SALES TAX INSTITUTE℠

Become a Sponsor

2027 Sponsorship Opportunities

The #1 destination for sales tax professionals and the people who train them.
Reach your audience with the Sales Tax Institute's exclusive tools.

sponsorships@salestaxinstitute.com

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By the Numbers

An engaged, high-intent audience that depends on Sales Tax Institute's resources, workshops, and webinars to advance their expertise.

Website

26,000
Avg. site visits/month

52%
engagement rate

Email & Newsletter

17,900+
newsletter subscribers

63%
avg open rate (industry 25%)

10%
click rate (industry 5%)

Social

9,000+
followers across platforms

530,096
LinkedIn impressions (10x above LinkedIn benchmark)

Reported data window: Sep 1, 2025 – Sep 1, 2026.

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 spent three decades helping tax, finance, and accounting professionals master the varied and nuanced world of sales and use tax.

Whether someone wants a basic understanding of sales tax, an answer to a specific question, or a full career in the field, Sales Tax Institute can help.

From free online tools and resources to CPE-eligible in-person workshops and everything in between, Sales Tax Institute is the one-stop shop for sales and use tax training.

Who you'll reach

- Practitioners from first-year staff to senior decision-makers
- Every industry and company size, nationwide
- Reached at the moment they're seeking answers and actively learning
- Engaged across courses, webinars, the newsletter, and the Sales Tax Nerd Community

Sponsor Benefits

Three pillars, delivered across every corner of the Sales Tax Institute ecosystem.

Brand Awareness

- Listing on Sales Tax Institute helpful links pages
- Branding on course materials
- Promo assets distributed to students
- Spotlight in the newsletter
- Social posts by Sales Tax Institute (Gold & Platinum)
- Demo videos in the Sales Tax Nerd Community

Thought Leadership

- STNC Sponsor Forum presentation (all tiers)
- Guest blogging on salestaxinstitute.com (Gold & Platinum)
- Speaking at Sales Tax Institute courses (Gold & Platinum)
- Educational sessions with the Sales Tax Nerd Community (Gold & Platinum)

Lead Generation

- Banner ads on top Sales Tax Institute webpages
- Product & services info sessions with the Sales Tax Nerd Community
- Attendee lists for sponsor-led sessions (webinar, education sessions, forums)

Our Offerings

Sponsorship connects your brand to every corner of the Sales Tax Institute ecosystem.

Basics of Sales & Use Tax

Multi-day, in-person course on foundational concepts. For professionals with 0–4 years of experience.

Advanced Workshop

Multi-day, in-person workshop on trending topics. For professionals with 4+ years of experience.

Sales Tax Jumpstart

9-week online workshop with 2-hour weekly sessions. For early-career professionals.

Sales Tax Nerd Community (STNC)

Online membership: open forum, exclusive resources, mentorship, and events.

Webinars

12 monthly live webinars plus 20+ on-demand sessions covering core concepts.

Resources

Quick-reference charts, whitepapers, tools, legislative updates, directories, and FAQs.

Tier Packages

Four annual tiers of always-on visibility, thought leadership, and lead generation.

Bronze	Silver	Gold	Platinum
$5,500 per year	**$9,500** per year	**$17,750** per year	**$23,500** per year
		3 opportunities available	***1 opportunity available***

Full benefit-by-benefit comparison on the next three pages. Course-specific and event sponsorships follow under À La Carte.

Tier Packages — Visibility & Content

Always-on brand presence across STI's web, courses, and 36 annual emails to 20,000+ subscribers.

Benefit	Bronze — $5,500	Silver — $9,500	Gold — $17,750	Platinum — $23,500
Banner ads on Sales Tax Institute resource pages	2 pages, 1 ad each	4 pages, 1 ad each	5 pages, 1 ad each	6 pages, 1 ad each
Listing on helpful-links page	Category listing, targeted link & logo	Category listing, targeted link & logo	Category listing, targeted link & logo	Customized longer listing at top of category
Listing in course confirmation & thank-you emails	Logo with a link	Logo with a link	Logo with a link	Logo with a link
PDF asset in digital goodie bag	1 resource	1 resource	1 resource	1 resource
Demo video in Jumpstart course tools	1 demo video	1 demo video	1 demo video	1 demo video
Mention in STI courses & materials	All courses, logo in materials	All courses, logo in materials	All courses, logo in materials	All courses, logo in materials
Listing across newsletter & digest emails	Logo + link, 1 Sponsor Spotlight	Logo + link, 1 Sponsor Spotlight	Logo + link, 1 Sponsor Spotlight	Logo + link, 1 Sponsor Spotlight

Tier Packages — Thought Leadership & Community

Where Gold and Platinum separate from the field — speaking, co-presenting, and Sales Tax Nerd Community access.

Benefit	Bronze — $5,500	Silver — $9,500	Gold — $17,750	Platinum — $23,500
Branded resources in STNC Partner Corner	1 resource / tool / video	3 resources / tools / videos	4 resources / tools / videos	5 resources / tools / videos
Sponsor-provided resources in newsletter (Sales Tax Institute approved)	1	2 per year	4 per year	6 per year
STNC Sponsor Forum presentation	1 event	1 event	1 event	2 events
STNC educational webinar	—	—	1 × 60-min, moderated by Diane	1 × 90-min, moderated by Diane
Co-present a monthly live webinar	—	—	1 opportunity	1 opportunity
Guest blog post on salestaxinstitute.com	—	—	1 guest blog	1 guest blog
Sponsor-provided LinkedIn posts	—	—	1 per quarter	1 per month
Speaking opportunity at Basics course	—	—	—	1 speaking opportunity

Tier Packages — Educational Discounts

Member and attendance benefits that scale with tier — valuable to share with clients, staff, and referrals.

Benefit	Bronze — $5,500	Silver — $9,500	Gold — $17,750	Platinum — $23,500
Sales Tax Nerd Community membership	5% shareable code	50% off 1 yr for 1 member + 10% code	1 free membership (1 yr) + 10% code	1 free membership (1 yr) + 15% code
Webinar attendance (live & on-demand)	5% shareable code	10% shareable code	5 free slots / live webinar + 10% code	10 free slots / live webinar + 10% code
Live courses & Sales Tax Jumpstart	5% shareable code	5% shareable code	10% shareable code	1 free slot + 10% shareable code

À La Carte

Purchase independently or add to any tier. Tier sponsors receive 10% off à la carte and course add-ons.

Cross-Portfolio Add-Ons

Additional Banner Ads — $5,000

2 pages, full year · Your ads on two high-traffic Sales Tax Institute pages (avg. ~2,000 annual users combined across the two pages).

Singular Webinar Sponsorship — $5,000

per webinar · Sponsor a live webinar: 10% shareable code, 2 comp registrations, the full registrant lead list, and mentions across all marketing for that webinar. Co-presenting optional.

STNC Virtual Networking Event — from $5,000

unlimited · Host a happy-hour kit or networking activity for the Sales Tax Nerd Community. Sponsor funds the kit or other out of pocket costs in addition to the sponsorship fee.

How banner ads work

- You provide artwork + tracking links; Sales Tax Institute provides specs
- Swap ads or links as often as monthly across the year
- Page-view reporting available on request

Course & event sponsorships

Basics, Advanced & Jumpstart — full menus on the following pages.

Includes the Advanced Dinner and Basics Cocktail Reception, hospitality, badges, engagement tools, and digital placements.

Basics of Sales & Use Tax

3.5 days, in-person. Early-career professionals (0–4 years) actively evaluating tools, partners, and solutions while they learn.

Marquee Sponsorships

Basics Class Sponsor — $12,000
Exclusive · "Basics Class sponsored by [Company]." Logo in materials & key slides, registration list + follow-up emails, welcome bag asset, 1 comp registration.

Cocktail Reception Sponsor — $7,500
Exclusive · 1 · Branded kickoff networking event with full attendee participation, signage, reps attend, 1 comp registration.

Badge Sponsor — $5,000
Exclusive · Logo printed on student badges, worn throughout the event.

Engagement & Technology

Polling App Sponsor — $2,500
Exclusive · Branding in all live polls plus a full-screen first impression.

Bingo Card & Prize Sponsor — $3,000
Exclusive · Logo on all cards, one company square, brand tied to a key giveaway moment.

Commercial Sponsor — $2,000
10 available · Up to a 2-minute commercial or branded slide on screens during breaks & meals, across the whole event.

Engagement Bundle — $4,000
Exclusive · Polling App + Bingo together — save $1,500.

Basics Class — Hospitality & Branding

Integrated brand presence across meals, breaks, and giveaways throughout the multi-day class.

Hospitality

Lunch Sponsor — $3,000
3 available · Branding at the buffet and on slides, with verbal recognition.

Breakfast Sponsor — $2,000
4 available · Branding at the buffet and on slides, with verbal recognition.

Afternoon Break Sponsor — $1,500
3 available · High-frequency visibility during networking breaks.

Hospitality Bundle — $5,750
3 available · 1 lunch + 1 breakfast + 1 break together — save $750.

Onsite Branding & Bundles

Giveaway Drop Sponsor — $2,000
Branded item to every attendee plus “thanks to our sponsor” signage.

Brand Visibility Bundle — $17,000
Basics Class Sponsor + Badge + Welcome Bag + 1 comp registration.

Why Basics?

- Early-career pros building vendor & solution relationships
- Multi-day interaction, not a passive expo floor
- Lead-gen with an audience actively evaluating tools

Advanced Sales & Use Tax Workshop

2.75 days, in-person. Senior professionals (4+ years) and decision-makers — the highest-intent lead-gen audience in the portfolio.

Marquee Sponsorships

Advanced Workshop Sponsor — $12,000

Exclusive · Title sponsor — logo in materials & key slides, registration list + follow-up emails, welcome bag asset, 1 comp registration.

Dinner Sponsor — $7,500

Exclusive · 1 · The marquee social event — branded dinner near venue, custom menu, 1:1 decision-maker access, 1 comp registration.

Badge Sponsor — $5,000

Exclusive · Logo printed on every attendee badge, worn throughout.

Engagement & Technology

Polling App Sponsor — $2,500

Exclusive · Branding in all live polls plus a full-screen first impression.

Engagement Activity Sponsor — $3,000

Exclusive · Branded session / networking game built for a senior audience.

Commercial Sponsor — $2,000

8 available · Up to a 2-minute commercial or branded slide on screens during breaks, across the full 2.75 days.

Engagement Bundle — $4,000

Exclusive · Polling App + Engagement Activity together — save $1,500.

Advanced Workshop — Hospitality & Branding

Repeated, high-frequency brand exposure across meals, breaks, and onsite touchpoints over the full 2.5 days.

Hospitality

Breakfast Sponsor — $2,000
3 available · Branding at the buffet and on slides, with verbal recognition.

Lunch Sponsor — $3,000
3 available · Branding at the buffet and on slides, with verbal recognition.

Afternoon Break Sponsor — $1,500
2 available · High-frequency visibility during networking breaks.

Hospitality Bundle — $5,750
2 available · 1 breakfast + 1 lunch + 1 break together — save $750.

Onsite Branding & Bundles

Giveaway Drop Sponsor — $2,000
Branded item to every attendee plus “thanks to our sponsor” signage.

Brand Visibility Bundle — $17,000
Workshop Sponsor + Badge + Welcome Bag + 1 comp registration.

Why Advanced?

- 4+ year professionals and decision-makers
- 2.75 days of deep, multi-day engagement
- Strongest lead-generation audience in the portfolio

Sales Tax Jumpstart

9-week online workshop, offered Spring & Fall. Early-career professionals across a wide range of industries — nine consecutive weeks of exposure to the same cohort.

Jumpstart Course Sponsor

Exclusive · title sponsor

Per session — **$12,000**

Spring or Fall — nine weeks with one cohort

Annual — both sessions — **$20,000**

Spring + Fall, save $4,000

Logo on the course platform and session slides, registration plus all nine weekly session emails, a digital goodie bag asset, a demo video in the course tools, post-course recognition, and 1 complimentary registration.

Engagement & Sessions

Session Sponsor — **$2,000**

up to 7 · Own one week's live session — intro and outro slide plus a verbal mention. Week 1 is reserved for the Course Sponsor.

Polling / Engagement Tool — **$2,500**

Exclusive · Branding in the live polls across all nine sessions.

Commercial / Branded Slide — **$2,500**

up to 8 · Up to a 2-minute video or branded slide played at a session break, then delivered as course material and accessible to students for a total of four months.

All seven session sponsorships come to $14,000 — the Course Sponsor package covers the whole course for less.

Jumpstart — Digital Branding & Resources

Targeted digital placements for vendors who want to reach students where they're actively learning.

Digital Branding & Resources

Goodie Bag Placement — $1,500

per session · Branded PDF asset placed in the course digital goodie bag.

Demo Video — $2,000

per session · Educational product demo on the course tools page and the Sales Tax Institute software page — accessible to students for a total of four months.

Why Jumpstart?

- Same early-career profile as Basics – a broad mix of industries
- Nine weeks of repeated exposure — not a one-day expo floor
- The natural buy for marketplace, nexus, and automation vendors

Build the right partnership

Customize a package: sponsorships@salestaxinstitute.com

FAQs

How can I sponsor a single webinar?

Sponsor any monthly live webinar for $5,000: a 10% shareable code, 2 complimentary registrations, mentions across all webinar marketing, and the full registrant lead list.

What is the Basics speaking opportunity?

A Platinum-exclusive seat alongside Sales Tax Institute faculty at the Basics of Sales & Use Tax course in Chicago — direct exposure to professionals actively seeking solutions for their companies.

What is the Sales Tax Nerd Community (STNC)?

An annual membership for sales tax pros: online platform, courses, office-hour calls with Diane, course discounts, and a resource library. The “Partner Corner” is where sponsor-branded resources, tools, and videos are posted for members.

What is the STNC Sponsor Forum?

An interactive online presentation where you meet Sales Tax Nerd Community members — choose your own topic, share product demos, and answer questions. Only one sponsor presents per forum, and you receive the attendee list.

FAQs

What is a “digital goodie bag”?

A collection of PDFs from different organizations — product info, an offer with a discount code, or an educational asset — given to students in place of physical handouts. Add tracking codes to your links to measure engagement and leads.

Newsletter resource & Sponsor Spotlight?

Provide a Sales Tax Institute-approved branded resource (even a gated download) linked in one monthly newsletter. The Spotlight profiles one sponsor each month — a 5-minute video or written feature — in a newsletter with a 63% open and 10% click rate.

How do banner ads & analytics work?

You provide artwork and tracking links; Sales Tax Institute provides specs. Your logo + link appears in every newsletter, tips digest, training update, and course email, and you can swap them monthly. Page-view reports are available on request.

2027 Class Offerings

- 12 live webinars — one per month
- 20+ on-demand webinars
- 2 live courses — Advanced & Basics
- 2 Sales Tax Jumpstart sessions — Spring & Fall

Reach your audience with our exclusive resources.

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

sponsorships@salestaxinstitute.com

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