

2023 Sponsorship & Advertising Opportunities

**For Organizations that Provide Services to
Corporate Social Impact Professionals**



Let's have a conversation !

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ACCP is the Corporate Social Impact Field's Source for Knowledge, Connections, & Advocacy

ACCP is the corporate social impact field's professional organization, led by senior CSR & ESG leaders and a professional staff with 30+ years of sector experience. Our community includes 240+ purpose-driven companies across all industries. We connect our members and their companies to the resources, knowledge, and people they need to drive change.

Sponsorship of ACCP's mission and activities provides an opportunity to:

- **Showcase your organization's leadership in the CSR & ESG fields;**
- Elevate your company's thought leadership on top-of-mind issues;
- Showcase your team's expertise and products; and
- Build relationships with and better understand the needs and concerns of your target audience.

ACCP offers a wide range of sponsorship opportunities that meet all kinds of budgets and business objectives. This prospectus provides a sampling of available opportunities. However, we welcome a conversation to explore ways to align your support with your organization's expertise, goals, and budget.

Our Audience is Your Audience



Member
Companies



Corporate Citizenship
Professionals



CSR Professionals and
Social Impact Influencers
reached through ACCP
communications



Senior Leaders
with Budget
Authority

Sampling of Past Sponsors





SUSTAINING SPONSORSHIP

A sustaining sponsorship offers your organization the opportunity to align its brand with ACCP and its prestigious membership of companies committed to social impact while benefiting from multiple opportunities throughout the year to showcase your thought leadership and expertise and build relationships with CSR & ESG leaders. A sustaining sponsorship sends a strong message that your organization is a true partner of the ACCP community.

The multiple touchpoints throughout the year will help you build stronger relationships with your target audience and maximize your reach and return on investment.

The benefits listed below can be customized. This is a non-exclusive sponsorship; however, a limited number are available.

\$35,000 Commitment

- Opportunity to partner with ACCP on an educational webcast that showcases your organization's expertise and thought leadership.
- Opportunity to submit two blog posts during the year or two content items for ACCP's Online Resource Library
- CSR Marketplace listing for 12 months
- Opportunity to showcase a company initiative once during the year in ACCP's weekly newsletter, The Wrap (distribution 5,000+)
- 30,000 impression digital retargeting ad campaign (can be split between multiple campaigns)
- Prominent recognition at ACCP's 2023 Annual Conference – October 16-18 in Denver, CO!
 - Logo recognition on website, on signage, and in verbal opening remarks
 - Inclusion in sponsor section of Conference app
 - Opportunity to host an educational session* during the CSR Marketplace LIVE session during conference – new for 2023
 - Exhibit table
 - Two conference registrations

*All ACCP programs are educational and aligned with ACCP member interests. Sponsors are required to follow ACCP's non-solicitation policy and sponsor code of conduct including meeting deadlines for session outlines and learning objectives. ACCP staff must approve session plan and presentation materials. Partnering with corporate social impact professionals is encouraged.



PROGRAM SPONSORSHIPS

Webcast Sponsorships - \$5,000 per webcast. Limited number available.

ACCP hosts webcasts monthly on a wide range of topics relevant to corporate social responsibility and ESG. Webcasts are free to participate (registration through ACCP portal required) and are marketed to both ACCP members and nonmembers. Co-create a webcast with ACCP staff on a topic that showcases your organization's expertise (topic and ultimate program is subject to ACCP staff approval, should be educational in nature, and follow ACCP's non-solicitation policy). Average attendance for webcasts ranges between 30-90 participants, depending on topic. Recordings of webcasts are made available to members through ACCP's Online Resource Library.

Benefits include:

- Corporate logo recognition in marketing communications and on program slides
- Opportunity to align your brand and thought leadership/expertise to a top-of-mind corporate social impact issue area
- Opportunity to present relevant information directly to the ACCP audience
- Participant list with name, title, and company
- Link to webcast recording that you can share through your own communication channels
- Opportunity to share 1-2 resources with registrants in post program email

Summit Sponsorships - \$10,000 Commitment, non-exclusive, limited number available

ACCP Summits are educational programs that focus on building knowledge and skills around trending topics. Summits are virtual programs, usually held over two consecutive afternoons, that provide practical guidance from practitioners and subject matter experts. In 2023, ACCP plans to host three Summits on the following topics:

- ESG
- Impact Measurement & Reporting
- The Evolving Landscape of Volunteerism

Benefits include:

- Corporate logo recognition in marketing communications and on program slides
- Opportunity to align your brand and thought leadership to a top-of-mind corporate social impact issue area
- Recognition in opening remarks
- Opportunity to introduce a session - possibility of a more substantive speaking role will be determined by ACCP staff based on expertise of sponsor and program's learning objectives
- Two Summit registrations
- Participant list with name, title, and company
- Opportunity to share a resource in the post program email to participants





ACCP Annual Conference Sponsorships

ACCP's 2023 flagship event, the ACCP Annual Conference, will be held in Denver, CO at the Four Seasons on October 16-18, 2023. The ACCP Annual Conference has a strong reputation for bringing together CSR & ESG leaders to connect, build community, and learn applicable approaches to transform shifting trends into practical solutions. The expected attendance is approximately 300 participants. There are a limited number of sponsorships available at each level.

Sponsorship levels:

\$50,000

- Recognized as host of the main social event during the conference and opportunity to deliver a brief welcome and share a branded item with attendees. The expense of the branded item is the responsibility of the sponsor.
- Verbal recognition of support from the conference's main stage in opening and closing remarks
- Logo recognition as a highest-level sponsor on the Conference website, on signage, and on General Session slides
- Opportunity to host a CSR Marketplace LIVE educational session during workshop block*
- 5 conference registrations
- Exhibit table**
- Attendee list with name, title, and company
- Inclusion in the conference app in the sponsor session
- Opportunity to share a resource with participants through post Conference email
- CSR Marketplace Listing for 12 months

\$25,000

- Verbal recognition of support from the main stage in opening and closing remarks
- Logo recognition as a high-level sponsor on the Conference website, on signage, and on General Session slides
- Recognition as a lunch sponsor and opportunity to distribute a branded item or document to lunch attendees
- Opportunity to host a CSR Marketplace LIVE educational session during workshop block*
- 3 conference registrations
- Exhibit table**
- Attendee list with name, title, and company
- Inclusion in the Conference app in the sponsor section
- Opportunity to share a resource with participants through post Conference email
- CSR Marketplace Listing for 12 months



\$15,000

- Recognition as a sponsor on Conference website, on signage, and on General Session slides
- 2 registrations
- Opportunity to host a CSR Marketplace LIVE virtual session in early September*
- Attendee list with name, title, and company
- Inclusion in the conference app in the sponsor session
- Exhibit table**
- CSR Marketplace Listing for 12 months

\$10,000

- Recognition as a sponsor on Conference website and through signage
- 1 full conference registration and one exhibit-only registration
- Attendee list with name, title, and company
- Inclusion in the conference app in the sponsor session
- Exhibit Table**
- CSR Marketplace Listing for 12 months

**All ACCP programs are educational and aligned with ACCP member interests. Sponsors are required to follow ACCP's non-solicitation policy and sponsor code of conduct including meeting deadlines for session outlines and learning objectives. ACCP staff must approve session plan and presentation materials. Partnering with corporate social impact professionals is encouraged.*

***There is a limit of 15 exhibit tables and they will be included in sponsorship agreements as long as available.*

Themed Sponsorship Opportunities

Conference Technology Sponsorship - \$20,000

- Recognition as Conference app sponsor including logo on opening splash screen, inclusion in sponsor section, and recognition in all communications about the Conference app
- Logo recognition as Conference sponsor on the Conference website, on signage, and in General Session slides
- 2 registrations
- Exhibit Table**, if desired
- CSR Marketplace Listing for 12 months

Water Station Sponsorship - \$20,000

- Recognition at the water stations throughout the conference and the opportunity to supply branded cups. Branded cups would be provided to ACCP by the sponsor – the expense of branded cups and shipping is the responsibility of the sponsor.
- Logo recognition as Conference sponsor on the Conference website, on signage, and in General Session slides
- 2 registrations
- Inclusion in Conference app in the sponsor section
- Exhibit Table**, if desired
- CSR Marketplace Listing for 12 months





ACCP IMPACT FUND CONTENT & RESEARCH

The ACCP Impact Fund is a new charitable initiative of ACCP from which the association engages in educational and mission-oriented projects and programs that serve the corporate social impact field at large. Initiatives of the Impact Fund may be one year or multi-year projects. Projects support the following ACCP Strategic Pillars:

- Advance Knowledge & Practice
- Diversify the Profession
- Elevate the importance of CSR & ESG through data, research and thought leadership

We welcome the opportunity to discuss these areas of focus with you and related funding opportunities. Projects may be supported through a charitable grant or corporate sponsorship.

DIGITAL, DATA & RESOURCE OPPORTUNITIES

ACCP's Job Board

The ACCP Corporate Social Impact Job Board is one of the most comprehensive job boards in the CSR profession and the most frequently visited webpage on the ACCP website. Elevate your brand and support career advancement in the corporate citizenship field.

Commitment: \$10,000 for the year, or \$2,500 per quarter

Benefits include:

- Prominent branding on <https://accp.org/resources/csr-resources/csr-jobs/>
- Unlimited job postings for your company during the duration of the sponsorship
- Inclusion in CSR Marketplace for the term of your sponsorship



CSR Marketplace & CSR Marketplace PLUS

CSR Marketplace

ACCP's CSR Marketplace is an online hub where corporate citizenship professionals can find information about reputable organizations that provide valued services to advance social impact work. The Marketplace includes 20+ organizations that offer a variety of services including technology solutions, communications and strategy support, product donation services, employee emergency relief funds, and more. Through consistent marketing by ACCP, the CSR Marketplace is now a frequently visited resource. We encourage all organizations that offer services to CSR & ESG professionals to be included in the CSR Marketplace. Standalone pricing appears below but is also included in other sponsorship packages described in this prospectus.

CSR Marketplace PLUS

CSR Marketplace PLUS includes a 12-month listing in the CSR Marketplace PLUS the opportunity to work with ACCP on a 30-45 minute virtual program that showcases your organization's expertise and aligns with ACCP member interests. The virtual program will be marketed as a virtual series under our CSR Marketplace LIVE brand and will be presented in September of 2023.

Pricing:

\$ 5,000

CSR Marketplace Listing

\$ 10,000

CSR Marketplace PLUS





Digital Ad Retargeting

ACCP offers digital ad retargeting through a partnership with Feathr.

What is digital ad retargeting? Have you ever conducted an internet search for a pair of shoes or a potential vacation spot, and then seen ads for the next couple of weeks wherever you go on the internet? That's ad retargeting.

Here's how you can now utilize ACCP for your next retargeting digital ad campaign:

- Your target customers frequently visit www.accp.org for event registrations, informative blog posts, and more.
- You provide the digital ads to ACCP
- ACCP then delivers those ads to the people who have visited our website on other sites they visit through [Feathr](#) technology.
- When they leave www.accp.org, they will start to see your advertisement on websites that they visit. Potential audience of 15,000+.

Total Cost	Impressions
\$2,500	20,000
\$5,000	30,000
\$7,500	40,000

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Contact Jeanne Metzger, VP of Membership, Marketing & Communications at jeanne@accp.org or by calling 202-796-5881.

