

Connect With the Next Generation of Sales Tax Professionals

The *Basics of Sales and Use Tax* course is a multi-day, in-person training designed for professionals in the first 0–4 years of their sales tax careers. Participants are actively seeking tools, partners, and solutions to improve their accuracy, efficiency, and confidence in their roles.

Sponsorship provides direct access to an engaged, high-intent audience at a formative stage in their careers.

Why Sponsor the Basics Class

Highly Targeted Audience

- Early-career tax professionals building vendor and solution relationships
- Attendees actively learning processes, systems, and best practices

Deep Engagement Unlike Conferences

- Multi-day interaction vs. passive expo attendance
- Repeated brand exposure throughout sessions, materials, and activities

Built for Measurable ROI

- Branding integrated into course materials, communications, and activities
- Ability to use trackable links and receive performance insights
- Lead generation opportunity for all exclusive sponsorship levels

Sponsor Benefit Pillars

Brand Awareness

- Presence across course materials, communications, and signage

Thought Leadership

- Association with trusted, educational content (not sales-first messaging)

Lead Generation

- Direct exposure to professionals actively evaluating tools and resources

Basics Sponsorship Options

Basics Class Sponsor (Exclusive)

Primary sponsor of the class

- “Basics Class sponsored by [Your Company]” positioning
- Logo in course materials and key slides
- Logo in registration confirmation & follow-up emails
- Welcome bag asset distributed to students & faculty
- Post-event email recognition
- 1 complimentary course registration

Investment: \$12,000

Cocktail Reception Sponsor (Exclusive)

- Branded networking event with full attendee participation
- Signage and branding on event communications
- Opportunity for sponsor representatives to attend
- 1 complimentary course registration

Investment: \$7,500

Engagement & Technology Sponsorships (Exclusive)

Polling App Sponsor

- Branding integrated into all live polls
- Logo visibility on poll intro and results slides
- Full-screen sponsor presence when attendees access the polling tool
- Premium “first impression” digital placement

Investment: \$2,500

Bingo Card & Prize Sponsor

- Logo on all bingo cards
- Drives attendee engagement and sponsor visibility
- One square related to your company
- Brand tied to key giveaway moment
- Recognition during announcements
- Can include company branded premium gift as prize if desired

Investment: \$3,000

Sponsorship Bundles

Engagement Bundle (exclusive)

- Polling App Sponsor
- Bingo Card Sponsor

Bundle Price: \$4,000

Hospitality Bundle (3 available)

- 1 Lunch Sponsor
- 1 Afternoon Break Sponsor
- 1 Breakfast Sponsor

Bundle Price: \$7,500

***Add-On Cocktail Reception (1 available): \$14,000 + 1 complimentary course registration**

Brand Visibility Bundle

- Basics Class Sponsor
- Badge Sponsor
- Welcome Bag Placement
- 1 complimentary course registration

Bundle Price: \$17,000

Hospitality Sponsorships

Lunch Sponsor (3 available)

- Branding at buffet + slides
- Verbal recognition

Investment: \$3,000

Afternoon Break Sponsor (3 available)

- High-frequency visibility during networking breaks

Investment: \$1,500

Breakfast Sponsor (4 available)

- Branding at buffet + slides
- Verbal recognition

Investment: \$2,000

Onsite Branding Sponsorships

Badge Sponsor (Exclusive)

- Logo printed on student badges worn throughout the event

Investment: \$5,000

Giveaway Drop Sponsor (swag at seat or in bag)

- Branded item distributed to every attendee provided by sponsor
- logo on “Thanks to our giveaway sponsor” signage
- Verbal acknowledgement

Investment: \$2,000

Commercial Sponsor (10 available)

- Recurring visibility on screens during breaks and meals
- Can choose to use a commercial (up to 3 minutes) or a branded slide

Investment: \$2,000

Let's Build the Right Partnership

We're happy to customize a sponsorship package aligned with your goals, whether that's lead generation, visibility, or long-term brand positioning.

The Basics class gives you something most sponsorships don't: sustained access to early-career tax professionals while they are actively learning how to do their jobs, not just walking an expo floor.

You're not competing for attention. You're integrated into the experience through materials, engagement tools, and key moments like networking, polling, and course content.

That means stronger brand recall, more meaningful conversations, and better-quality leads.

Contact: sponsorships@salestaxinstitute.com