

FICPA SCHOLARSHIP FOUNDATION  
29<sup>TH</sup> ANNUAL

New!  
Evening Race  
6 PM

# 1040K RUN

## SPONSORSHIP BROCHURE



5k & 10k Run/Walk • April 17, 2018

Ronald L. Book Stadium • City of North Miami • FIU North Campus

 #1040K

 FICPA  
SCHOLARSHIP  
FOUNDATION  
Assisting Future CPAs

1040K.org

# 1040K RUN



## EVENT INFORMATION

1040K.org

**Name:** FICPA Scholarship Foundation 1040K Walk/Run

**Events:** 5K Run/Walk: 3.1 miles  
10K Run: 6.2 miles  
Kids Run: 1.2 miles

**Date:** Tuesday, April 17, 2018

**Time:** 6:00 p.m. – ***New, Evening Race!***

**Place:** City of North Miami, Ronald L. Book Stadium

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The Florida Institute of Certified Public Accountants' Scholarship Foundation, Inc. is recognized as tax exempt under section 501(c)(3) of the Internal Revenue Code. Contributions are tax deductible to the fullest extent of the law.

A COPY OF THE OFFICIAL REGISTRATION (#CH2614) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE OF FLORIDA OR THROUGH THEIR WEBSITE [www.800helpfla.com](http://www.800helpfla.com). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

## Sponsoring the FICPA Scholarship Foundation's 1040K Run sets your brand apart as one that supports the future of our profession.

The FICPA Scholarship Foundation's 1040K Run is the biggest end-of-tax-season celebration for South Florida's CPAs. Now in its 29th year, this event attracts hundreds of local runners and CPAs every year as they cross two major finish lines – a festive 5k & 10k road race and the tax filing deadline!

Sponsoring the 1040K Run makes it clear to the CPA community that you care about tomorrow's accounting & finance leaders, and your support directly benefits young accounting students in need. Three \$3,000 scholarships will be presented at the event in honor of Lewis Davis, Miami-Dade County's first African-American CPA. The 1040K Run is a longstanding tradition for the local CPA and running communities alike, offering a unique opportunity to put your business in front of new potential customers.

The sense of accomplishment and community at the finish line make for a celebratory atmosphere that lingers long after race day. Sponsor the 1040K Run and make your brand a memorable part of the experience.

**We have several different sponsorship tiers available, and can work with you to choose the option that's right for you. For more information, contact:**

Jan Dobson  
Senior Director,  
FICPA Scholarship Foundation  
ficpascholarship@ficpa.org  
(800) 342-3197

Ken Strauss  
Chair, 1040K Committee  
(954) 712-7099

## RACE COMMITTEE

- › **Ken Strauss, Chair – Berkowitz Pollack Brant**
- › **Monte Kane, Vice Chair – MBAF**
- › **Gary Margolis, Vice Chair – Callaghan & Margolis**
- › **Mitch Cutler, Vice Chair– Mitch Cutler CPA**
- › Les Adler – Kabat, Schertzer, De La Torre, Taraboulos
- › Carshena Allison – BCA Watson Rice
- › Jason Chorlins – KaufmanRossin
- › Mamie Davis – Mamie Davis, PA
- › Shonda Davis Perry, M.D.
- › Tracy Deadman – BDO USA
- › Shayne Ellman – Gladstone & Company
- › Ashley Fagan – KPMG
- › Kim Griffin-Hunter – Deloitte
- › Laz Gutierrez – MBAF
- › Ira Herschbein – Reed & Company
- › Jo-Ann Kunin – Kunin Assoc.
- › Andrew Lane – PRS Nutrition
- › Ana Long – KPMG
- › Elizabeth Manso – Brigade Bookkeeping
- › Steven Morrison – MBAF
- › Brandon Perry – Raposa Perry Young
- › Noema "Amy" Santos – State College of FLA
- › Ron Thompkins – BCA Watson Rice
- › Karen Vergara – Allgen Tax & Consulting

# SPONSOR RECOGNITION AND LEVELS

## ▷▷ Primary — \$8,000 (Exclusive)

- Primary partnership with the FICPA Scholarship Foundation
- Opportunity for Company CEO or representative to be recognized and speak during the awards ceremony
- Company name, logo placed on all runner numbers
- Company-provided product placement distributed in all runner race packets
- Company banner prominently showcased at race finish line and on stage
- Company sign displayed at water station & mile markers
- Exclusive, tented booth at race to display company products and services, meet accounting students and CPAs
- Company name and logo prominently listed on 1040K tech-shirts and T-shirts
- 25 complimentary 1040K race passes (\$875 value) – Share with employees, clients & customers!
- 25 complimentary 1040K Tech shirts (\$625 value)
- 25 complimentary Kids Run entry passes (\$250 value)
- 25 complimentary Kids Run T-shirts (\$350 value)
- Sponsor recognition on stage and via PA system during event and in *Florida CPA Today* magazine (distributed statewide to 20,000 accounting professionals)
- Name/logo prominent recognition on promotional materials including those distributed to approx. 20,000 (statewide) FICPA members, on [ficpa.org](http://ficpa.org) and social media

## ▷▷ Kids Run or Awards Ceremony Sponsor - \$6,500 (Exclusive)

- Exclusive partnership with FICPA Scholarship Foundation for Kids run or Awards Ceremony and prominent
- Sponsor recognition as Kids Run or Awards Ceremony Sponsor on stage and via PA system during event and in *Florida CPA Today* magazine (distributed statewide to 20,000 accounting professionals)
- Name/logo recognition on promotional materials including those distributed to approx. 20,000 (statewide) FICPA members, on [ficpa.org](http://ficpa.org) and social media
- Opportunity for company swag to be given out to all registered community runners (sponsor must provide quantity of at least 625 items)
- Prominent, tented booth at race to display company products and services, meet accounting students and CPAs
- Company name and logo prominently listed on all 1040K Tech shirts and T-shirts
- 20 complimentary 1040K race passes (\$700 value) – Share with employees, clients & customers!
- 20 complimentary 1040K Tech shirts (\$500 value)
- 20 complimentary Kids Run entry passes (\$200 value)
- 20 complimentary Kids Run T-shirts (\$300 value)

## ▷▷ Platinum — \$5,000 (Exclusive)

- Sponsor recognition on stage and via PA system during event and in *Florida CPA Today* magazine (distributed statewide to 20,000 accounting professionals)
- Race-Day Photo Opportunity with Student Scholarship Recipients
- Name/logo recognition on promotional materials including those distributed to approx. 20,000 (statewide) FICPA members, on [ficpa.org](http://ficpa.org) and social media
- Opportunity for company swag to be given out to all registered community runners (sponsor must provide quantity of at least 625 items)
- Company banner prominently showcased on finish line and stage
- Company sign displayed at Registration & Post-race refreshment Tent
- Exclusive booth location at race to display company products and services, meet South Florida accounting students and CPAs
- Company name and logo prominently listed on all 1040K Tech shirts and T-shirts
- 20 complimentary 1040K race passes (\$700 value) – Share with employees, clients & customers!
- 20 complimentary 1040K Tech shirts (\$500 value)
- 20 complimentary Kids Run entry passes (\$200 value)
- 20 complimentary Kids Run T-shirts (\$300 value)
- Company announced as Platinum Sponsor during event and awards ceremony

## ▷▷ Gold — \$2,600

- Opportunity to distribute company swag at packet pick up to registered community runners (sponsor must provide quantity of at least 625 items)
- Sponsor name/logo recognition at race finish line, on awards stage and in *Florida CPA Today* magazine (distributed statewide to 20,000 accounting professionals)
- Name/logo recognition on promotional materials including those distributed to approx. 20,000 (statewide) FICPA members, on [ficpa.org](http://ficpa.org) and social media
- Tented Booth at race to display company products and services and meet with South Florida accounting students and CPAs
- Company name and logo prominently listed on all 1040K Tech shirts and T-shirts
- 15 complimentary 1040K race passes (\$525 value) – Share with employees, clients & customers!
- 15 complimentary 1040K Tech shirts (\$375 value)
- 15 complimentary Kids Run entry passes (\$150 value)
- 15 complimentary Kids Run T-shirts (\$75 value)
- Company announced as Gold Sponsor during event and awards ceremony

## ▷▷ Silver — \$1,600

- Name/logo recognition on promotional materials including those distributed to approx. 20,000 (statewide) FICPA members, on [ficpa.org](http://ficpa.org) and social media
- Booth at race to display company products and services and meet with South Florida accounting students and CPAs
- Company name and logo listed on all 1040K Tech shirts
- 10 complimentary 1040K race passes (\$350 value)
- 10 complimentary 1040K Tech shirts (\$250 value)
- 10 complimentary Kids Run entry passes (\$100 value)
- 10 complimentary Kids Run T-shirts (\$50 value)
- Company announced as Silver Sponsor during event and awards ceremony

## ▷▷ Bronze — \$1,040

- Booth location at race to display company products and services and meet with South Florida accounting students and CPAs
- Company name listed on all 1040K Tech shirts and T-shirts
- 5 complimentary 1040K race passes (\$175 value)
- 5 complimentary 1040K Tech shirts (\$125 value)
- 5 complimentary Kids Run entry passes (\$50 value)
- 5 complimentary Kids Run T-shirts (\$25 value)
- Company announced as Bronze Sponsor during event and awards ceremony
- Name recognition on promotional materials including those distributed to approx. 20,000 (statewide) FICPA members, on [ficpa.org](http://ficpa.org) and social media

## ▷▷ Raffle Sponsor - \$600 + Giveaway Item valued at \$250+ (Exclusive)

- Provide raffle item valued at \$250 or more – can be company item or another product or service
- Company announced as raffle sponsor during event and awards ceremony
- Company Representative can draw winning raffle ticket(s)
- Donate raffle item valued at \$1040+ and Company Name/Logo appears on raffle ticket plus photo opportunity with raffle winner

## ▷▷ Vendor — \$500

- Booth location to promote products and services to runners before and after the race and meet with South Florida accounting students and CPAs

**Please return form or register online promptly to ensure maximum promotional coverage.**



# 2017 SPONSORS

Three South Florida students each received a \$3,000 scholarship check at the 2017 race in honor of Lewis Davis, Miami-Dade County's first African-American CPA. Over the years, the 1040K has also provided financial support to the FICPA Minority Summer Residency Program, designed to introduce and educate minority high school students about the field of accounting.

**We could not have accomplished so much without the help of our sponsors:**

## PLATINUM

Dosal Tobacco Corporation  
Four D's Realty, LLC

## LEGACY

Davis Family Foundation,  
Team Lewis

## GOLD

Berkowitz Pollack  
Brant Advisors and  
Accountants  
Crowe Horwath, LLP  
Downstairs, LLC  
Florida Institute of CPAs  
Orion Fuels  
Morrison, Brown, Argiz &  
Farra, LLC

## SILVER

Dorot & Bensimon PL  
iRun  
PWC  
Robert Half

## BRONZE

BCA Watson Rice LLP  
Biscayne Bank  
Brigade Bookkeeping  
Callaghan & Margolis, CPAs  
Cuban American CPA Assn  
(CACPAA)  
Deloitte  
KPMG LLP  
Kunin Associates  
Levy Advertising  
Mitch Cutler, CPA  
National Association of  
Black Accountants, Inc.  
Urbieta Oil

## FICPA CHAPTERS

Broward County Chapter  
Miami-Dade Chapter  
North Dade / South Broward  
Chapter  
Palm Beach Chapter  
Southwest Florida

## SUPPORTERS

EisnerAmper  
Rennert Vogel Mandler &  
Rodríguez, PA

# ABOUT THE FICPA SCHOLARSHIP FOUNDATION

The FICPA Scholarship Foundation is a charitable nonprofit organization that works to ensure the integrity and success of the accounting profession in Florida by providing financial assistance to accounting students. Since 1959, it has awarded more than \$3 million to accounting students across the state.





# REGISTRATION/SPONSORSHIP AGREEMENT

Please complete the form below or register online at [1040K.org](http://1040K.org) to become a sponsor.

Company Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## ▶▶ Select one of the following levels:

\_\_\_\_\_ PRIMARY — \$8,000

\_\_\_\_\_ KIDS RUN — \$6,500

\_\_\_\_\_ AWARDS CEREMONY — \$6,500

\_\_\_\_\_ PLATINUM — \$5,000

\_\_\_\_\_ GOLD — \$2,600

\_\_\_\_\_ SILVER — \$1,600

\_\_\_\_\_ BRONZE — \$1,040

\_\_\_\_\_ RAFFLE SPONSOR — \$600

\_\_\_\_\_ VENDOR — \$500

## Terms and Conditions

All race logistics, details, decision-making, negotiations with other organizations, awards and other preparations shall be under the supervision and responsibility of the 1040K Race Committee and the FICPA Scholarship Foundation, and their decisions shall be binding. Thus, all technical aspects of the race belong to the 1040K Race Committee and the FICPA Scholarship Foundation.

The 1040K Race Committee and the FICPA Scholarship Foundation will handle publicity for the race. My signature below indicates I understand and agree to the terms of this application and agree to pay at the fees indicated above. If I do not send payment with this agreement, I understand I will be invoiced for the level indicated above and the invoice will be due and payable upon receipt.

The 1040K Race Committee and the FICPA Scholarship Foundation will give sponsors all possible exposure as specified in the sponsor level.

In consideration of costs and services to be incurred by the FICPA Scholarship Foundation, it is understood that funds received are nonrefundable and the FICPA Scholarship Foundation retains all sponsorship and entry fees.

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Date

Register and pay online at [1040K.org](http://1040K.org), email [ficpascholarship@ficpa.org](mailto:ficpascholarship@ficpa.org) or mail registration/agreement with check made payable to the FICPA Scholarship Foundation to 3800 Esplanade Way, Suite 210, Tallahassee, Florida 32311.

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# 1040K RUN

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April 17, 2018

Ronald L. Book Stadium, City of North Miami

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3800 Esplanade Way, Suite 210, Tallahassee, Florida 32311  
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Email: [ficpascholarship@ficpa.org](mailto:ficpascholarship@ficpa.org)