Participation benefits

➢ Strong consideration for a seat on the Institute planning committee.

Registration benefits

➢ One complimentary three day enrollment in the Institute (fully transferable among firm/organization members).

➢ One complimentary single day enrollment in the Institute (fully transferable among firm/organization members).

➢ Unlimited 10% discount on enrollments in the Institute for clients and colleagues.

Publicity benefits

➢ Acknowledgement in the direct-mail brochure specially created for the Institute.

➢ Acknowledgement on the Institute’s website.

➢ Acknowledgement of the sponsor in Institute signage, on electronic media including PowerPoint slides displayed on one or more screens during the Institute, and, as appropriate, in all Institute advertising, if any.

➢ Inclusion of a one-page message/advertisement in the Institute materials distributed to each attendee, provided that a camera-ready electronic copy of your message (8½ x 11 in size) is sent to clesyllabus@law.usc.edu.

➢ Exhibit space for the presentation of sponsor materials at the Institute.

Tax benefits

➢ Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law.

Opportunities for sponsorship enhancements may also be available subject to availability. If you have any questions about sponsorship or would like your sponsorship tailored to meet your needs, please contact Special Events Coordinator Julie Yi at jyi@law.usc.edu or call 213-821-3576.
USC GOULD SCHOOL OF LAW
2021 TAX INSTITUTE

SPONSORSHIP ENHANCEMENTS

Basic Institute sponsorship of $5,500 is a precondition to participate in the enhancements detailed below. These additions are designed to increase your visibility throughout the Institute and are subject to availability.

Notes and Pens ($1,000)
- Opportunity to provide branded notepads and pens for Institute attendees.

WiFi Sponsorship ($2,500)
- Opportunity to brand the wireless network and password for the Institute.

Networking Break Sponsorship – Morning or Afternoon ($4,000)
- Acknowledgement of a networking break sponsorship in the marketing brochure specially created for the Institute, on the Institute’s website, in signage at the Institute break and in recognition in verbal announcements at the Institute.
- Two complimentary three day enrollments in the Institute (fully transferable among firm/organization members).

Mobile App Sponsorship ($6,000)
- Opportunity to brand a mobile app for the Institute. Sponsor must commit to this sponsorship at least three months before the program to allow for app development.
- Two complimentary three day enrollments in the Institute (fully transferable among firm/organization members).

Institute Luncheon Sponsorship ($6,000)
- Acknowledgement of a luncheon sponsorship in the marketing brochure specially created for the Institute, on the Institute’s website, in signage at the Institute break and in recognition in verbal announcements at the Institute.
- Two complimentary three day enrollments in the Institute (fully transferable among firm/organization members).
- Opportunity to provide branded item at the luncheon.
- One seat at the luncheon head table.

Institute Reception Sponsorship ($6,000)
- Acknowledgement of a reception sponsorship in the marketing brochure specially created for the Institute, on the Institute’s website, in signage at the Institute break and, as appropriate, recognition in verbal announcements at the Institute.
- Two complimentary three day enrollments in the Institute (fully transferable among firm/organization members).