

SPONSORSHIP GUIDE

ADVERTISE • EXHIBIT • PRESENT • SPONSOR



UACPA

contact Amy Spencer,
as@uacpa.org or
801-466-8022

WHO IS THE UACPA

ABOUT US

Since 1920, the UACPA has served the professional community for Certified Public Accountants (CPA) across the state, currently serving more than 2,400 members and 1,000 future accounting professionals. As the trusted voice for the profession, we support a diverse membership including public practitioners, corporate executives, government officials, and educators.

Our commitment extends beyond established professionals, as we are deeply invested in the future of the accounting industry. By collaborating with the UACPA, your organization gains direct access to influential decision-makers. Through a variety of sponsorships, events, and advertising opportunities, we offer high-visibility platforms to promote your brand and cultivate meaningful relationships within a network rooted in integrity and excellence.

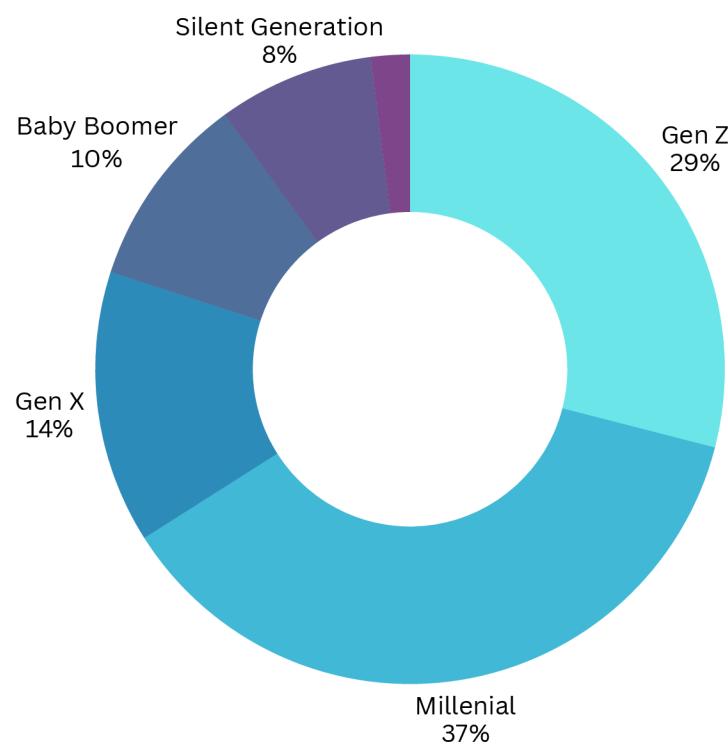
Join us in supporting the profession while positioning your business at the core of Utah's business community. We have several sponsorship options to optimize your brand.



57%
Public Accounting

26%
Industry

15%
Government,
Education,
Other



PRINT PUBLICATION

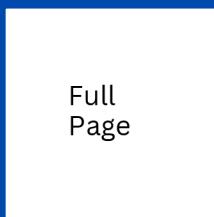
This is a fantastic opportunity to present your company's logo, mission, and QR code link to thousands of UACPA members.

Our well-established quarterly publication, *The Journal Entry*, is printed and distributed four times a year to 2,400 UACPA members. Additionally, a digital version is available online and sent directly to our student members.

Numerous firms and businesses prominently display *The Journal Entry* in their offices and client waiting areas.

The Journal Entry Advertising Rates

Ad	Size	Rate
Full Page (w/ bleed)	9" x 11.5"	\$1,200
Half Page	8.5" x 4"	\$750
Quarter Page	3.605" x 4.5"	\$400



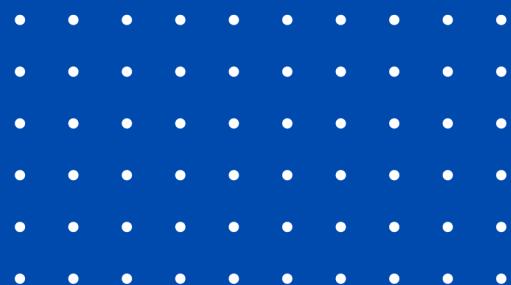
Files: Please submit your art as hi-res PDFs with images sized at 300 DPI.

Color: CMYK color mode or grayscale only.

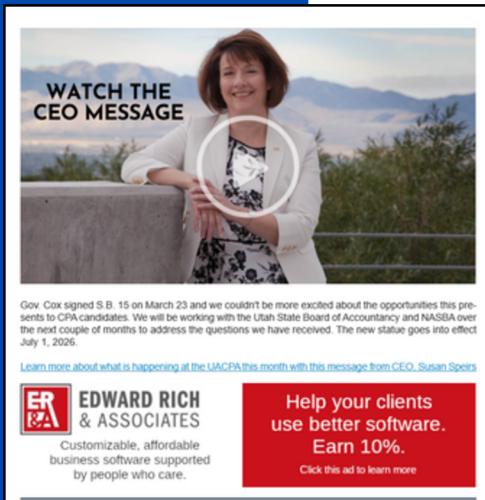
All advertising is subject to approval by the Utah Association of CPAs. The UACPA reserves the right to decline advertising considered unethical or unsuitable.



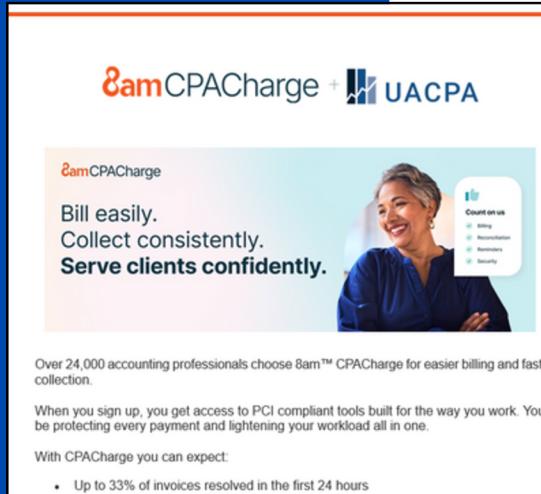
Date	2026 Deadline
Spring Issue	March 2
Summer Issue	June 1
Fall Issue	Sept. 8
Winter Issue	Dec. 7



DIGITAL ADVERTISING



Please send a
.png or .jpg
file sized at
60 x 150 pixels



eNews Ad

Gain premium visibility by placing your brand directly in front of Utah's CPAs and financial decision-makers. Our targeted digital publications, that is sent on the 1st or 15th of each month, ensure your message reaches a niche audience. Each banner ad includes a direct hyperlink, driving qualified traffic straight to your preferred landing page.

Digital Publications

- eNetwork is sent to 3,400 members and students on the 1st of each month
- CPEConnect is sent to 3,400 members and students on the 15th of each month

Average click-to-open rate: 42%

Rates

<u>Email Placement</u>	<u>Proposed Rate</u>
Single Banner Placement	\$400 - \$500
4 Email Banner Placements (Package)	\$1,400
8 Email Banner Placements (Package)	\$2,500

Solo Email

Drive immediate action with a dedicated email blast sent directly to our directory of CPAs. This "solo" format is our most impactful digital offering, providing 100% share-of-voice. With full HTML customization, you have the creative freedom to design a high-conversion layout that leads Utah's financial professionals directly to your demo, webinar, or whitepaper.

Price Per eMail

Standard Member Send	\$2,000
Niche Segment	\$1,200

Niche segments include CPAs in public practice or industry, students, new professionals and government.

MEMBER APPRECIATION DAY + CPE

Secure your organization's one-hour slot now to present CPE to Utah's CPAs. Only 4 slots available per event.

2026 Dates and Pricing

Membership Appreciation Day is a 4-hour virtual CPE opportunity that is free to UACPA members. Put your company in front of UACPA members for one hour. Our last event in October 2025 was highly successful with 240 UACPA member registrations.

Thursday, May 14, 2026, 8 am – 12 pm
\$2,000 per one-hour time slot

Thursday, Oct. 22, 2026, 8 am – 12 pm
\$2,000 per one-hour time slot

Webinars

Showcase the benefits of your organization to CPAs as a 50-minute webinar that qualifies as CPE. As part of our premier sponsorship packages, we are offering a limited number of presentation slots for \$2,000 each.

This is more than just a speaking engagement. It is a direct line to a highly engaged audience of CPAs, CFOs, and decision-makers looking for the latest industry insights and solutions.

Call the UACPA to discuss this option.



CONFERENCES



Adobe Stock | #923267819

STATE & LOCAL GOVERNMENT CONFERENCE

MAY 8, 2026

This Conference is the essential gathering for professionals serving Utah's public sector. This event offers sponsors a focused opportunity to connect with CPAs, auditors, and finance officers who manage the state's most critical fiscal operations.

Anticipated Attendance: 220

PREMIER GOLD SPONSOR

\$3,500 (1 breakfast spot or 1 lunch spot available)

- Company logo at each dining table and in dining hall for sponsored meal
- 5-minutes of podium time
- Exhibitor space
- Logo on conference materials

SILVER SPONSOR

\$1,500 (unlimited)

- Exhibitor space
- Logo on conference materials

ANNUAL CONFERENCE

DEC. 10 - 11

The UACPA Annual Conference is our premier learning event of the year. Sponsors have the rare opportunity to network face-to-face with Utah's top accounting professionals over two days.

Anticipated Attendance: 250

PREMIER GOLD SPONSOR

\$5,000 (2 lunch spots available)

- Company logo at each dining table and in dining hall
- 5 minutes of podium time at lunch
- Exhibitor space for both days
- Logo on conference materials

SILVER SPONSOR

\$3,500 (2 breakfast spots available)

- Company logo at each dining table and in dining hall
- Exhibitor space for both days
- Logo on conference materials

BRONZE SPONSOR

\$1,500 (unlimited)

- Exhibitor space for both days
- Logo on conference materials

UTAH CPA FOUNDATION GOLF TOURNAMENT FUNDRAISER

Help support future CPAs by becoming a sponsor of the UACPA Foundation's annual golf tournament. This is where the UACPA Foundation raises money, through donations, to support learning opportunities for high school and college students who are interested in careers in the accounting profession.



AUGUST 20

7 a.m. set up

8 a.m. shotgun start

South Mountain Golf Course, Draper

Anticipated attendance: 100

**Price: \$800 for foursome; \$200
individual player**

SIGNATURE SPONSOR \$4,000

Includes 5 minutes of podium time during the luncheon; company logo prominently displayed at each luncheon dining table, as well as on advertising during the event and on event promotional materials.

BREAKFAST SPONSOR \$3,000

Includes company logo displayed at the continental breakfast table, as well as on advertising during the event and on event promotional materials. Your company representative is invited to greet our golfers at the continental breakfast table, too.

GRAND PRIZE SPONSOR \$2,000

We love to give away a relaxing getaway to one of golfers! Your company can help craft a package that spotlights your generosity.

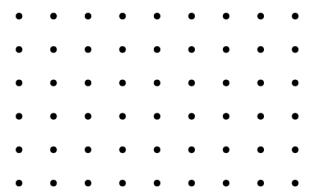
HOLE-IN-ONE SPONSOR \$1500

Your company logo will be prominently displayed at the hole that's selected for this competition and on event promotional materials.

HOLE SPONSOR \$1,000

Put your company's brand in front of Utah's CPAs by sponsoring a hole. This is your company's chance to interact with accounting professionals outside the confines of the office. This package includes your company's logo on the hole and in event promotional materials.

Leverage your brand through a
customized package, contact Amy
Spencer, 801-834-6633 or as@uacpa.org



IN PERSON LUNCH EVENTS

Business & Industry Tour

Starting at \$500

Throughout the year, the Business & Industry Council has on-site tours to various businesses for a tour and CPE. Sponsor a lunch or provide a speaker for one of these member-exclusive events.

Chapter Meetings

Starting at \$500

UACPA Chapters meet regularly and have an option to sponsor lunch or lead the presentation for CPE Credit.

Emerging Professionals Networking Lunch

Starting at \$500

Professionals who are within the first 10 years of their careers make up the Emerging Professionals sector and take part in quarterly networking lunches where CPE is offered. As a sponsor, you have an opportunity to connect with this audience through a speaking engagement or lunch provider.



Get in front of an engaged audience of professionals, contact Amy Spencer, 801-834-6633 or as@uacpa.org



UACPA

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Connect with Utah's professional community,
contact Amy Spencer, 801-834-6633 or as@uacpa.org