



CENTER FOR
ACCOUNTING
TRANSFORMATION

Student Program Opportunities

*Empower the Next Generation of
Accounting and Finance Leaders*

Student Programs Sponsorship

Empower the Next Generation of Accounting and Finance Leaders

Invest in the future of accounting by sponsoring the Center for Accounting Transformation's student programs and make a lasting impact on the next wave of industry leaders. Connect your brand with innovative, high-visibility initiatives like our trailblazing Agents of Transformation program, the Student-led Conversations monthly podcast, the Accounting ARC weekly podcast, and our vibrant online community, all tailored to nurture and support students, aspiring CPAs, emerging professionals in accounting and finance, and a broader, more inclusive accounting profession.

The Center for Accounting Transformation is fiscally sponsored by Fiscal Sponsorship Allies (FSA), a recognized 501(c)(3) nonprofit organization. This partnership enables sponsors to make tax-deductible contributions while supporting student-led initiatives that strengthen the accounting and finance talent pipeline.

Advance Academic Excellence, Inspire Leadership, and Cultivate Talent

As a sponsor of the Center's student initiatives, your brand will gain exposure among top accounting students, future CPAs, and early-career professionals, as well as with educators, professional organizations, and key industry influencers. This prominent visibility solidifies your brand's reputation as a trusted partner in accounting and finance. Align with the Center's mission to drive academic success, accelerate professional growth, and foster future industry leadership while making your brand an integral part of their career journeys.

Connect Authentically with Tomorrow's Professionals

Our programs address the crucial areas of exam preparation, career path awareness, and professional development—domains your brand can significantly impact. Through strategic integration into the resources and tools these future leaders depend on, you'll position your brand as a trusted ally, providing solutions and guidance that resonate with their immediate needs and aspirations.

Champion Your Commitment to Education and Transformation

Your sponsorship is more than support—it's a statement. Show your dedication to advancing educational support and professional growth. Your partnership with the Center for Accounting Transformation affirms your brand as a thought leader and innovator committed to the evolving accounting profession and the next generation of business leaders.

Because support is provided through our nonprofit fiscal sponsor, your investment also qualifies as a charitable contribution, allowing your organization to create meaningful social impact while receiving potential tax benefits.

Tailored Sponsorship Opportunities Amplify Your Impact

Choose from a range of sponsorship options, from all-encompassing packages to specialized opportunities for individual programs. Whether you're looking to maximize visibility or focus on specific goals, our tailored sponsorship levels help you engage with the right audience and make a tangible impact on the industry's future.

Join Us in Shaping the Future of Accounting

Explore sponsorship opportunities with the Center for Accounting Transformation today. Make a tax-deductible investment in the future workforce while elevating your brand's leadership role in advancing the profession. Together, we can fuel the next generation of accounting and finance leaders, create meaningful connections, and drive the entire accounting profession forward.



Podcast Sponsorship Opportunity

The Center for Accounting Transformation is dedicated to advancing the accounting profession by equipping students, professionals, and educators with the tools and resources necessary to thrive in an ever-evolving world. Through our student-focused programs, we foster an ecosystem of growth, mentorship, and education designed to inspire and empower the next wave of business leaders to enable transformation and #Improvetheworld.

✓ Student-led Conversations Podcast

The Future of the Profession—From a Student’s Point of View

Student-led Conversations is a bold podcast series where students take the lead to explore the profession on their own terms. Designed to spotlight the voices of the next generation, this monthly series features high school and college students interviewing today’s top accounting professionals about everything from career journeys and ethical leadership to entrepreneurship, innovation, and purpose-driven work.

By flipping the traditional interview format, this podcast brings fresh perspective and authenticity to the table—bridging the gap between students and professionals in a meaningful, engaging way.

Whether students are curious about what it takes to become a CPA, want to understand how accountants can drive sustainability, or are exploring how business and finance intersect with technology and social change, Student-led Conversations gives them a platform to ask the real questions—and get real answers.

Each episode is produced and distributed by the Center for Accounting Transformation and [CPA Trendlines](#), with streaming services across Apple, Google/YouTube, Spotify, iHeart, Deezer, Amazon Music and Audible, Player FM, Audacy, and [RSS](#). Further, all Center shows are promoted across YouTube, LinkedIn, and other platforms where students, educators, and professionals gather to learn and connect.

Why It Matters

Accounting has a perception problem. Many students still view the profession as dry, rigid, or inaccessible. Accounting ARC: Student-led Conversations is on a mission to change that by showing the vibrant, people-centered, and impactful side of the profession—through the lens of student curiosity and lived experience.

By sponsoring this podcast, you’ll help:

- Amplify student voices and peer-to-peer learning
- Support career readiness and professional development
- Break outdated stereotypes about what accounting is—and who it’s for
- Connect with students, educators, and young professionals in authentic, forward-thinking ways

7k+

Average video views per episode

130+

Average downloads per episode

8k+

Average audio plays per episode

11k+

Average impressions per episode

Sponsorship Benefits

- Pre- and post-roll audio ad (copy to be approved and read by editorial team)
- 30-45-second mid-episode commercial
- Logo displayed in the opening episode slate
- Logo placement, URL link, and company description on the episode’s dedicated article page on website (“About” section)
- Promotion across Center for Accounting Transformation social media channels, with tagging where available

Sponsorship Commitment
Price: \$500 per episode

15% discount when sponsoring 3 or more episodes

Student Programs Sponsorship

The Center for Accounting Transformation is dedicated to advancing the accounting profession by equipping students, professionals, and educators with the tools and resources necessary to thrive in an ever-evolving world. Through our student-focused programs, we foster an ecosystem of growth, mentorship, and education designed to inspire and empower the next wave of business leaders to enable transformation and #Improvetheworld.

✓ Student-led Conversations Podcast

The Future of the Profession—From a Student's Point of View

Student-led Conversations is a bold new podcast series where students take the lead to explore the profession on their own terms. Designed to spotlight the voices of the next generation, this monthly series features high school and college students interviewing today's top accounting professionals about everything from career journeys and ethical leadership to entrepreneurship, innovation, and purpose-driven work.

By flipping the traditional interview format, this podcast brings fresh perspective and authenticity to the table—bridging the gap between students and professionals in a meaningful, engaging way.

Whether students are curious about what it takes to become a CPA, want to understand how accountants can drive sustainability, or are exploring how business and finance intersect with technology and social change, Student-led Conversations gives them a platform to ask the real questions—and get real answers.

Each episode is produced and distributed by the Center for Accounting Transformation and [CPA Trendlines](#), with streaming services across Apple, Google/YouTube, Spotify, iHeart, Deezer, Amazon Music and Audible, Player FM, Audacy, and [RSS](#). Further, all Center shows are promoted across YouTube, LinkedIn, and other platforms where students, educators, and professionals gather to learn and connect.

Sponsorship Benefits

- Pre- and post-roll audio ad (copy to be approved and read by editorial team)
- 30-45-second mid-episode commercial
- Logo displayed in the opening episode slate
- Logo placement, URL link, and company description on the episode's dedicated article page on website ("About" section)
- Promotion across Center for Accounting Transformation social media channels, with tagging where available

7k+

Average video views per episode

8k+

Average audio plays per episode

11k+

Average impressions per episode

Pricing: \$500 per episode

(15% discount when sponsoring 3 or more episodes)

✓ Online Student Community

Our online Community is an interactive platform where students can network, share knowledge, and gain mentorship from established professionals. This community fosters collaboration and connection, offering invaluable support and resources to help students excel in their studies and careers.

Sponsorship Benefits

- Name, Logo, link included on website landing page
- Branding on Certifications and Credentials discussion forum in the Online Community
- Opportunity for representative to host Q&A session with students through the community
- Access to the Community to engage with participants

Pricing: \$1,200/3 months | \$4,000/1 year

✓ Agents of Transformation Key Accounting and Finance Certifications

Our Agents of Transformation initiative ignites curiosity and excitement for the accounting profession, aiming to inspire students & career seekers by showcasing the endless opportunities within the profession. Through captivating profiles of trailblazing individuals, innovative organizations, & dynamic firms, we're spotlighting the multi-faceted career journey within the profession. Visitors to this website can see firsthand how all professionals involved in accounting enable transformation and ensure success for their clients and communities.

Opportunities:

- Be part of inspiring the next generation of business leaders! Spotlight your organization—and the people who drive its impact—to attract and engage talented individuals who share our shared vision for a better world.
- New: "The World of Credentials and Certifications" Hub—This dedicated webpage is full of insights into valuable credentials and certifications for budding professionals in accounting and finance. It is a powerful tool for lead generation, positioning your brand as a guiding resource for those pursuing careers in this vital, evolving profession.

Sponsorship Benefits

- Name, Logo, link included on "Boost Earning Potential: Key Accounting and Finance Certifications" web page
- Contribute monthly article on key topics to promote organization and products/services to target audience
- Opportunity for lead-gen through opt-in from registered students
- Click-through logo on quarterly email to organizations and associations (including state societies, firm associations, student groups, and AAA schools)

Pricing: \$2,000/month (3-month minimum)

Bundle Package Pricing:

Includes all sponsorship opportunities listed

\$12,200/3 months

\$21,900/6-months (10% discount)

\$31,100/9-months (15% discount)

\$40,000/annual (~20% discount)

Special Pilot Sponsorship

The Center for Accounting Transformation is dedicated to advancing the accounting profession by equipping students, professionals, and educators with the tools and resources necessary to thrive in an ever-evolving world. Through our student-focused programs, we foster an ecosystem of growth, mentorship, and education designed to inspire and empower the next wave of business leaders to enable transformation and #Improvetheworld.

✓ Accounting ARC & Student-led Conversations Podcasts

Reach key audiences across multiple career stages through strategic marketing via the Student-Led Conversations podcast and the Accounting ARC special crossover episodes with Agents of Transformation. Airing at least once a month, the Student-led Conversations episodes directly target high school and college students, young professionals, and educators—groups that play a crucial role in shaping the future of the profession.

Through CPA Trendlines and the Center, your organization can engage mid-career public accounting professionals who are actively seeking solutions and ready to invest in exam and certification prep. Many of these professionals are also in mentoring roles, making them influential advocates who can guide aspiring accountants toward your organization's resources. The Center for Accounting Transformation provides access to a broad professional audience, along with a growing segment of students and academics focused on career development and the accounting pipeline.

Through this pilot sponsorship, your organization can not only drive immediate awareness but also establish itself as a trusted resource for students, exam candidates and the mentors guiding them on their path to success.

Sponsorship Benefits

- Pre- and post-roll audio ad (copy to be approved and read by editorial team)
- 30-45-second mid-episode commercial
- Logo displayed in the opening episode slate
- Logo placement, URL link, and company description on the episode's dedicated article page on website ("About" section)
- Promotion across Center for Accounting Transformation social media channels, with tagging where available

7k+
Average video
views per episode

8k+
Average audio
plays per episode

11k+
Average impressions
per episode

✓ Agents of Transformation Campaign

Our Agents of Transformation initiative ignites curiosity and excitement for the accounting profession, aiming to inspire students & career seekers by showcasing the endless opportunities within the profession. Through captivating profiles of trailblazing individuals, innovative organizations, & dynamic firms, we're spotlighting the multi-faceted career journey within the profession. Visitors to this website can see firsthand how all professionals involved in accounting enable transformation and ensure success for their clients and communities.

Opportunities:

- Be part of inspiring the next generation of business leaders! Spotlight your organization—and the people who drive its impact—to attract and engage talented individuals who share our shared vision for a better world.
- Boost Earning Potential: Key Accounting and Financial Certifications—This dedicated web page is full of insights into valuable credentials and certifications for budding professionals in accounting and finance. It is a powerful tool for lead generation, positioning your brand as a guiding resource for those pursuing careers in this vital, evolving profession.

Sponsorship Benefits

- Name, Logo, link included on key area of the website
- Recognition with trackable link on social posts promoting AoT campaign and your organization's sponsorship for 3-month period (minimum posts - 4 posts/month) audiences may include state societies, firm associations, and AAA schools as well as current followers/subscribers of Center social platforms.
- Development of three Enhanced Agent Video Profiles or one business/organization Feature Profile

3-month Sponsorship Commitment
Pricing: \$7,500 total