

2024 Sponsorship & Funding Opportunities

For Purpose Driven Companies & Foundations



Let's have a conversation !

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ACCP is the corporate social impact field's premiere professional organization.

The Association of Corporate Citizenship Professionals (ACCP) is the preeminent membership organization advancing the practice of corporate social impact. ACCP increases the effectiveness of CSR & ESG professionals and the impact of their companies by sharing knowledge, fostering solutions, and cultivating inclusive and supportive peer communities. ACCP amplifies the voices of its practitioner network to elevate strategies that work, provide innovative solutions, and expand impact.

Financial support of ACCP's programs and initiatives is critical for ACCP to carry out our mission and to advance our strategic priorities.

Your support ultimately increases the impact purpose-driven companies like yours are having on a wide range of social issues and in communities across the globe – all while providing the following benefits back to your company:

- **Showcase your company's commitment** to being a purpose-driven company;
- **Elevate your company's thought-leadership and expertise** on top-of-mind social impact issues;
- **Professional development and growth opportunities** for your social impact team.

The exposure that results from supporting ACCP can lead to **collaboration opportunities, new business opportunities, and retention and recruitment of corporate citizenship talent.**

ACCP offers a wide range of sponsorship and funding opportunities that meet all kinds of budgets and engagement goals.

Our Community:

250+

Member Companies

2,000+

CSR & ESG professionals

6,000+

social impact practitioners and
influencers reached through
ACCP communications

20+

Industries Represented

Sampling of Past Sponsors



BANK OF AMERICA



ECOLAB

FedEx



T.RowePrice

Vanguard



SUSTAINING SPONSORSHIP

ACCP Sustaining Sponsorships are year-long partnerships that showcase your company's leadership in the corporate social impact field, align your financial support with your social impact goals and objectives, and provide visibility for your organization through ACCP's most prominent programs, publications, and communication channels.

Sustaining sponsors provide the critical support needed for ACCP to achieve its strategic pillars:

- Advancing knowledge and practice
- Fostering community
- Advancing equity
- Advocating for the profession

Sustaining partnerships are non-exclusive and benefits can be customized. We encourage multiple companies at each level.

Sustaining Partnership Levels and Associated Benefits:

Innovator - \$50,000

- Prominent recognition as a supporter of one of ACCP's 2024 publications or research reports. Choices include ACCP's Making the Case Toolkit, ACCP's CSR Insights Report, or ACCP's new Member Practices Report. Recognition will be incorporated into the publication and any related programming that features the publication or research findings.
- Opportunity to include a case study that profiles a program within your company's corporate social impact program in an appropriate section of ACCP's new 2024 Member Practices Report.
- Opportunity to serve as one of ACCP's Purpose Awards Judges.
- All benefits associated with a \$25,000 Annual Conference sponsorship (described in the Annual Conference section on page 6).
- Opportunity to contribute a resource or company case study to ACCP's Online Resource Library. This resource would also be highlighted in an ACCP blog and shared through ACCP's social media channels.
- Recognition as a sustaining partner in ACCP's weekly newsletter, The Wrap, which is distributed to 6,000 CSR & ESG professionals and field influencers every Friday.



Catalyzer - \$25,000:

- Prominent recognition of support of one of ACCP's 2024 publications or research reports. Choices include ACCP's Making the Case Toolkit, ACCP's 2024 CSR Insights Report, or ACCP's new 2024 Member Practices Report.

OR

All benefits associated with a \$15,000 Annual Meeting Conference sponsorship (described in the Annual Conference section on page 6).

- Opportunity to contribute a resource or company case study to ACCP's Online Resource Library. This resource would also be highlighted in an ACCP blog and in ACCP's social media channels.
- Recognition as a sustaining partner in ACCP's weekly newsletter, The Wrap, which is distributed to 6,000 CSR & ESG professionals and field influencers every Friday.

Impact Maker - \$15,000

- Recognition as a sustaining partner in ACCP's weekly newsletter, The Wrap, which is distributed to 6,000 CSR & ESG professionals and field influencers every Friday.
- Opportunity to showcase company initiatives in The Wrap up to two times during the year.
- One Conference registration in addition to the complimentary member registration.

PROGRAM SPONSORSHIPS

Forum: A CSR Intensive - \$15,000

Forum is ACCP's highly respected educational program specially designed for emerging leaders in corporate citizenship with one to three years of experience. The program provides immersive, hands-on learning about the foundational programs and strategies that comprise a comprehensive corporate social impact strategy. This is an in-person opportunity limited to 40 individuals per year to foster interactive learning and community building. Our 2024 Forum will be held in early Spring in Chicago, IL. Support of Forum allows your company the opportunity to publicly support the development of the next generation of social impact leaders, provide professional development to your team, and position your company as a social impact leader.

BENEFITS INCLUDE

- Opportunity to highlight company in a case study as part of the Forum program.
- Opportunity to send up to two team members to fully participate in the cohort (travel expenses are the responsibility of the sponsor).
- Recognition in opening and closing remarks.
- Corporate logo recognition in marketing communications and in program materials and slides.
- Optional: opportunity to provide a branded item to participants. The cost of the branded items and shipping would be the sponsor's responsibility.

Summit Sponsorships - \$10,000, non-exclusive

ACCP Summits are educational programs that focus on building knowledge and skills on evolving topics integral to successful corporate social impact programs. Summits are virtual, typically held over two consecutive 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 & ESG 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 introduce a session. Possibility of a more substantive speaking role will be determined by ACCP staff based on expertise of sponsor and program agenda.
- Corporate logo recognition in marketing communications and on program slides.
- Recognition in opening and closing remarks.
- Opportunity to share a resource or highlight a company initiative in the post program email to participants.
- Two Summit registrations.



ACCP Annual Conference Sponsorships

Sponsorship of the ACCP Annual Conference is a high visibility opportunity to position your company as a purpose-driven leader, showcase your team's thought leadership on important issues, and provide professional development opportunities to your social impact team.

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

Below is a list of preliminary sponsorship opportunities associated with our Annual Conference. Additional opportunities may be developed as Conference planning progresses.

Lead Sponsor - \$50,000 (maximum of two at this level)

- Featured as Lead Conference sponsor in all Conference communications, including leading up to, during, and post event.
- Recognized as host of one of the two receptions during Conference and the opportunity to make brief welcoming remarks during the reception.
- Verbal recognition during the opening and closing remarks during Conference.
- Opportunity to introduce a General Session speaker.
- Opportunity to serve as a panelist or moderate a plenary session. Speaking role will be based on the plenary topics chosen by ACCP staff and sponsor's area of expertise and experience.
- Recognition on the splash page within the Conference app as lead sponsor.
- Prominent logo recognition as sponsor on the Conference website, in the Conference app, on signage, and in Conference slides.
- Opportunity to share information about company's corporate citizenship programs through the Conference app.
- Four Conference registrations in addition to the complimentary member registration.



Champion Sponsor - \$25,000 (maximum of four at this level)

- Verbal recognition during the opening remarks that kickoff the Conference.
- Opportunity to have a company representative participate as a subject matter expert during the Conference program. Role will be based on individual's expertise and how the company's initiatives align with the learning objectives of specific sessions being developed by ACCP staff.
- Recognition as a break sponsor through signage.
- Logo recognition as sponsor on the Conference website, in the Conference app, on signage, and in slides.
- Opportunity to share information about company's corporate citizenship programs through the Conference app.
- Three Conference registrations in addition to the complimentary member registration.

Advocate Sponsor - \$15,000

- Logo recognition as sponsor on the Conference website, in the Conference app, on signage, and in slides.
- Opportunity to introduce a workshop or facilitate a live member group during Conference. Role will be based on session types chosen by ACCP staff and sponsor's area of expertise and experience.
- Opportunity to share information about company's corporate citizenship programs through the Conference app.
- Two Conference registrations in addition to complimentary member registration.

Ally Sponsor - \$10,000

- Logo recognition as sponsor on the Conference website, in the Conference app, on signage, and in slides.
- Opportunity to share information about company's corporate citizenship programs through the Conference app.
- One Conference registration in addition to the complimentary member registration

Supporter Sponsor - \$7,500

- Logo recognition as sponsor on the Conference website, in the Conference app, on signage, and in slides.
- Opportunity to share information about company's corporate citizenship programs through the Conference app.



Specialty Conference Sponsorships:

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.
- Two Conference registrations in addition to complimentary member registration.

Sustainability Sponsorship - \$20,000

- Recognition at the water stations throughout Conference and the opportunity to supply reusable branded cups. (The cost of the branded cups and shipping to the Conference venue is the responsibility of the sponsor.)
- Logo recognition as Conference sponsor on Conference website, on signage, in slides, and in the Conference app.
- Two Conference registrations in addition to complimentary member registration

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.)
- One Conference registration in addition to the complimentary member registration.

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, non-programmed 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.



JOIN US IN BUILDING AN INCREASINGLY INCLUSIVE, EQUITABLE, & EFFECTIVE PROFESSION - SUPPORT NEW PROGRAMS IN DEVELOPMENT

ACCP is working on several exciting new programs that align with our strategic pillars to advance knowledge and practice, build community, advance equity, and advocate for the profession of corporate social impact. New funding is necessary to transform these compelling concepts into self-sustaining programs. These programs will strengthen the effectiveness of CSR & ESG professionals, build the capacity and influence of the social impact function within companies, and make progress towards a more diverse and inclusive pipeline of talent ready to advance their social impact careers. We welcome a conversation about your interest in any of the programs described below. These programs can be funded through a corporate sponsorship or a charitable grant (made to our 501c3 fiscal sponsor).

CSR Job Board 2.0 & Career Center

ACCP's CSR Job Board is well known as the place to go to look for open CSR and ESG positions. In fact, the ACCP Job Board is the most visited page of the ACCP website garnering more than 5,000 visits per month. The job board currently lists open positions that have been sourced through member companies and ACCP staff research. In 2024, ACCP has plans to upgrade its job board to be a more comprehensive career center with enhanced functionality, including the opportunity for employers to list open positions, the opportunity for job seekers to list candidate profiles, skills matching, as well as career resources specific to the corporate social impact field. Invest in the development of this important sector resource and be prominently recognized as a development partner on the new and improved ACCP Job Board.

Elevating the Importance of Corporate Social Impact

Despite the increased importance of corporate citizenship work, many C-Suite executives continue to view social impact work as a “nice to have” rather than a critical business strategy necessary for long-term success. Accordingly, ACCP is undertaking a communications campaign targeting the senior executives that have ultimate budget authority for CSR & ESG budgets. We are working to dispel false narratives and misconceptions about this important work and elevate its importance through data, stories of impact, and thought leadership. Funding is needed to sustain this communication campaign that is leveraging the expertise of outside communications counsel.

Mid-Career Leadership Development Program Created with a Racial, Ethnic, and Cultural lens

As part of ACCP’s work to create an increasingly diverse and inclusive corporate social impact field, we are developing a new leadership program that will provide the skills, training, and support uniquely needed for corporate social impact leadership positions. Open to all corporate social impact professionals to apply, the program’s goal is to train a culturally sensitive, diverse mix of professionals that bring a wide range of experiences and perspectives to the learning environment. This program will be a multi-month, multi-format, interactive experience and be designed for professionals with 5-10 years of experience. Development is planned for 2024 with a goal to pilot an initial cohort in 2025. Funding is needed for the development and implementation of the program, as well as for scholarships for diverse candidates whose companies are not able/willing to cover the cost of the program.

Social Impact Journey: An ACCP Roadmap

As part of our charter to be a career-long resource for those in the corporate social impact field, ACCP is working to develop a new Social Impact Journey Roadmap. This new, multi-dimensional learning experience will provide learning to support those exploring a career in corporate social impact through their entry into the profession. This new resource will also be able to be used to educate internal stakeholders about this important work, what’s required, and why it’s critical to long-term business success. The program will likely feature cohort-style and on-demand courses. This program will be developed over a two-year period (2024-2025) with a goal to pilot the first module in 2024.

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