

HEADWATERS CONFERENCE 2022

SPONSORSHIP APPLICATION

We invite you and your company to participate as a sponsor at our HeadWaters Conference on July 21-22, 2022 in Park City, Utah.

Who Will Attend?

HeadWaters 2022 will be attended by 140-150 Managing Partners, Partners, Senior Managers and Managers from top CPA firms across the United States and Canada. The conference will consist of sessions led by nationally recognized speakers and firm leaders.

Why Participate as a Sponsor?

Sponsorship brings your company high-profile recognition and exposure to top decision-makers in CPA firms. Sponsorship is limited to eight companies.

Lodging and Logistics

Sponsors are responsible for all travel arrangements and hotel costs. The conference will be held at the Stein Eriksen Lodge located at 7700 Stein Way. Reservations can be made by calling 800-453-1302. You will need to specify Upstream Academy to receive the special conference rate of \$319. There is also a \$25 daily resort fee. We recommend making your reservation by June 15, 2022. Upstream will provide a draped display table with chairs. Sponsors requiring electricity, internet access, etc. at their booth are responsible for coordination with the hotel and any additional cost.

Availability

An Upstream representative will contact you to confirm availability on a first come, first serve basis.

- Upstream reserves the right to accept or reject any sponsor application.
- Applications for sponsorship with sponsorship fee must be received by June 1, 2022.
- To be featured on the Upstream Academy website, please send your company logo along with a brief description of your company and/or services (no more than 50 words) to Kelsey Mundt at kelseym@upstreamacademy.com by June 30, 2022.

Questions: For questions regarding sponsorship, contact Kelsey Mundt at 406-495-1850 or kelseym@upstreamacademy.com.



P. O. Box 1147
Helena, MT 59624
406-495-1850

*Guiding accounting firms
to high performance*

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Basic Sponsorship (8 available) - \$4,500

Includes:

- Complimentary access to conference sessions (Discussion Forums on first day not included)
- Introduction of representatives by Jeremy Clopton at the beginning of the event
- Announcements throughout the conference acknowledging sponsorship and requesting attendees visit the sponsor's display
- Draped display table with chairs outside of General Session room for marketing materials
- List of conference attendees
- Chance to interact with participants during the conference meals, breaks and reception
- Banner and link on Upstream's website in the HeadWaters Conference section

Sponsorship Upgrades (6 available, you may purchase multiple upgrades) - \$2,500 each

Each upgrade includes:

- Full page ad included in the folder
- Sponsorship of one event of your choice (breakfast, lunch, reception or two breaks) with your logo on the agenda and at the event
- One additional add-on of your choice:
 - Lanyard sponsor – you provide lanyards with your name/logo
 - Give-away sponsor – you provide notepads and/or pens with your name/logo
 - Wi-Fi sponsor – branding included with the wi-fi access code
 - Charging station sponsor – your logo on the charging station and/or charging cords
 - Event app sponsor – your logo included on the event app
 - Folder sponsor – your name/logo featured on the pocket of the conference folder

Supplementary Sponsorship Opportunities

~~Breakout Session Speaking Engagement (30 minutes on Thursday afternoon) – topic must be in theme and approved by the Upstream team (2 available) – \$1,000~~ Both spots filled

Evening Entertainment – provided by you and promoted by us (2 available) - \$1,000



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Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Website _____

Point of Contact _____ E-mail _____

This person will receive logistical information and any invoices.

Participant 1 _____ E-mail _____

Participant 2 _____ E-mail _____

Additional Participant _____ E-mail _____

Additional Participant _____ E-mail _____

Basic Sponsorship

First two participants: \$4,500

Additional participants: ___ X \$600 **Cost \$** _____

Sponsorship Upgrade

Event(s): _____

Selected Add-On(s) _____ **Cost \$** _____

Supplementary Sponsorship

~~Breakout Session Speaking Engagement: \$1,000~~

Evening Entertainment: \$1,000 **Cost \$** _____

Total Cost \$ _____

Check enclosed (please make payable to Upstream Academy) Invoice Me

Please return completed application to info@upstreamacademy.com.



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