



Sponsorship Opportunities

2026 Research Theme

Caught in the Middle:
How Caregiving
Pressures Are
Reshaping Women's
Careers in Public
Accounting

accountingmoveproject.com



The Accounting MOVE Project

The Accounting MOVE Project is the only benchmarking initiative of its kind with access to HR Directors, Managing Partners, Chief People Officers, and Culture & Belonging Leaders across 75+ accounting firms ranging from Top 15 national firms to thriving regional practices.

MOVE's mission is to elevate workplace equity and talent strategy in the accounting profession, **advancing women and people of color into leadership, retaining diverse talent, and building cultures where everyone can thrive**, through data-driven research, practical insights, and recognition of firms leading the way.

Sponsoring MOVE gives you access to both strategists and decision makers.

85% of participating firms have 100+ employees with dedicated HR infrastructure and budget authority for talent solutions.



MOVE FIRMS BY THE NUMBERS

The Accounting MOVE Project has partnered with some of the most forward-thinking accounting firms in the nation, from Top 20 national powerhouses to innovative regional leaders. These aren't firms experimenting with talent strategy on the margins; they're firms with dedicated HR infrastructure, substantial budgets, and leadership teams actively seeking solutions to retention, caregiving support, leadership development, and workplace equity.

OUR REACH

- Decision-makers
- Managing Partner / CEO
- Chief People Officer / VP of HR
- HR Director
- Chief Marketing Officer
- Culture & Belonging Teams
- Director of Talent / Talent Acquisition
- Practice Leader
- Firm Administrator
- Partner-in-Charge

FIRM SIZE DISTRIBUTION

Revenue Range	% of Participants
Over \$500M	15%
\$100M-\$500M	30%
\$25M-\$100M	40%
Under \$25M	15%

OUR FIRMS REPRESENT



50-3,500
employees
per firm



\$25M-\$700M+
in annual
revenue



Geographic
diversity

Industry specialists in

- Technology
- Healthcare
- Real estate
- Manufacturing
- Professional services
- Nonprofits

Sponsorship Packages

We offer three levels of sponsorship. Each package includes report placement, website features, social media promotion, and recognition throughout the MOVE ecosystem.

Supporting Sponsor

- Logo placement in annual MOVE Report
- Logo on MOVE Project website sponsors page
- Recognition in email campaigns to participants
- Social media mentions thanking sponsors

\$2,500

Partner Sponsor

- **Everything in Supporting Sponsor, PLUS:**
- Featured logo on website with 100-word company description
- Dedicated social media post highlighting your commitment to the profession
- Quote opportunity in press releases announcing MOVE findings
- Access to aggregated (non-identifying) trend data from report
- Guest appearance on **MOVE Like This** podcast

\$7,500

Champion Sponsor

- **Everything in Partner Sponsor, PLUS:**
- Premium logo placement in report
- Featured profile on website
- Thought leadership opportunity
- Multiple social media features throughout the year
- Speaking opportunity at MOVE webinar or event
- Early access to findings
- Acknowledgment in every **MOVE Like This** podcast episode

\$15,000

Application deadline is October 9, 2026

2026 Research Theme

Caught in the Middle: How Caregiving Pressures Are Reshaping Women's Careers in Public Accounting

Public accounting is facing a quiet inflection point. Women between the ages of 40 and 60, the profession's most experienced talent, are carrying peak-career workloads while at the same time supporting aging parents and children or young adults. This year's research examines how these caregiving pressures are reshaping careers, retention, and leadership pipelines in ways firms can no longer afford to ignore.

Key Statistics:

- 77% of caregivers now support two or more people
- Women provide over 60% more caregiving hours than men
- 63% of firms cite burnout as the top retention issue
- 84% of firms offer flexibility, yet only 17% measure its effectiveness

This research provides firms with a roadmap to redesign work so experienced women don't become the profession's most preventable loss.

IDEAL SPONSORS FOR 2026

Our caregiving research theme creates natural alignment for companies offering:

- Caregiving & Family Support
- Flexible Work Solutions
- Mental Health & Burnout Prevention
- Financial Wellness
- HR Technology
- Employee Engagement
- Leadership Development
- Benefits & Insurance Providers

[Submit Your Application](#)

