

2024 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 premiere professional organization.

Our community includes more than 2000 professionals from 250+ purpose-driven companies. 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 social impact 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 an overview of opportunities. However, it's a discussion starter. We welcome a conversation to understand your business goals and explore ways to align your support with programs and activities that will advance your and ACCP's priorities.

ACCP's Community 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. It also allows your organization to benefit from multiple opportunities throughout the year to showcase your thought leadership and expertise and build relationships with CSR & sustainability leaders. Signing on as one of ACCP's sustaining sponsors 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, we limit the number of service provider sustaining sponsors to two per year.

\$35,000 Commitment

SUGGESTED BENEFITS PACKAGE

- Recognition as a sustaining sponsor in ACCP's weekly newsletter, The Wrap.
- Opportunity to present an educational webcast as part of ACCP's CSR Marketplace Virtual Series that showcases your organization's expertise and thought leadership (late September 2024).
- Opportunity to submit two blog posts during the year.
- Opportunity to submit up to two pieces of content to ACCP's Online Resource Library.
- CSR Marketplace listing for 12 months.
- Opportunity to showcase a company initiative at least once during the year in ACCP's weekly newsletter, The Wrap (distribution 6,000+).
- 30,000 impression digital retargeting ad campaign (can be split between multiple campaigns).
- Prominent recognition at ACCP's 2024 Annual Conference – September 8-10 in San Diego, CA.
- Prominent 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 block during Conference.
- 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

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

ACCP Summits are educational programs that focus on building knowledge and skills around trending topics. Summits are virtual programs, typically held over two afternoons, that provide practical guidance from practitioners and subject matter experts. Attendance varies by topic, but previous ACCP Summits have attracted attendance between 50-100 CSR & sustainability professionals.

In 2024, ACCP plans to host two virtual Summits on the following topics:

- **Advancing Social Impact Amidst Polarization – NEW program for 2023**
This new program will be designed to help practitioners advance CSR, ESG and DEI practices in today's polarized landscape.
- **Impact Measurement**
This popular program is updated annually to reflect the evolving landscape of impact measurement.

BENEFITS INCLUDE

- 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.
- Corporate logo recognition in marketing communications and on program slides.
- Opportunity to share a resource in the post program email to participants.

CSR Marketplace Virtual - \$10,000

CSR Marketplace Virtual is a series of virtual sessions hosted over several consecutive days (tentative dates are September 24-26). It is an excellent opportunity to showcase your organization's expertise and thought leadership on top-of-mind CSR & ESG related topics. Each virtual session is 45 minutes (including time for Q&A). The sessions are marketed as a series, and participants have the option of registering for all the sessions or just the ones they find most interesting. [Past CSR Marketplace Virtual](#) sessions have garnered between 50 – 100 participants. The recordings of each of the sessions are also marketed to the full ACCP audience and housed in ACCP's Online Resource Library.

BENEFITS INCLUDE

- Opportunity to showcase organization's expertise and thought leadership to a key target market.
- Corporate logo and session information included in all CSR Marketplace Virtual marketing communications. Marketing to ACCP's full audience (6000+ CSR & ESG professionals and influencers) typically starts 10 weeks prior to the program.
- Opportunity to share the recording of the session with your audience.
- List of registrants including name, title, and company.
- 12-month listing on [ACCP's CSR Marketplace](#).





Corporate Social Impact Happy Hours - \$5,000

ACCP plans to host up to four corporate social impact happy hours in 2024 to bring together practitioners to connect in person, build community, and compare notes on their everyday challenges. These are fun, relaxed, nonprogrammed gatherings. ACCP will invite its members and prospects in the region to attend. The sponsoring organization will also be expected to invite their clients and prospects in the region to attend. Recognition of support would be included in the invitation and onsite.

ACCP Annual Conference Sponsorships

ACCP's flagship event, the ACCP Annual Conference, will be held in San Diego, CA at the Marriott Marquis on September 8-10, 2024. The ACCP Annual Conference has an exceptionally strong reputation for bringing together CSR & ESG leaders to connect, build community, and learn applicable approaches to transform shifting trends into practical solutions. In 2024, we are expecting our largest Annual Conference yet with up to 400 participants.

Below is a list of preliminary sponsorship opportunities. Additional opportunities may be identified as Conference planning progresses. There are a limited number of sponsorships available at each level.

Conference Lead Sponsor: \$50,000

- Recognized as host of one of two receptions during the Conference and opportunity to deliver a brief welcome to attendees.
- Opportunity to 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 main stage in opening and closing remarks.
- Logo recognition as a highest-level sponsor on Conference website, on signage, and on slides.
- Opportunity to host a CSR Marketplace LIVE educational session during workshop block*.
- 4 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.





Champion Sponsors - \$25,000

- Verbal recognition of support from the main stage in opening and closing remarks.
- Logo recognition as a high-level sponsor on Conference website, on signage, and on slides.
- Opportunity to distribute a branded item or document to 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.

Advocate Sponsors - \$15,000

- Recognition as a sponsor on Conference website, on signage, and on slides.
- 2 Conference registrations.
- Opportunity to host a CSR Marketplace LIVE virtual session in late September*.
- Inclusion in the Conference app in the sponsor session.
- Exhibit table**.
- CSR Marketplace Listing for 12 months.

Ally Sponsorship - \$10,000

- Recognition as a sponsor on Conference website, through signage, and on slides.
- 1 full Conference registration and one exhibit-only Conference registration.
- Inclusion in the Conference app in the sponsor session.
- Exhibit Table**.
- CSR Marketplace Listing for 12-months.





Conference App 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 Conference website, on signage, and in slides.
- 2 Conference registrations.
- Exhibit Table**.
- CSR Marketplace Listing for 12-months.

Sustainability Sponsorship - \$20,000

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

Tote Bag Sponsorship - \$15,000

- Logo recognition of sponsorship on Conference tote bag provided to all attendees.
- Opportunity to provide a branded item to share with attendees. Cost of branded items and shipping to Conference venue is the responsibility of the sponsor.
- Exhibit Table**
- 1 Conference registration.

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





BRAND AWARENESS & ADVERTISING OPPORTUNITIES

CSR Marketplace

ACCP's CSR Marketplace is an online hub where corporate citizenship professionals can find information about reputable organizations that provide valued services that can help advance their work. The Marketplace includes 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 in ACCP's weekly newsletter and on ACCP's social media channels, the CSR Marketplace is now a frequently visited resource that garners approximately 3000 visits each year. We encourage all organizations that offer services to CSR professionals to be included in the CSR Marketplace. Standalone pricing appears below. However, this opportunity is included in most sponsorship packages described in this prospectus.

Listing Cost for 12 months	\$ 5,000
Reduced fee for individual consultants or boutique consulting firms with less than 10 employees (including full-time, part-time, and contractors)	\$ 2,500





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 utilize ACCP for your next retargeting digital ad campaign:

- Your target customer visits www.accp.org for event registrations, informative blog posts, and more.
- You provide a digital ad to ACCP
- ACCP then delivers that ad 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+.

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

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

