

2025

**SALES TAX
INSTITUTE**
SPONSORSHIP
PACKAGES



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INSTITUTESM

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Why Sales Tax Institute?

The Sales Tax Institute is the #1 destination for sales tax professionals and those looking for sales tax information to get the knowledge and training they need.

The Sales Tax Institute offers a wide range of learning options for all levels of experience. From free online tools and resources to CPE eligible in-person workshops and webinars and everything in between.

700,000

**Website Visitors
in the Past 12
Months***



18,500

Monthly newsletter experience
50% average email open rate,
5.5% click rate

1,300,000

**Pageviews in the
Past 12 Months***

755

**Students Enrolled in Paid Courses
in 2024 to Date**, which includes
Sales Tax Nerd Community Members

2025 Sponsorship Opportunities

Sales Tax Institute sponsorships are a great way to reach a highly-targeted audience of sales tax professionals.



Brand Awareness

Boost brand awareness through increased visibility in the places where sales tax pros go for answers.

- Company listing on STI helpful links webpage
- Company branding on STI course materials
- Promotional assets distributed to STI students
- Sponsor Spotlight in monthly newsletter
- Social Posts for Gold and Platinum Sponsors
- Product demo videos in the Sales Tax Nerd Community



Thought Leadership

Demonstrate the valuable perspective and expertise your company contributes to the sales tax field.

- Guest blogging on the STI website to reach thousands of sales tax pros (Gold and Platinum levels only)
- Speaking opportunities at STI courses
- Educational sessions with the Sales Tax Nerd Community



Lead Generation

Attract new targeted leads to your company that trust you to help them solve their sales tax issues.

- Banner ad placements on top STI webpages
- Product and services info sessions with the Sales Tax Nerd Community
- Attendee lists for sessions presented by sponsor (webinar, education session, forums)

**August 1, 2023- August 1, 2024 data*

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Sponsorship Benefits by Level

Benefit	Bronze \$5,000	Silver \$9,000	Gold \$17,000 – Only Two Available	Platinum \$23,500 – Only One Available
Banner ads on STI website resources pages	2 pages with 1 ad each	3 pages with 1 ad each	5 pages with 1 ad each	6 pages with 1 ad each
Listing on helpful links page (e.g. Tax Software)	Company listing in category based on sponsor level with a targeted link and company logo	Company listing in category based on sponsor level with a targeted link and company logo	Company listing in category based on sponsor level with a targeted link and company logo	Customized longer listing at top of category with a targeted link and company logo
Listing in course registration confirmation and thank you emails	Logo with a link	Logo with a link	Logo with a link	Logo with a link
PDF asset provided in “digital goodie bag” for signature courses & <i>Sales Tax Jumpstart</i>	1 promotional or educational resource	1 promotional or educational resource	1 promotional or educational resource	2 promotional or educational resources
Demo video to include in Sales Tax Jumpstart course tools (e.g. automation, compliance, or other appropriate topics)	1 demo video of how company solution or process works	1 demo video of how company solution or process works	1 demo video of how company solution or process works	1 demo video of how company solution or process works
Mention in STI courses and listing in course materials (<i>Advanced Sales and Use Tax Workshop, Basics of Sales and Use Tax, Sales Tax Jumpstart</i>)	Company mention in 1 event of your choice, logo in event’s course materials	Company mention in all courses, logo in course materials	Company mention in all courses, logo in course materials	Company mention in all courses, logo in course materials
Listing in Monthly Newsletter, (NEW) Training Update, and (NEW) Tips Digest Emails - 36 emails sent out to mailing list of 18,000+ people	Logo with a link, 1 monthly Sponsor Spotlight	Logo with a link, 1 monthly Sponsor Spotlight	Logo with a link, 1 monthly Sponsor Spotlight	Logo with a link, 1 monthly Sponsor Spotlight
Branded resources in <i>Sales Tax Nerd Community Partner Corner</i>	1 branded educational resource, tool, video	3 branded educational resources, tools, videos	4 branded educational resources, tools, videos	5 branded educational resources, tools, videos
Sponsor-provided resources in one monthly newsletter (<i>Approved by STI, 1 sponsor branded in any one of the 3 newsletters</i>)		2 per year	4 per year	6 per year
<i>Sales Tax Nerd Community Sponsor Forum Presentation (only one sponsor presents at each event)</i>		1 event	1 event	2 events
<i>Sales Tax Nerd Community Webinar on Educational Topic</i>			1 60-minute presentation moderated by Diane	1 90-minute presentation moderated by Diane

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Sponsorship Benefits by Level

Benefit	Bronze \$5,000	Silver \$9,000	Gold \$17,000 – Only Two Available	Platinum \$23,500 – Only One Available
Co-present monthly webinar*			1 co-presenting opportunity	1 co-presenting opportunity
Guest blog post on salestaxinstitute.com (Topic approved by STI)			1 guest blog	1 guest blog
Social Media posts on LinkedIn, provided by sponsor to STI Followers (Copy, media, and link provided by sponsor, approved by STI)			1 per quarter	1 per month
Speaking opportunity at <i>Basics of Sales and Use Tax</i> course*				1 speaking opportunity

*Topic assigned by Sales Tax Institute to be delivered by a speaker who meets our quality guidelines.

Educational Discounts

Sponsorship benefits extend beyond sales opportunities by providing educational discounts for your company, clients, and others.

Sales Tax Institute Offering	Bronze \$5,000	Silver \$9,000	Gold \$17,000 - Three Available	Platinum \$23,500 - One Available
<i>Sales Tax Nerd Community Membership</i>	5% shareable discount code	50% discount for 1 year for 1 member plus a 10% shareable discount code	1 free membership for 1 year for 1 member plus a 10% shareable discount code	1 free membership for 1 year for 1 member plus a 15% shareable discount code
Webinar Attendance (Live and On-Demand)	5% shareable discount code	10% shareable discount code	5 free attendance slots per live webinar plus a 10% shareable discount code for live and on-demand webinars	10 free attendance slots per live webinar plus a 10% shareable discount code for live and on-demand webinars
Live Courses and <i>Sales Tax Jumpstart</i>	5% shareable discount code	5% shareable discount code	10% shareable discount code	1 free attendance slot plus a 10% shareable discount code

Have other ideas about how you'd like to partner with Sales Tax Institute?

Please contact us at marketing@yettertax.com!



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A La Carte Sponsorships

These additional opportunities outside of our tiered packages can also be added to any other sponsorship.

Sponsorship	Benefits	Investment
Sales Tax Nerd Community Virtual Networking Event – Unlimited Reach a vibrant audience of accomplished tax professionals. Our Community members come from across the country and work in a variety of industries.	<ul style="list-style-type: none"> Complimentary or subsidized happy hour kit or other networking activity for STNC members Opportunity to provide branded item(s) as part of the kit Company introduction and thank you during event Company branding on all event communications Option to have company representatives attend the event 	starting at \$5,000
Sponsored Cocktail Reception - Basics Class - One Available The kickoff cocktail hour is a special event to foster connections among attendees and a favorite bonus event.	<ul style="list-style-type: none"> Complimentary hors d'oeuvres and beverages provided for attendees thanks to you Signage on food tables, additional collateral is up to you Company branding on all event communications Option to have company representatives attend the event 1 complimentary registration to class 	\$7,500
Exclusive Dinner Sponsorship- Advanced Class - One Available These experienced students attending Advanced unwind and connect at our class dinner. Be the focus on the student-favorite event!	<ul style="list-style-type: none"> Complimentary dinner for attendees at a classic restaurant near class venue Company branding on custom menu, additional handouts and branded z is up to you Company branding on all event communications 1 complimentary registration to class 1:1 access and lead info to experienced professionals and decision makers 	\$10,000
Additional Banner Ads Advertise your company on our high traffic pages and make thousands of tax professionals aware of your business!	<ul style="list-style-type: none"> Banner ads provided by the sponsor on 2 of our webpages for a full year Webpages receive an average of 20,000 page views 	\$4,200 for 2 pages
Singular webinar sponsorships	<ul style="list-style-type: none"> Sponsorship of 1 webinar 10% shareable promo code Mentions and links to your company in all marketing materials, including emails, social media posts, and banner ads Access to full registration list and lead info for attendees 	\$3,000



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FAQs

How many class offerings will the Sales Tax Institute have in 2025?

- 12 monthly live webinars
- 2 live courses: Advanced Sales and Use Tax Workshop and Basics of Sales and Use Tax
- 2 sessions of Sales Tax Jumpstart 9-week online course (Feb-Apr and Sept-Nov)
- By the end of 2024 there will be 20 on-demand webinars with more added frequently



What is the Sales Tax Nerd Community?

The Sales Tax Nerd Community (STNC) is the newest offering from Sales Tax Institute. It is an annual membership for sales tax professionals who want to grow their sales tax expertise and connect with others to trade experiences, best practices, and ideas. Membership benefits include access to a robust online membership platform, online courses, office hour calls with Diane Yetter, course discounts, and a resource library of sales tax tools. 2025 Sales Tax Institute sponsors have the unique opportunity to get in front of this highly targeted group to demonstrate company expertise and solutions.

The STNC “Partner Corner” is a topic section within the online membership platform where we will post sponsor branded educational resources, tools, or videos for members.

What is the Sales Tax Nerd Community Sponsor Forum?

Sponsors will have the opportunity to meet with members of our Sales Tax Nerd Community for sales tax-focused interactive online presentations. For these sessions, sponsors can select their own topics, share product demos, go deeper into offerings, and answer attendee questions. Only one sponsor presents at each forum. Sponsors receive the attendee list for their forum.

What is a “digital goodie bag”? And what is the value of providing an asset for it?

We use the phrase “digital goodie bag” to describe a collection of PDFs from different organizations containing educational and promotional information that we provide to Sales Tax Institute students in lieu of physical handouts. Examples could be a PDF about specific products or services in your company, an informational flyer that contains a discount code or special offer for Sales Tax Institute students, or an educational asset like a whitepaper. Adding tracking codes to the links provided in your digital goodie bag asset will allow you to track engagement and leads from the asset.

How do the banner ads and logo/link listings work?

We provide the technical specifications for the banner ads and you provide the artwork and links with tracking code. You are welcome to change out the ads as frequently as monthly throughout the year of sponsorship.

Each Monthly Newsletter, Tips Digest, Training Update, course registration confirmation email and thank you email will contain your logo with a link. You can change out the link whenever you’d like based on the content of the course or various company webpages you’d like to highlight.

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FAQs

What is the Sponsor Spotlight?

Monthly, we profile one sponsor in our Monthly Newsletter, which is sent in the last week of each month and enjoys an average open rate of 34% and a click rate of 5%. This spotlight is a 5 minute video edited by the Sales Tax Institute or a brief written statement that includes company name, logo, brief description of the company, key products, target customers and link to sponsor's desired landing page or link with tracking codes provided by sponsor.

Do sponsors receive analytics on their content promoted through the Sales Tax Institute?

Yes. When applicable, the Sales Tax Institute will send a report on content performance, such as views, leads, etc.

What is the newsletter resource benefit?

Sponsors may provide a branded resource (approved by Sales Tax Institute) to be placed (via link) in one of the newsletters. This can be a gated download to allow sponsors to collect leads or any other resource.

How can I co-present a webinar?

We offer monthly live webinars on a wide range of sales tax topics. As a Gold or Platinum sponsor, you can co-present with Diane Yetter. We'll collaborate to choose the topic and date. Sponsors provide a speaker, webinar materials, and write a corresponding blog that will be featured on the Sales Tax Institute website and in our promotional emails. Sponsors can briefly promote their brand at the end of the webinar and will receive a list of webinar registrants.

What is the Basics speaking opportunity?

Platinum sponsors have an exclusive opportunity to join our faculty at the Basics of Sales and Use Tax course in Chicago. This role offers direct exposure to sales tax professionals who are actively seeking solutions for their companies. Learn more about the course [here](#).

How can I sponsor a single webinar?

As the sponsor of one of our monthly live webinars, you can request when in the year and what topic Sales Tax Institute faculty will speak on. Ultimate say is up to the Sales Tax Institute. In exchange for your sponsorship, you will receive a 10% shareable promo code, mentions in all of our marketing materials, and the lead information from all attendees. [Reach out to us](#) for more information!

