



Become a Sponsor of the



SALES TAX INSTITUTESM

Reach your audience with the Sales Tax Institute's exclusive tools

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By the Numbers

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's community of students spans every level of experience, but they all possess the same passion for sales tax.

Sponsorship gives your brand a **direct connection** to an engaged audience that depends on our free online resources and CPE-eligible workshops and webinars to advance their expertise.

Data from August 14, 2024 - August 14, 2025

Website

Engagement Rate

50%

New Visitors

3,000

Email

Monthly Newsletter Experience

20,000

Average Email Open Rate

Open Rate

63%

Industry standard: 25%

Click Rate

8%

Industry standard: 5%

Social

Followers across all platforms

28,000+

Organic LinkedIn Engagement Rate

9.0%

Industry standard: 3%

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Who We Are

The **Sales Tax Institute** is your destination for any sales and use tax training or education you may need.

Founded in 1996 by sales and use tax expert, Diane Yetter, the Sales Tax Institute has been helping tax, finance, and accounting professionals learn about the varied and nuanced world of sales and use tax.

Whether you're looking for a basic understanding of sales tax, an answer to a specific question, or making sales tax your career, we can help. We specialize in sales and use tax training so that you can be more accurate, efficient, and confident in your work.

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 live workshops and everything in between, we are your one-stop shop for sales and use tax training.



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Sponsor Benefits



Brand Awareness

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

- Company listing on Sales Tax Institute helpful links webpage
- Company branding on Sales Tax Institute course materials
- Promotional assets distributed to Sales Tax Institute 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 Sales Tax Institute website to reach thousands of sales tax pros (Gold and Platinum levels only)
- Speaking opportunities at Sales Tax Institute courses (Gold and Platinum Only)
- Educational sessions with the Sales Tax Nerd Community (Gold and Platinum Only)



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 Sales Tax Institute webpages
- Product and services info sessions with the Sales Tax Nerd Community
- Attendee lists for sessions presented by sponsor (webinar, education session, forums)

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Our Offerings



Basics of Sales and Use Tax

Multi-day, in-person conference on foundational sales tax concepts.

For tax professionals with 0-4 years experience.



Advanced Sales & Use Tax Workshop

Multi-day, in-person workshop with interactive sessions on trending topics.

For tax professionals with 4+ years experience.



Sales Tax Jumpstart

9-week, online workshop with 2 hour sessions.

For early career tax professionals.



Sales Tax Nerd Community

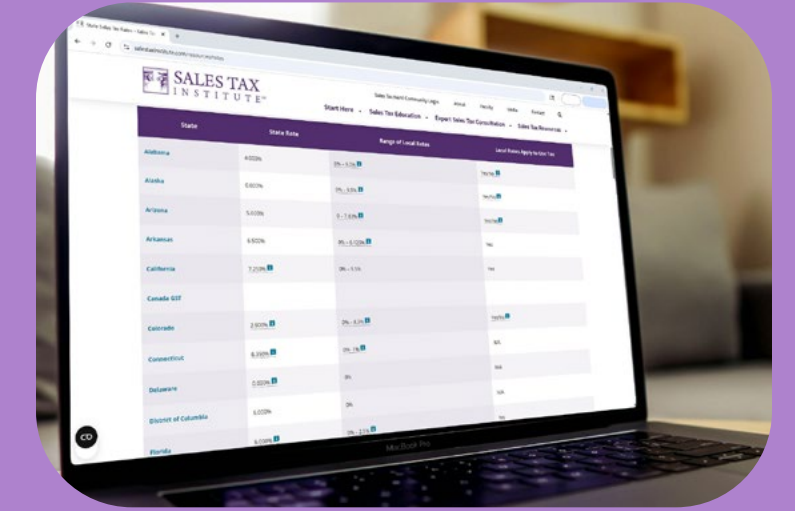
Online membership platform with open forum, exclusive resources, mentorship, events, and more.



Webinars

12 monthly live webinars each year on various topics and trending news.

20+ on-demand webinars covering core concepts.



Resources

Quick-reference charts, in-depth whitepapers, helpful tools, legislative updates, directories, FAQs, and more.

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Benefits	Bronze \$5,500	Silver \$9,500	Gold \$17,750	Platinum \$23,500
Banner ads on STI website resource 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 & Sales Tax Jumpstart	1 promotional or educational resource	1 promotional or educational resource	1 promotional or educational resource	1 promotional or educational resource
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 (Advanced Sales and Use Tax Workshop, Basics of Sales and Use Tax, Sales Tax Jumpstart, Monthly Live and On-Demand Webinars)	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	Company mention in all courses, logo in course materials
Listing in Monthly Newsletter, Training Update, and Tips Digest Emails 36 emails sent out to mailing list of 20,000+ 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

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Benefits	Bronze \$5,500	Silver \$9,500	Gold \$17,750	Platinum \$23,500
Branded resources in Sales Tax Nerd Community Partner Corner	1 branded educational resource, tool, video	3 branded educational resources, tool, videos	4 branded educational resources, tool, videos	5 branded educational resources, tool, videos
Sponsor-provided resources in one monthly newsletter Approved by STI, 1 sponsor branded in any one of the 3 newsletters		2 per year	4 per year	6 per year
Sales Tax Nerd Community Sponsor Forum Presentation Only one sponsor presents at each event		1 event	1 event	2 events
Sales Tax Nerd Community Webinar on Educational Topic			1 60-minute presentation moderated by Diane	1 90-minute presentation moderated by Diane
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 Basics of Sales and Use Tax *				1 speaking opportunity

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

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Educational Discounts

Sales Tax Institute Offering	Bronze \$5,500	Silver \$9,500	Gold \$17,750	Platinum \$23,500
Sales Tax Nerd Community Membership	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 Sales Tax Jumpstart	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 the Sales Tax Institute?

Please contact us at sponsorships@salestaxinstitute.com!

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A La Carte Sponsorships

These additional opportunities can be purchased independently or added to our tiered programs.

Sales Tax Nerd Community Virtual Networking Event

Reach a vibrant audience of accomplished tax professionals. Our Community members come from across the country and work in a variety of industries.

Unlimited available

- 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 at Basics Class

The kickoff cocktail hour is a special event to foster connections among attendees and a favorite bonus event.

One available

- 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

starting at \$7,500

Exclusive Dinner Sponsorship at Advanced Class

These experienced students attending Advanced unwind and connect at our class dinner. Be the focus on the student-favorite event!

One available

- Complimentary dinner for attendees at a classic restaurant near class venue
- Company branding on custom menu, additional handouts and branded materials 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

starting at \$10,000

Additional Banner Ads

Advertise your company on our high traffic pages and make thousands of tax professionals aware of your business!

- Banner ads provided by the sponsor on 2 of our webpages for a full year
- Webpages receive an average of 2000 page views

\$4,200 for 2 pages

Singular Webinars Sponsorships

Put your brand front and center during one of our highly attended webinars to connect directly with engaged sales tax professionals. Gain valuable leads and visibility through multiple marketing channels.

- Sponsorship of 1 webinar
 - 10% shareable promo code
 - 2 complimentary registrations
 - Mentions and links to your company in all marketing materials, including emails, social media posts, and banner ads for the webinar
 - Access to full registration list and lead info for attendees
- We provide the option to co-present with Sales Tax Institute faculty or simply provide brand placement throughout the training and promotional materials.**

\$3,000

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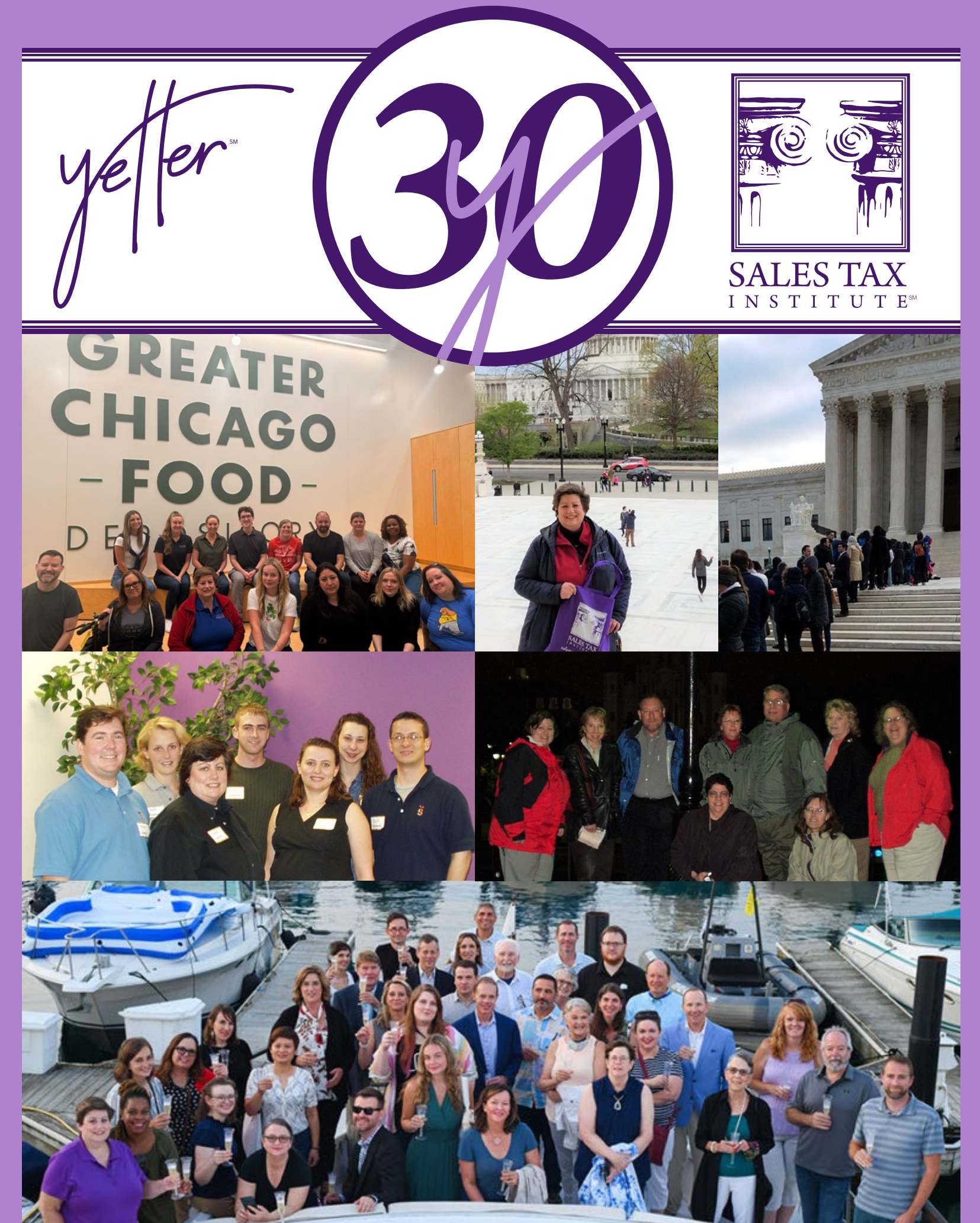
30th Anniversary Celebration

2026 marks the 30th Anniversary for YETTER Tax and the Sales Tax Institute. We're commemorating this major milestone with a year full of unique opportunities for our sponsors.

Across 3 decades, our team has provided top-notch education to thousands of tax professionals. Through our exclusive branding and lead generation opportunities, your company can be an integral part of that story!

Contact our team for more information on how you can support the Sales Tax Institute during this momentous year.

- Branding opportunities
- Exclusive swag
- Lead generation
- Additional events



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How can I sponsor a single webinar?

As the sponsor of one of our monthly live webinars, you can co-present on an approved topic with a Sales Tax Institute faculty member or simply sponsor a topic that a Sales Tax Institute faculty will present solely. In exchange for your sponsorship, you will receive a 10% shareable promo code, 2 complimentary registrations, mentions in all webinar marketing materials, and the lead information from all attendees. [Reach out to us](#) for more information!



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, collaborate on 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](#).



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.

2026 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.

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What is a digital goodie bag?

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.

What is the Sponsor Spotlight?

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 63% and a click rate of 8%. 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.

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 monthly newsletters. This can be a gated download to allow sponsors to collect leads or any other resource.





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 codes. Each Monthly Newsletter, Tips Digest, Training Update, course registration confirmation email and thank you email will contain your logo with a link. If you would like to change out the link to better match the content of the course, you can do so whenever you like. You can also change the link to highlight different company webpages. You are welcome to change out the ads as frequently as monthly throughout the year of sponsorship.

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

Yes. The Sales Tax Institute provides attendee lists for events hosted by the Sponsor. Upon request, we provide you a report of page views where your ad is placed. Sponsors are free to include tracking links to facilitate their tracking of activity.

2026 Class Offerings

- | | | | |
|--|--|--|---|
|  2 | Live Courses
Advanced Sales and Use Tax Workshop and Basics of Sales and Use Tax |  12 | Live Webinars
1 per month |
|  2 | Sales Tax Jumpstart
2 sessions of this 9 week online course (Spring and Fall) |  20+ | On-Demand Webinars
with more being continuously added |

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Reach your audience with our exclusive resources.

[Click here to contact our team](#)



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