo on PowerPoint presentation during luncheon
- Listed as a Free CE Day 2011 Silver Sponsor in the brochure to be handed out to new members, new CPAs and at San Antonio CPA Society events
- Meet up to 450 potential customers/clients



## Advertisements in Conference Brochure

Full Page - \$675

Half Page - \$400

Quarter Page - \$275

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

If you are interested in sponsoring this event, please contact Sarah Bloxham at (210) 828-2722, toll free (888) 828-8680 or Sarah@sacpasociety.com.

## San Antonio CPA Society

901 NE Loop 410, Suite 420

San Antonio, TX 78209

210.828.2722

210.828.3110 (fax)

[www.sacpasociety.com](http://www.sacpasociety.com)

# Sponsorship Form

Thank you for your participation in Free CE Day 2011. Please complete the information below and return it with your check made payable to the San Antonio CPA CE Foundation.

Company Name:

\_\_\_\_\_

## Contact Information

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

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

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

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

E-mail Address: \_\_\_\_\_

## Sponsor Level:

Title \_\_\_\_ Lunch \_\_\_\_ Platinum \_\_\_\_ Gold \_\_\_\_ Silver \_\_\_\_ Breakfast \_\_\_\_

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 e-mail your high resolution logo to Sarah Bloxham at [sarah@sacpasociety.com](mailto:sarah@sacpasociety.com).

Please check below if you need the following:

Table \_\_\_\_ Two Chairs \_\_\_\_ Internet \_\_\_\_ Electricity \_\_\_\_

Will you have a free standing 8' booth? Yes \_\_\_\_ No \_\_\_\_

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



**San Antonio CPA SOCIETY**  
**FREE CPE DAY 2011**  
**June 8, 2011**

**SPONSORSHIP AGREEMENT**

This agreement (“Agreement”) is made as of this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between San Antonio CPA CE Foundation (“SACPAS”) and \_\_\_\_\_ (“Sponsor”).

WHEREAS, SACPAS is responsible for presenting the Free CPE Day 2011 in San Antonio, Texas, on June 8, 2011 (the “Event”), and

WHEREAS, SACPAS and Sponsor desire to enter into an agreement whereby Sponsor will provide sponsorship to the Free CPE Day 2011 of SACPAS 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 attached packet (“Sponsor Benefits”).

**1.2 Sponsor Fee.** Sponsors will pay sponsorship fees as more particularly described in Sponsor Benefits.

**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 June 9, 2011 (the “Term”).

**2.2 Termination.** Either the Sponsor or SACPAS 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 SACPAS Trademarks (as defined herein) from its web site and other materials and cease all use of the such Trademarks. There will be no refund of sponsorship fees upon any termination under this agreement.

**Article 3**

**Trademark Usage**

**3.1 SACPAS Trademarks.** The terms “San Antonio CPA CE Foundation” and “Free CPE Day” and the associated logos are trademarks, which SACPAS either owns or has the right to license (collectively, “SACPAS Trademarks”). Sponsor may utilize the SACPAS 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 SACPAS.

Sponsor will not acquire any rights in any of the names, trademarks, logos, or other marks owned by SACPAS, and may only use such marks with the prior, written approval of SACPAS.

**3.2 Sponsor Trademarks.** SACPAS 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. SACPAS 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.

## **Article 4**

### **Additional Terms**

**4.1 Sponsor Exhibit Obligations.** Sponsor has the following obligations:

- a. Exhibit hours are established by SACPAS 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 SACPAS 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 SACPAS. Each exhibit can have up to an 8 foot wide backdrop; provided, however, that if the backdrop is greater than 3 feet deep, approval must be obtained from the SACPAS.
- c. SACPAS 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 SACPAS. Sponsor will set up and tear down its exhibits during the time periods established by SACPAS.
- 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 SACPAS 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 SACPAS 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. SACPAS will not provide staffing for exhibits. The number of Sponsor representatives will depend on sponsorship level.
- i. Security is available at the request and expense of Sponsor.
- j. Sponsor is responsible for shipping materials to and from the conference. All costs associated with the shipping and storage of exhibit materials are the responsibility of the Sponsor.
- k. 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 SACPAS staff regarding conformity with fire and health codes.

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

**4.3 Representations and Warranties. SPONSOR AGREES THAT EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, SACPAS MAKES NO, AND EXPRESSLY DISCLAIMS ANY, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE SPONSORSHIP PROGRAM FOR FREE CPE DAY 2011 AND BENEFITS, THE SACPAS TRADEMARKS, AND ANY OTHER SERVICE PROVIDED BY SACPAS HEREUNDER. THE PROVISIONS OF THIS PARAGRAPH SHALL SURVIVE TERMINATION OR EXPIRATION OF THE AGREEMENT. SPONSOR FURTHER ACKNOWLEDGES AND AGREES THAT SACPAS IS LEASING THE NORRIS CONFERENCE CENTER FOR PURPOSES OF THIS AGREEMENT AND SPONSOR AGREES THAT SACPAS HAS MADE NO REPRESENTATIONS, EXPRESS OR IMPLIED, AND EXPRESSLY DISCLAIMS ANY, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE AVAILABILITY OF ANY MINIMUM SUPPORT FOR ANY EXHIBITS PROVIDED AT THE LOCATION, INCLUDING BUT NOT LIMITED TO, ANY ELECTRICAL OUTLETS, UTILITIES, ELECTRICAL CORDS AND ALL OTHER MATERIALS SPONSOR MAY NEED TO SUPPORT SPONSOR'S EXHIBIT.**

**4.4 No Liability.** SACPAS 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 SACPAS, its agents, officers, directors, employees, 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 San Antonio, 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 Free CPE Day 2011 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 SACPAS and Sponsor shall be excused from the performance of their remaining respective obligations hereunder with respect to such Event.

**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 SACPAS:

Sponsor Address

San Antonio CPA Society

Attn: Sarah Bloxham

901 NE Loop 410, Suite 420

San Antonio, TX 78209

Telephone: (210) 828-2722

Facsimile: (210) 828-3110

E-mail: [Sarah@saCPAsociety.com](mailto:Sarah@saCPAsociety.com)

**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 Sponsor:**

**Acceptance of Terms and Conditions by SACPAS:**

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

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

Signature

Date

Signature

Date

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

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title