



PROMOTIONAL

*Sponsorship*

PACKAGES 2018



Dear *Sponsor Name*

I am contacting you regarding a unique sponsorship opportunity for your company.

The Lady CPA Network (TLCPA) is an organization of professional women in accounting and finance. We are entrepreneurs, we are executives, we are college students who aspire to take part in the profession. We are a body of women making our mark on the male-dominated profession. Most of all we are changing the face and perception of accounting and finance.

We are seeking your support for the Lady CPA – at the following events:

- OUR FIRST ANNUAL CONFERENCE
- COLLEGE TOURS
- FREE CPE COURSES

Exposure at these events will promote your business to a fantastic audience who are dedicated to supporting those who support us and to become involved in events that receive rave reviews, incredible social media reach and positive vibes whenever spoken about.

### *Our Mission*

To provide a network and platform for women in accounting and finance as a support system and collaborative body of professionals. To offer mentorship opportunities for women who aspire to be in the field of accounting and finance, as well as educational support and continuing education. To aide with the progression and advancement of women in the accounting and finance profession. To increase the visibility of women in the accounting and finance profession.

According to the AICPA women may represent more than 50% of accounting graduates entering the profession for the last 20 years, but makeup only 19% of the partners in accounting firms nationwide.

“WOMEN HAVE LIMITED ACCESS TO FEMALE OR DIVERSE ROLE MODELS”  
WE ARE THOSE ROLE MODELS!”

### *Our Goals*

- Increase the visibility of women accountants.
- Provide a support network for women in the accounting profession who aspire to progress in the profession whether educationally or through licensure such as CPA or CMA certification.
- Increase interest at the collegiate level for women in accounting



### *How does it work?*

In the following pages, you will find information about our events and sponsorship packages that you can peruse. There are packages to suit every business' budget – whether it be a Platinum Package you are after, or a Bronze Package. We accept sponsorship by way of cash, goods and prizes, discounts on products that we need for the event (such as prizes) or vouchers.

### *What do you get from being a Sponsor?*

You get to be part of a brand that is fast growing in the country, as well as fantastic exposure for your products and / or services.

### *How do we promote your business?*

Dependant on your level of sponsorship, we will promote your business through our website, as well as our social media channels, Instagram & Facebook and Snapchat! We are also open to your ideas and suggestions on how we can best promote your business.

Thank you for your time, and for perusing the packages.

I trust that all the information you require is enclosed, but if you have any other questions – or a sponsorship idea that does not fit into one of the enclosed packages, please get in touch and I will do my very best to answer your query.



Yours Sincerely,

*Ja Juan Williams*

Founder, The Lady CPA

## OUR FIRST ANNUAL CONFERENCE

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CULTIVATING THE COURAGE WITHIN  
THROUGH SCHOLARSHIP, LEADERSHIP,  
& ENTREPRENEURSHIP: GRACE UNDER PRESSURE  
DARING TO LIVE YOUR DREAM.

*Date:* July 20th, 21st and 22nd

*Venue:* The Mystic Dunes Resort, Orlando, Florida,

*Speakers at the conference:*

JaJuan Williams, Conference Host and keynote speaker,  
joined by Jasmine Collier, Natelege Powell, Torie Sutton  
and Atiya Brown.

*About our Speakers:*

### JAJUAN WILLIAMS, FOUNDER THE LADY CPA

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Hi and thank you for your interest in The Lady CPA network. This organization of professional women is near and dear to my heart. After 17 years in the profession I have come across many challenges in both private and public accounting. I have worked in corporate accounting in positions of Senior Regional accountant, controller and CFO. I left my last corporate position in 2009 to start my own public accounting firm CFO Benefits Inc., which has been a great success. While writing my dissertation to complete my Doctorate in Business Administration with the focus being accounting, I was astonished at the plight of African Americans in the accounting profession, as well as women in the accounting profession. Even today African Americans make up less than 1% of CPAs. Women may represent more than 50% of accounting graduates entering the profession for the last 20 years, but make up only 19% of the partners in accounting firms nationwide. Further while studying for the CPA exam I have come across so many women that need the support of other women who are exactly where they are or who have already gone through the same frustrations and hours upon hours of studying while either working full time, raising kids, being a wife etc. Without the support of other women this journey can be impossible. So ladies I present to you your #1 resource, we are here to support you in all of your professional endeavors The Lady CPA Network. Let's take this Journey together.

### JASMINE COLLIER, CPA

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My name is Jasmine Collier, and I am a native of Nashville, TN. I received my Bachelors of Science from University of TN, Knoxville in Accounting with a minor in African Studies. I obtained a Master's of Accountancy from Middle Tennessee State University, and I am now pursuing an MBA with Keller School of Management. I am a Certified Public Accountant.

I started my career at Kroger, where I held positions as a Cost Accountant, Corporate Auditor, Information Systems Analyst, and Corporate Accounting Manager. I am currently a Senior Financial Analyst at Nissan.

I own a consulting firm where I focus on creating financial growth for entrepreneurs, and I am the founder of Walk With Me Financially

## *About our Speakers:*



### TORIE SUTTON, MBA

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Hi! I'm Torie Sutton, the owner of Emerge Tax and Financial Services. I am an accounting and finance professional with 12 years of experience across multiple industries. My passion is to help individuals and businesses turn their finances into powerful tools of growth and success. Over the past decade, I have provided professional services to individuals and companies both large and small. My greatest professional achievements are the results I've helped my clients attain. Some key achievements were cost reductions, efficiency, and streamlined financial reporting. Most recently, I served as Regional Assistant Director of Finance at one of the largest accounting firms in the world. I received a BS in Finance from the University of Illinois Urbana-Champaign, MBA from the University of Illinois Chicago, and a Graduate Certificate in Accountancy. I am a Certified QuickBooks ProAdvisor and am currently pursuing a CPA designation.



### NATELEGE POWELL, MBA,

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#### Director of Marketing and Public Relations for The Lady CPA Network

Hi! I am Natelege "Nat" Powell. I am the owner of CFO Benefits LLC (Florida) where I provide operational strategy and business consulting. My passion to make an impact on the community led me to start a Miami, FL based NFP, MKG Vikings, an athletic organization for youth. It is this same passion that drew me to The Lady CPA Network where I serve as the Marketing and Public Relations Director. Unlike many, I was fortunate enough to have a great supervisor early in my career that helped direct me to pursue my MBA and a career in consulting. I believe TLCPA will provide a similar opportunity on a larger scale to more women in the industry and I am excited about the growth of this wonderful organization.



### ATIYA BROWN, CPA

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Hi, I am Atiya Brown aka The Savvy Accountant, a CPA, CA and a Certified Financial Educator Instructor. I have over 13 years of experience in the accounting/finance world.

I attended The John Molson School of Business (JMSB) in Montreal, Canada for both undergrad and graduate studies and finished top 5 in my graduating class before completing the Chartered Accountancy examination to become a CPA, CA. I have worked in both the private and public sector. I have a real passion for wanting to build Generational Wealth and help others do the same.

She is here to remove any fears you might have with money and turn it into LOVE!

Atiya wants to help you Live Financially Savvy so you can build Generational Wealth for yourself and loved ones. Atiya has recently launched a podcast called Live Financially Savvy, where she facilitates the connection between people doing amazing things in the finance world to people who want to learn how to create wealth. She wants to help her audience maintain their Healthy Money Menu™ aka budgets, reduce their debt and grow profits.

## SPONSORSHIP FUNDS WILL BE USED FOR:

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COLLEGE  
TOURS

FREE CPE  
COURSES

FREE CPA  
STUDY  
MATERIAL &  
TUTORING

Sponsorship funds will also be used to assist with conference expenses.



### COLLEGE TOURS

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In the fall of 2018 we will host college tours where we will discuss the accounting and finance profession, encourage students to sign up for mentorship and offer scholarships.

The tours will take place in the fall of 2018 and spring 2019 with the goal to reach 1000 students (women majoring in accounting or finance).

We want to encourage them through the process of obtaining their degree and possible CPA certification.

### FREE CPE COURSES

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Offered through TLCPA, the sponsorship funds will be used to pay the instructors and assist with curriculum development.

## PLATINUM SPONSORSHIP

PRICE FOR  
PLATINUM  
SPONSORSHIP:

**\$10,000**

### *What is included:*

- 2x INVITATIONS TO THE ANNUAL CONFERENCE\* which includes the hotel accommodations and all conference events.
- 2x Employees highlighted permanently as a Lady Ambassador on our website.
- Prime placement of companies logo on our website and promotional materials and documents. Regular promotions on our Facebook, Instagram and Twitter including paid promotions.
- Sponsor will also be promoted on our college tours and career day speaking engagements as a preferred company to work for.

## GOLD SPONSORSHIP

PRICE FOR  
GOLD  
SPONSORSHIP:

**\$7,500**

### *What is included:*

- 1x INVITATION TO THE ANNUAL CONFERENCE\* which includes the hotel accommodations and all conference events.
- 1x Employee highlighted permanently as a Lady Ambassador on our website.
- Prime placement of companies logo on our website and promotional materials and documents. Regular promotions on our Facebook, Instagram and Twitter including paid promotions.
- Sponsor will also be promoted on our college tours and career day speaking engagements as a preferred company to work for.

## SILVER SPONSORSHIP

PRICE FOR  
SILVER  
SPONSORSHIP:

**\$3000 -  
\$5000**

### *What is included:*

- 1x Employee highlighted permanently as a Lady Ambassador on our website.
- Prime placement of companies logo on our website and promotional materials and documents. Regular promotions on our Facebook, Instagram and Twitter including paid promotions.
- Sponsor will also be promoted on our college tours and career day speaking engagements as a preferred company to work for.

## BRONZE SPONSORSHIP

PRICE FOR  
BRONZE  
SPONSORSHIP:

**\$1000 -  
\$3000**

### *What is included:*

- Prime placement of companies logo on our website and promotional materials and documents. Regular promotions on our Facebook, Instagram and Twitter including paid promotions.
- Sponsor will also be promoted on our college tours and career day speaking engagements as a preferred company to work for.

\* Does not include flights

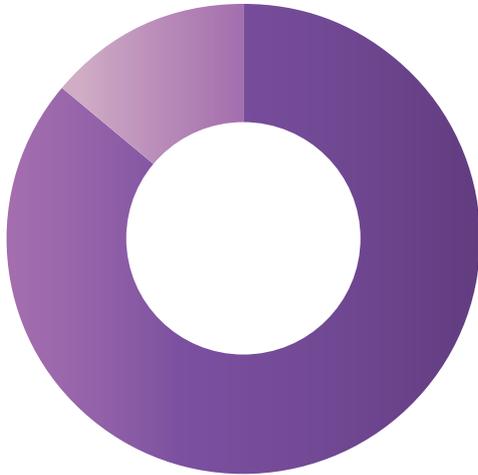
# STATISTICS

## Audience

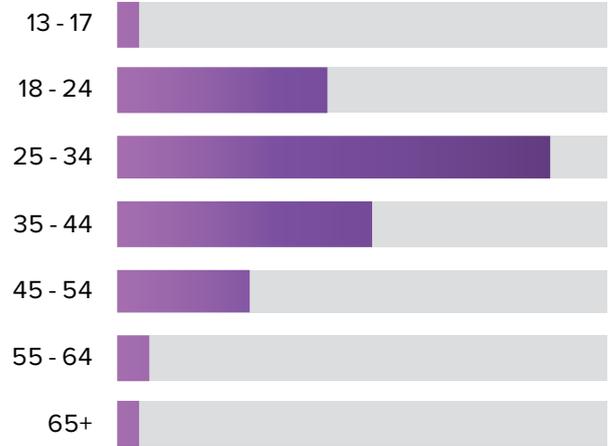
2,227 followers

14% MALE ♂

86% FEMALE ♀



## Age Range



## Top City Locations



## Activity

Profile Visits: 552 Website Clicks: 4

## Discovery

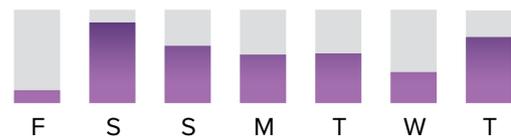
Reach: 907 Impressions: 6,585

Accounts reached from Apr 27 - May 03



## Interactions

557 Total taps on your posts or profile from Apr 27 - May 03





## SPONSORSHIP ACCEPTANCE FORM

**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Postal Address** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Email Address** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

### DETAILS OF SPONSORSHIP

**Cash** \$ \_\_\_\_\_

**Goods/Prizes** Value \_\_\_\_\_

**Details of Goods / Prizes**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

A tax invoice will be issued for all cash sponsorships upon receipt of this form.