



NAEA

› National Association
of Enrolled Agents

2023 - 2024

Strategic Partner MEDIA KIT

A strategic partnership can help your organization build relationships with NAEA members and gain name recognition as a well-regarded provider of tax-relevant services and products. We offer partnerships at four levels of involvement and price points to meet your organization's goals as well as your budgetary, time, and other resource preferences.

ABOUT US

The NAEA Strategic Partners Program works to build relationships between tax practitioners and companies for their mutual benefit. The NAEA Strategic Partners Program helps organizations gain access to influential tax professionals by connecting and building relationships with NAEA's 8,000+ members through conferences, content sponsorships, and other opportunities.

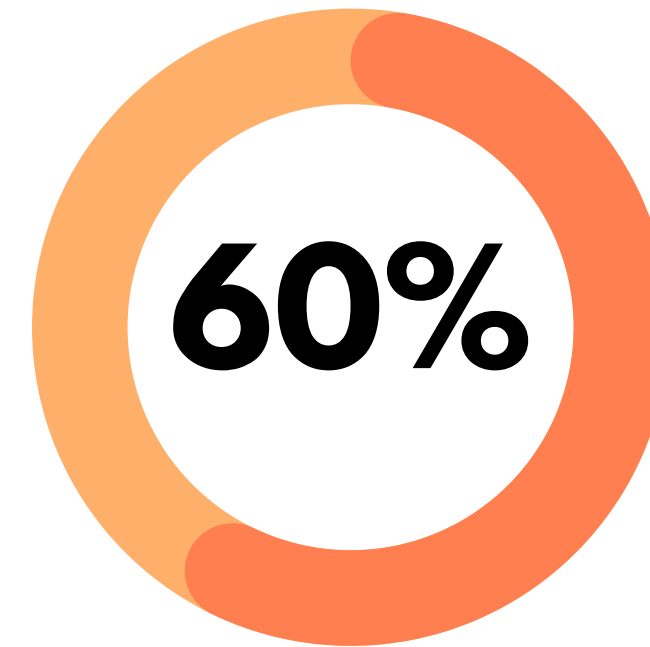


NAEA by the Numbers

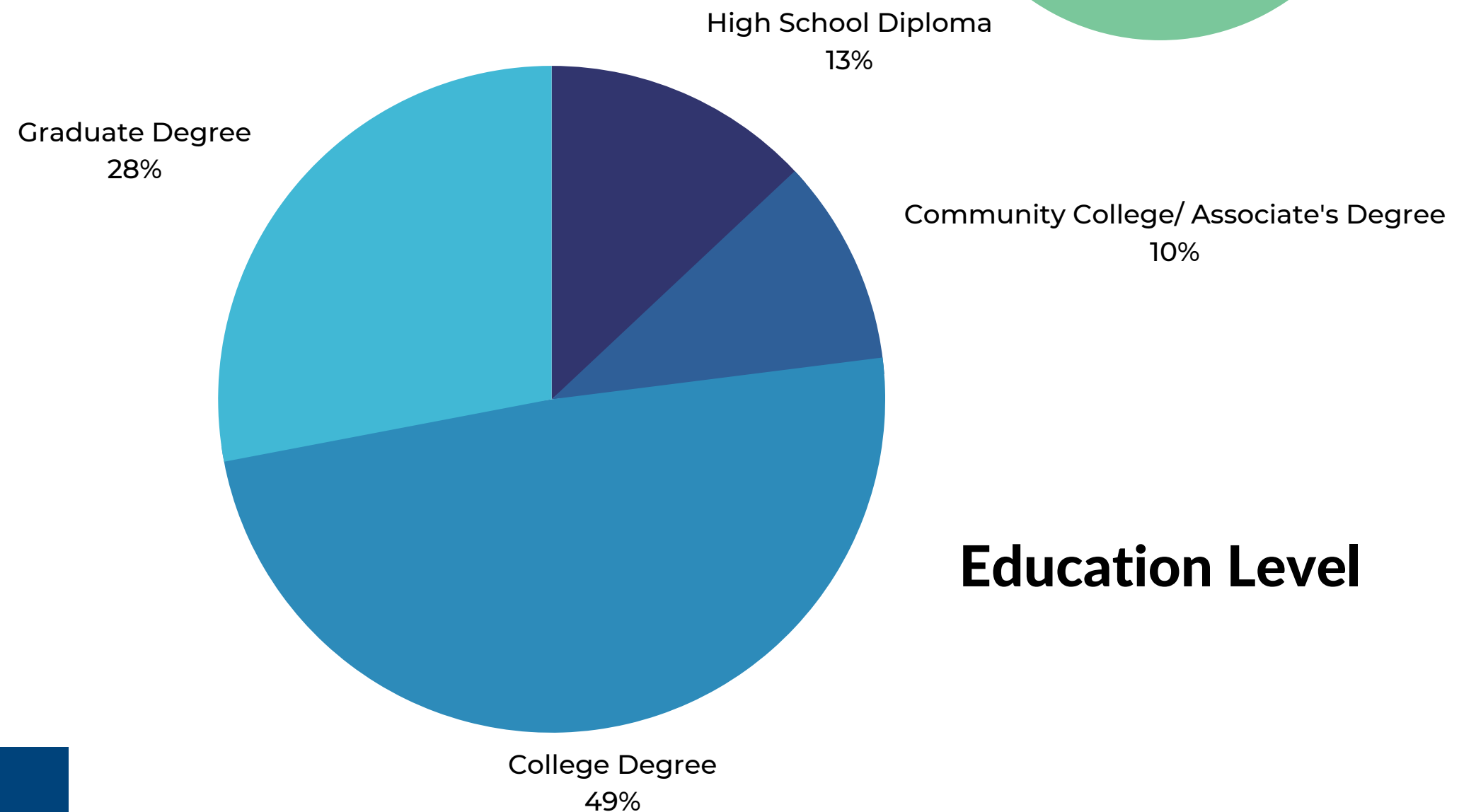
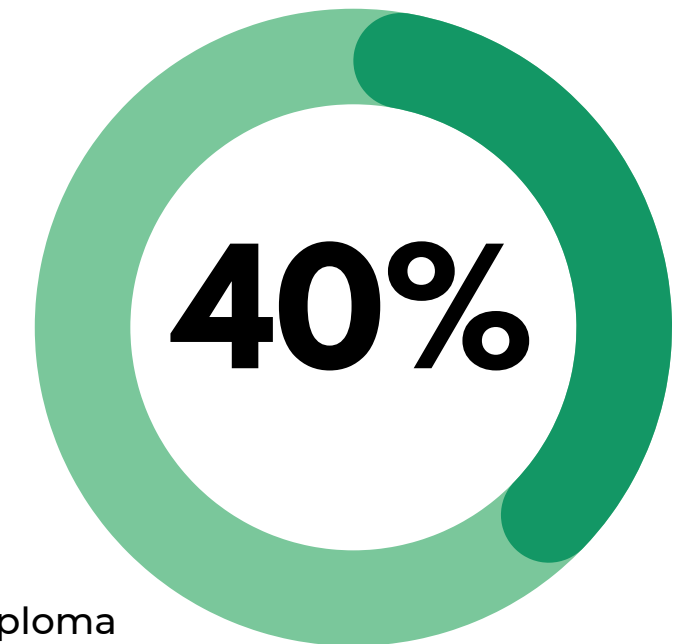
More than **90%** of members are the decision maker in their business.

Who are we? We are more than 8,000 college-educated tax experts. We prepare routine tax returns in private practice and we are highly skilled in representing our clients before the IRS if needed.

Tax Preparation

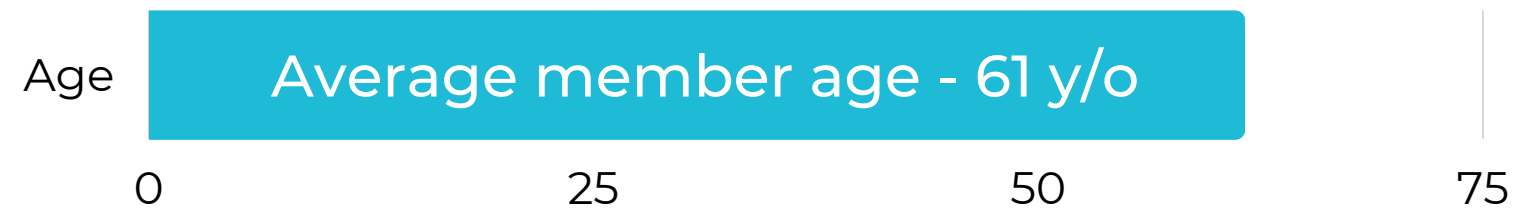


Tax Preparation & Representation

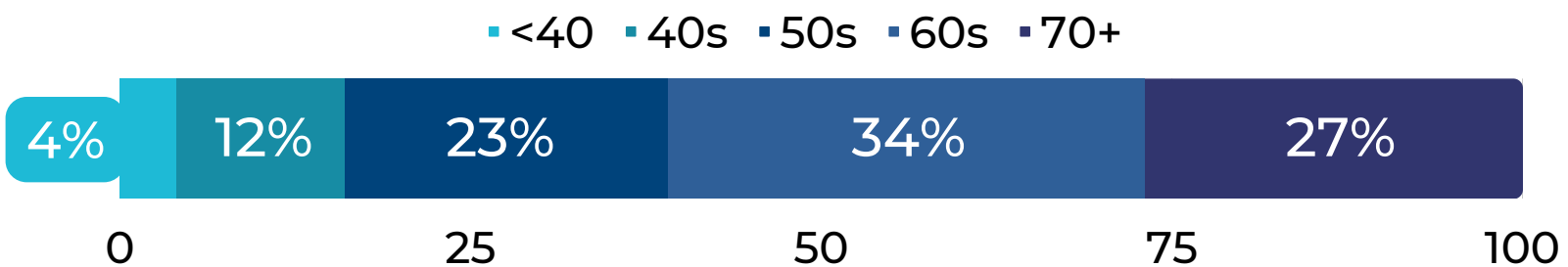


NAEA by the Numbers

NAEA Member Age and Experience

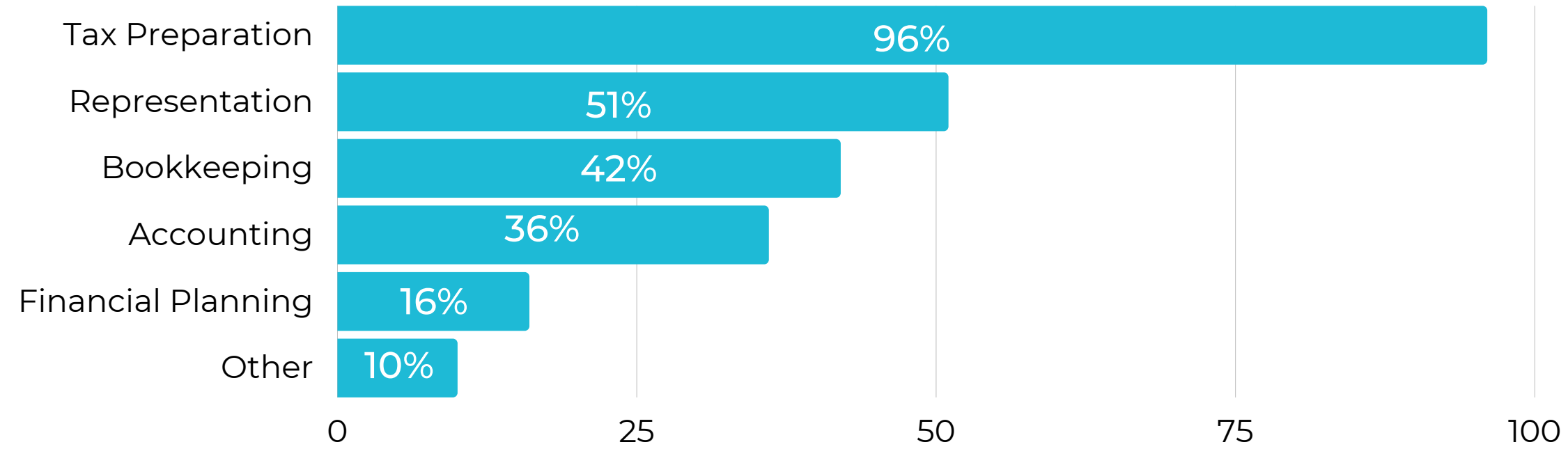


The chart below displays the age range of current NAEA members.

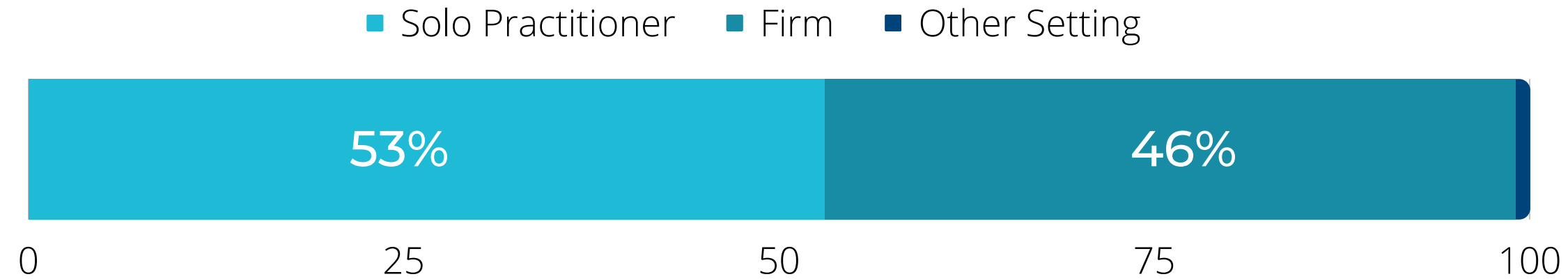


NAEA by the Numbers

Primary Areas of Practice/ Specialty

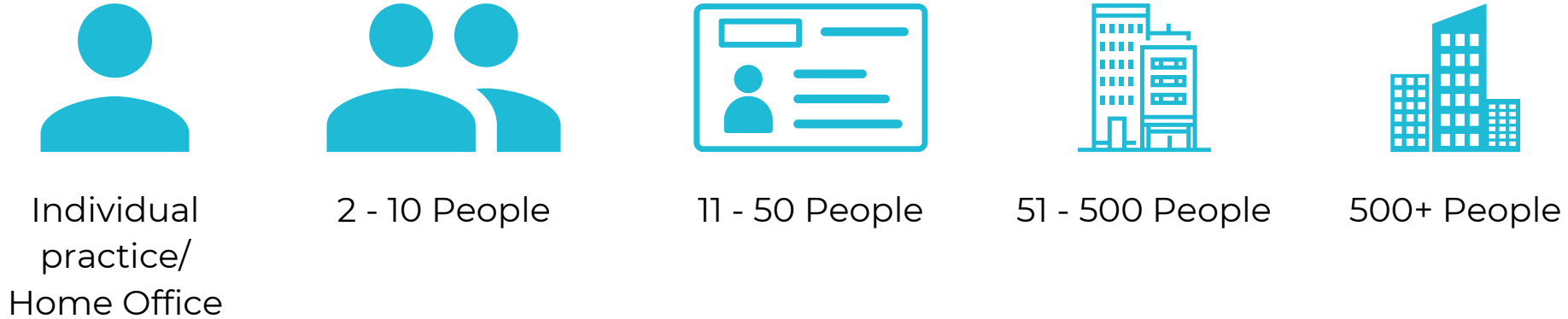
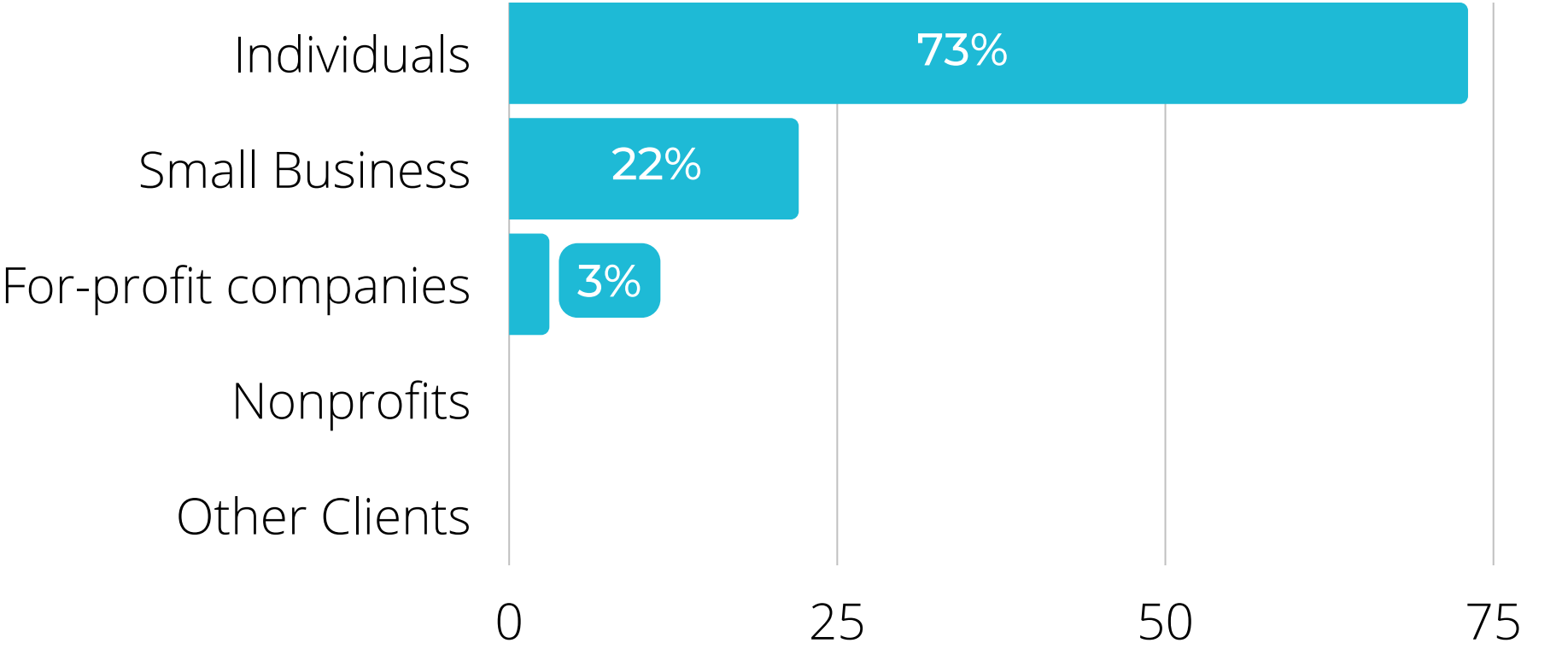


Work Setting



NAEA by the Numbers

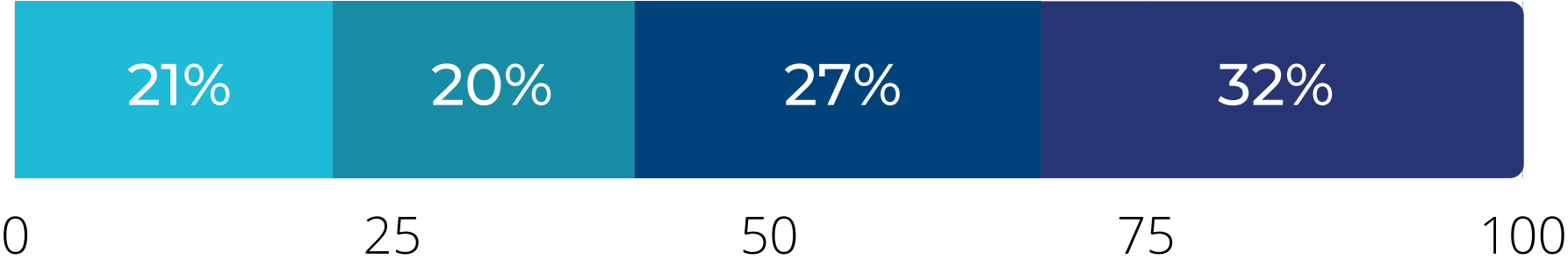
Primary Client Bases



NAEA by the Numbers

Annual Revenue Range

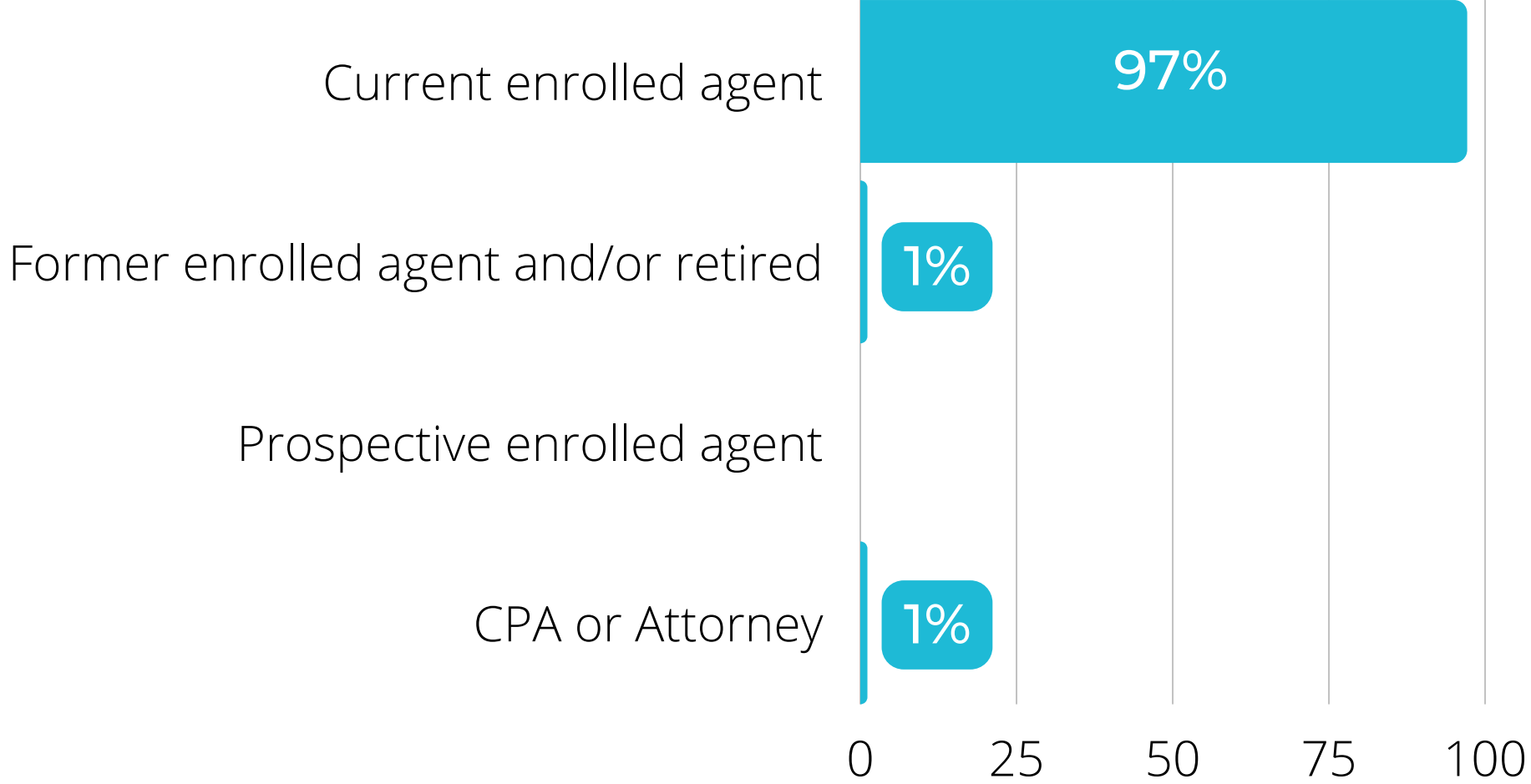
- Small (up to \$50K)
- Medium (\$51 - 100K)
- Large (\$101 - \$250K)
- Largest (>\$250K)





NAEA by the Numbers

Professional Status



NAEA EA Journal Advertisements

Full-page for four issues (*\$10,080 value*)

NAEA Conference Sponsorships

Platinum sponsor/exhibitor at one conference (*\$10,000 value*)

Recognition as Platinum Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Website Banner Ads (*Webpages selected at the discretion of NAEA*)

12 months (*\$9,996 Value*)

NAEA Dedicated Email to 40,000 Enrolled Agents

4 emails per year (*\$8,800 value*)

Sponsored Content 6 months (*\$6,600 value*)

300x600 or 728x90 ad inclusion in weekly "Upcoming Events & Updates" e-newsletter

Live Demo Webinars

Two per year (*\$3,000 value*)

PLATINUM PARTNER PACKAGE

\$20,000



Career Center Platinum Sponsorship Includes:

“Brought to you by [Your Company]”

- Official wording on all Career Center communications
- Cobranded “Brought to you by” Header on all Career Center webpages
- Included in all Career Center promotions: emails, print promotions, social media posts, webpages
- 468x90 Banner Ad included 1/x month in Job Flash emails for 12 months
- 728x90 Banner Ad in top position of Career Center homepage for 12 months
- “Featured Employer” for 12 months

NAEA Career Center Banner Ads

- 728x90 Banner Ad (3 months): \$2,500
- 250x250 Banner Ad (3 months): \$1,500
- Job Flash Email 468 x 90 Banner Ad (3 months/1 per month): \$750

NEW!

CAREER CENTER PLATINUM PARTNER PACKAGE

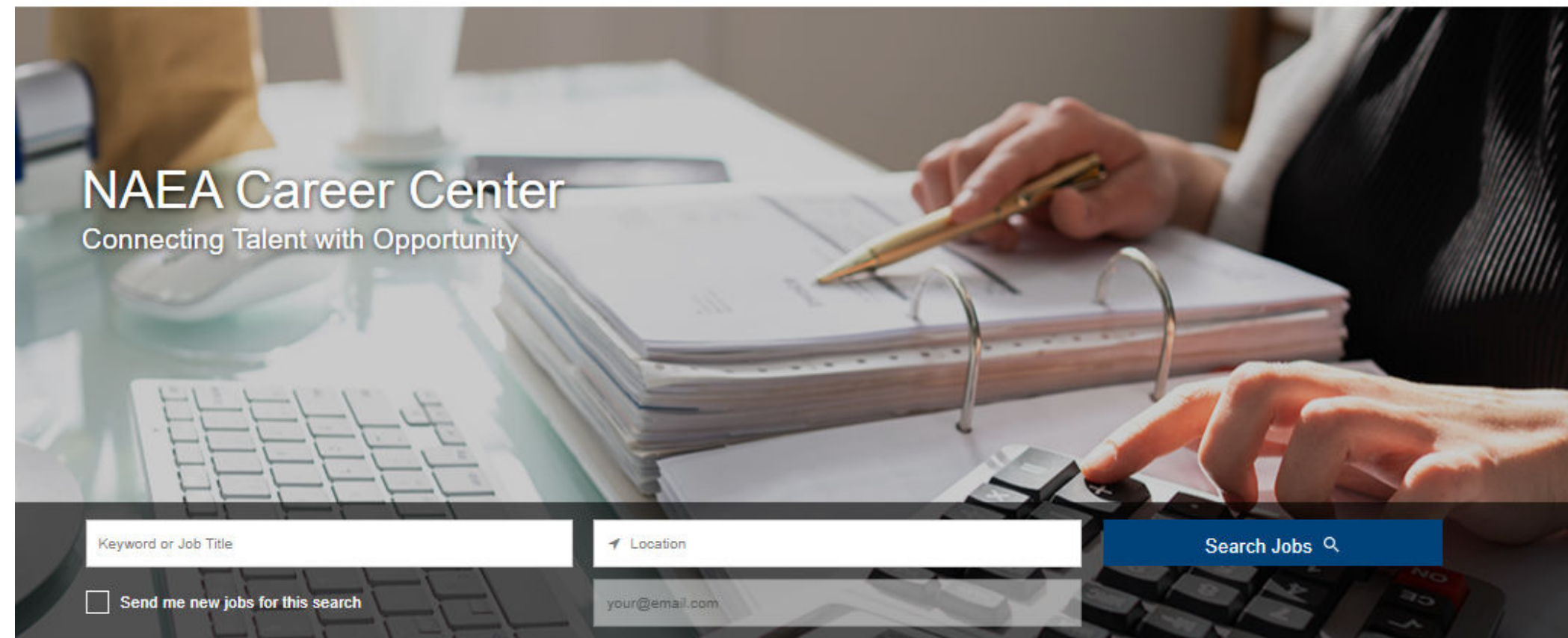
\$20,000



Employers

Job Seekers

Post a Job



NAEA EA Journal Advertisements
1/2 page for four issues (*\$8,120 value*)

NAEA Conference Sponsorships
Gold sponsor/exhibitor at one conference (*\$7,500 value*)

NAEA Website Banner Ads (*Webpages selected at the discretion of NAEA*)
9 months (*\$7,497 Value*)

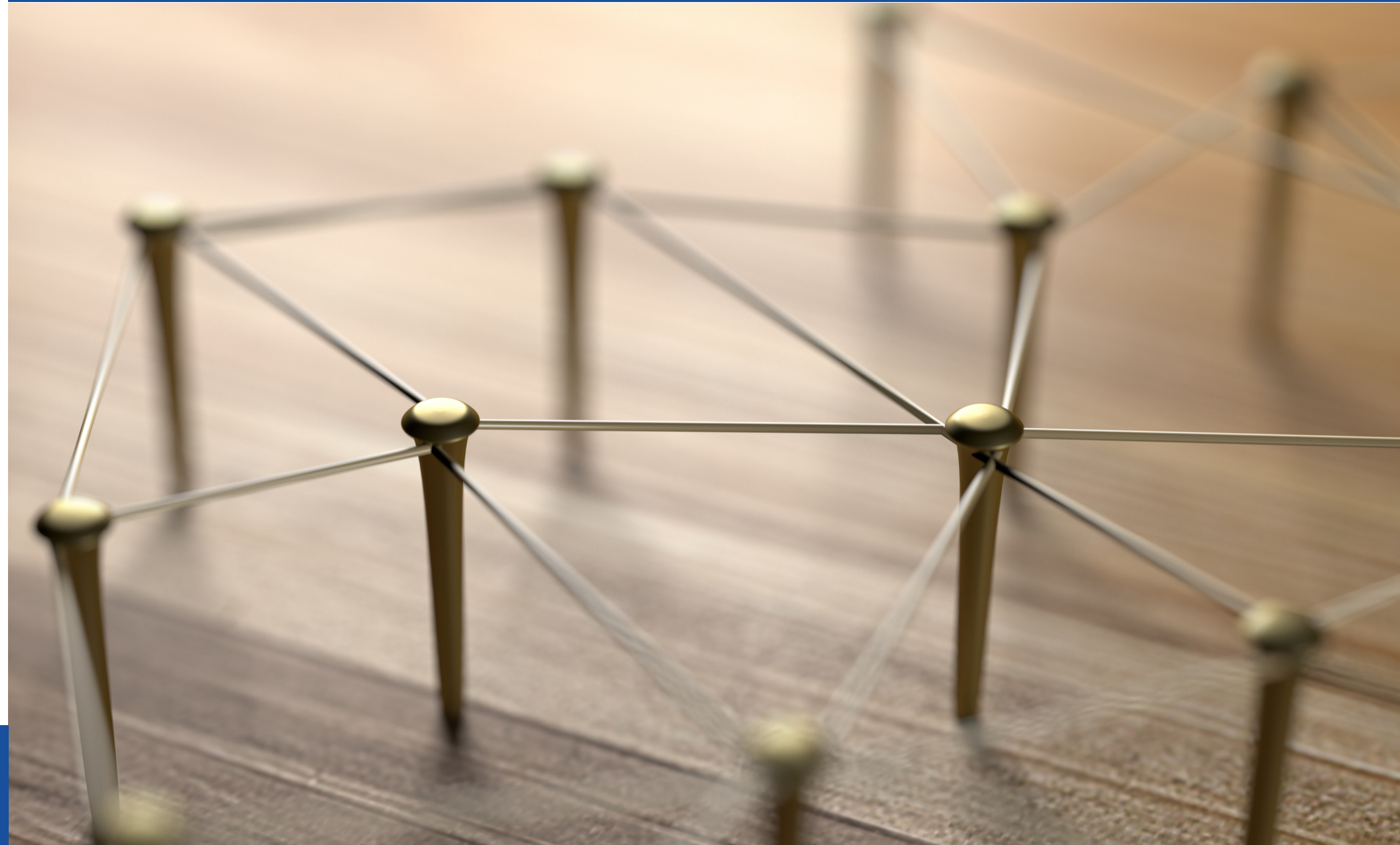
Recognition as Gold Sponsor on NAEA
conference signage, e-materials + company logo
on NAEA website

NAEA Dedicated Email to 40,000 Enrolled Agents
2 emails per year (*\$4,400 value*)

Sponsored Content 6 months (*\$6,600 value*)
300x600 or 728x90 ad inclusion in weekly “Upcoming
Events & Updates” e-newsletter

Live Demo Webinars
One per year (*\$1,500 value*)

**GOLD PARTNER
PACKAGE**
\$15,000





SILVER PARTNER PACKAGE

\$10,000

NAEA Conference Sponsorships

Silver sponsor/exhibitor at one conference (*\$5,000 value*)

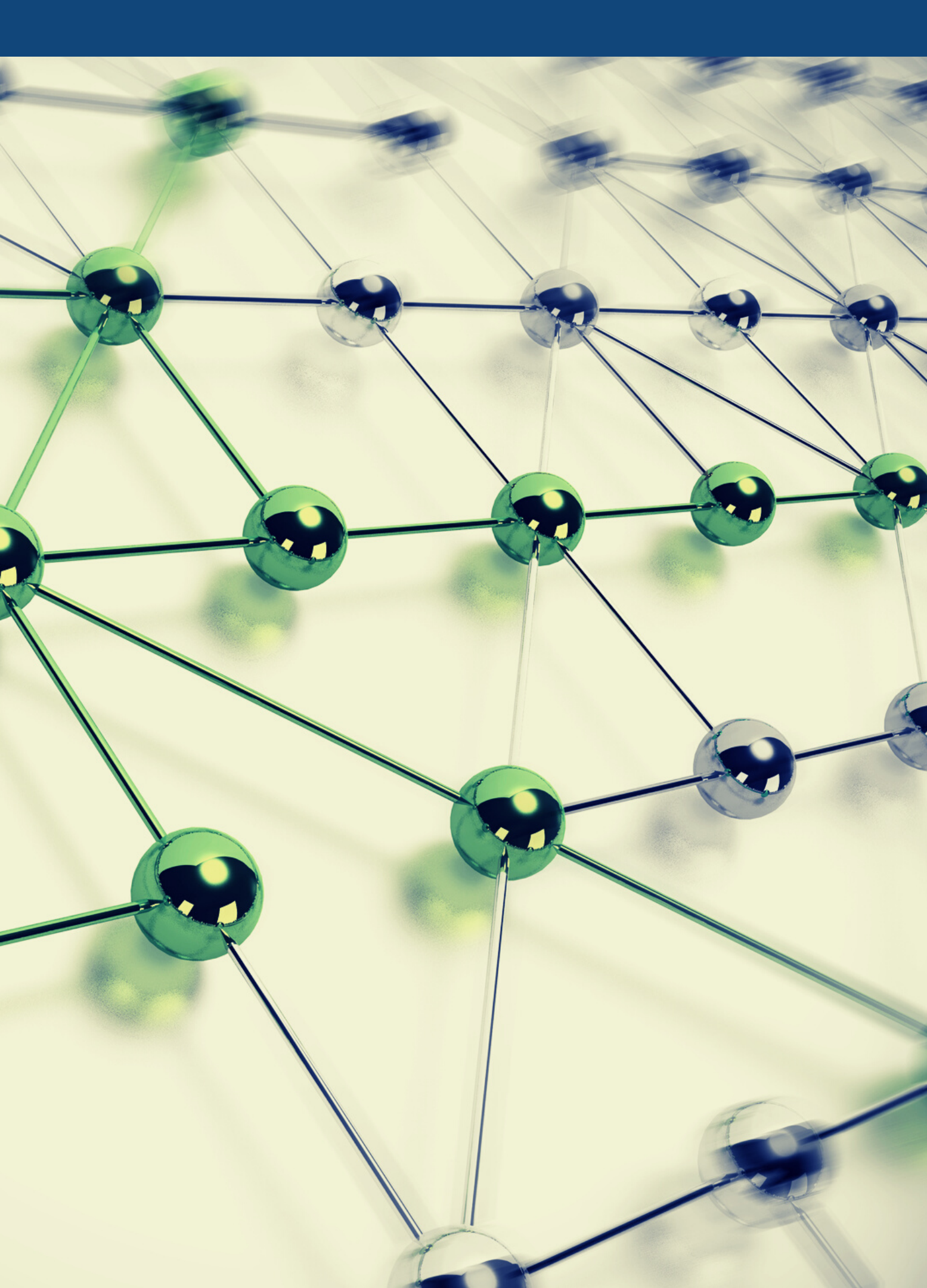
Recognition as Silver Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Website Banner Ads (*Webpages selected at the discretion of NAEA*)

6 months (*\$4,998 Value*)

Sponsored Content *6 months (\$3,300 value)*

300x600 or 728x90 ad inclusion in weekly “Upcoming Events & Updates” e-newsletter



BRONZE PARTNER PACKAGE

\$5,000

NAEA Conference Sponsorships

Bronze sponsor/exhibitor at one conference *(\$2,500 value)*

Recognition as Bronze Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Website Banner Ads *(Webpages selected at the discretion of NAEA)*

3 months *(\$2,499 Value)*

Sponsored Content *3 months (\$3,300 value)*

300x600 or 728x90 ad inclusion in weekly "Upcoming Events & Updates" e-newsletter

2023 - 2024 Strategic Partner Packages

	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
	\$20,000	\$15,000	\$10,000	\$5,000
EA Journal Ads	Full Page Four Issues	Half Page Four Issues	█	█
Conference Sponsorships	Platinum Sponsor One conference	Gold Sponsor One conference	Silver Sponsor One conference	Bronze Sponsor One conference
Website Banner Ads	12 months	9 months	6 months	3 months
Dedicated Email to 40,000 Prospects	4 emails per year	2 emails per year	█	█
300x600 or 728x90 Ad in Weekly Newsletter	6 months	6 months	3 months	3 months
Live Demo Webinars	Two per year	One per year	█	█
NAEA Career Center Sponsor	12 months	█	█	█

GET IN TOUCH



Contact Kelli Comegys, Director, Membership and Business Development to discuss these partnership opportunities!

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