

# SPONSORSHIP OPPORTUNITIES FOR PURPOSE-DRIVEN COMPANIES



**2021**

**PROSPECTUS**

# Sponsorship Opportunities

The Association of Corporate Citizenship Professionals (ACCP) is the only career-long, strategic resource for corporate citizenship professionals. ACCP offers a welcoming and supportive community where CSR professionals of all experience levels can find the connections, knowledge, skills, and inspiration needed to increase your company's impact, effectively engage your stakeholders, and strengthen the communities in which you work.

Sponsorship of ACCP's mission and activities provides an opportunity to showcase your company's leadership in the corporate citizenship field, elevates your company's thought-leadership on top of mind issues, and provides leadership opportunities for your team. The elevated exposure can lead to collaboration opportunities, new business opportunities, and retention and recruitment of corporate citizenship talent. Sponsorship also ensures that ACCP can continue to offer high quality programs and resources, thrive in an ever-changing CSR landscape, and meet the needs of its ever-changing, vibrant membership of more than 200 corporations.

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

## CONTENTS

- Sampling of Past Sponsors . . 2
- Sustaining Sponsorships . . . 3
- Content Sponsorships . . . . . 4
- Program Sponsorships . . . . . 5
- Peer Cohort Sponsorships . . 6
- 2021 Corporate  
Citizenship Conference . . . . . 7



## Our Community:

**200+**

MEMBER COMPANIES

**20+**

INDUSTRIES REPRESENTED

**2,000**

MEMBER CONTACTS

**5,000**

INDIVIDUALS REGULARLY RECEIVE  
ACCP COMMUNICATIONS

**5,000**

UNIQUE MONTHLY  
VISITORS TO ACCP.ORG



# Don't Just Take Our Word For It ...

"William Blair is proud to sponsor the ACCP Annual Conference. The Annual Conference is our industry's premier learning, networking and convening event. We are honored to support and promote the mission of ACCP to empower corporate citizen leaders to improve the world and strengthen their companies."

▶ Laura Coy, Philanthropy Strategy and Community Engagement | William Blair & Company



## Sampling of Past Sponsors



# Sustaining Sponsorships

NEW IN  
2021!

Sustaining sponsorship allows you to showcase your company's leadership in the CSR field, align your financial support with your CSR goals and objectives, and gain visibility through ACCP's most visible member benefits and communication channels throughout the year.

Sustaining sponsors provide the critical support for ACCP to continue to champion the importance of corporate citizenship and strengthen the profession through its supportive community, quality programs, and relevant resources. The sustaining sponsorship is non-exclusive and we encourage multiple companies to sign on as sustaining sponsors.

THERE ARE THREE LEVELS TO CHOOSE FROM, ALL OF WHICH ARE COMPOSED OF A SELECTION OF SPONSORSHIP PACKAGES THAT ARE DESCRIBED IN DETAIL IN THE FOLLOWING SECTIONS OF THIS PROSPECTUS.

## TRAILBLAZER | \$50,000

By committing to this highest leadership position, your company will have the opportunity to customize your sponsorship package to include multiple exposure opportunities throughout the year, as well as align your support with your CSR priorities.

Below is a sample grouping of opportunities at this leadership level.

- **Champion Conference sponsorship package** (\$25,000)
- **One 2021 Priority Topic sponsorship** (\$25,000)
- **Exposure Opportunities in The Wrap & ACCP Online Community**

**The Wrap** was rated one of ACCP's most valued resources in our 2020 Membership Survey with **85% of respondents** indicating they regularly read it. This highly regarded resource is distributed to more than 5,000 CSR professionals and influencers. Benefits include:

- » opportunity to feature a company initiative or accomplishment at least two times during the 2021 calendar year
- » logo incorporated into header of The Wrap newsletter

**ACCP Online Communities** — Also rated one of the most valued ACCP resources in our 2020 Membership Survey with **73% of respondents** indicating regular use. ACCP's online community is a dynamic, online forum where members share information, seek guidance, and support one another. More than 600 active users and the community's activity is consistently rated in the top category compared to other association online. Benefits include:

- » opportunity to lead discussions and share information aligned with your CSR goals
- » logo recognition within our online community portal

## CATALYZER | \$25,000

This package provides prominent exposure throughout the year and allows you to choose either exposure at ACCP's Corporate Citizenship Conference or a Priority Topic sponsorship that aligns your support with your CSR goals.

- **Advocate Conference Sponsorship OR one 2021 Priority Topic sponsorship**
- **Exposure Opportunities in The Wrap and ACCP Online Communities**  
(See full description of exposure opportunity above in the Trailblazer level description)

## IMPACT-MAKER | \$15,000

This package allows your company to support ACCP's mission while benefiting from prominent branding and recognition throughout the year in two of ACCP's most visible and valued communication channels and member benefits.

- **Support of ACCP's weekly email, The Wrap**
- **Support of ACCP Online Community**

(See full descriptions of The Wrap and ACCP Online Community above in the Trailblazer level description)



# Content Sponsorships

## PRIORITY TOPIC SPONSORSHIP | \$25,000

The priority topic sponsorship provides an opportunity to align your ACCP support with the issue area expertise of your CSR team and/or your CSR goals. Help to inform programming and content by sharing your expertise and relevant resources, while positioning your company as a thought leader on a specific issue.

### 2021 Priority Topic Areas:

- Sustainability/ESG
- Racial Equity
- Impact Measurement

### Sampling of Benefits:

- Partner with ACCP staff on programming through a speaking opportunity during a relevant 2021 program.
- Opportunity to highlight company thought leadership by submitting resources for relevant sections of our resource library.  
*Submissions are subject to ACCP staff approval.*
- Company logo and support recognized in relevant section of resource library

*ACCP staff maintains ultimate decision-making authority over all program content, speakers and schedule.*

## DIVERSITY, EQUITY & INCLUSION RESEARCH DESIGN PROJECT: BENCHMARKING DIVERSITY IN CORPORATE CITIZENSHIP | \$25,000

In 2021, ACCP will be conducting a research project that benchmarks the demographic composition of the corporate social responsibility profession and the levels of authority, scope and influence held by people of color in the CSR field as a basis for building a more diverse and inclusive corporate citizenship profession. In order to ensure the project generates significant participation and reveals meaningful data, ACCP has entered into a partnership with [Edgar Villaneuva, Leverage Partners](#) and [Sean Thomas-Breitfield, Building Movement Project](#), as project leads.

We are looking for several companies to sponsor this important and timely research. Support of this project will be showcased in the research activities (surveys, interviews, etc.) as well as in the distribution of the findings and related programming in 2022.

## Program Sponsorships

ACCP is planning a robust program calendar for 2021 and will be offering sponsorship opportunities associated with each of the programs below.

### THREE VIRTUAL SUMMIT PROGRAMS | \$10,000 per Summit

During 2021, ACCP will hold **three** Virtual Summit programs on distinct topics. Each Summit will offer several hours of programming and will consist of multiple sessions that provide education and the opportunity for sharing best practices and trends on the following "top of mind" topics. Expected attendance for each Summit is between 30-50 participants.

- ESG Virtual Summit – *March 2021*
- Impact Measurement Virtual Summit – *August 2021*
- Racial Equity Virtual Summit – *June 2021*

**Benefits include:** Brand recognition on all marketing communications and program slides, 2 registrations, opportunity to introduce a session or lead a discussion, blog post on related topic distributed through The Wrap Newsletter and ACCP social media channels.

### FORUM | \$10,000

The Forum is ACCP's highly-regarded program for corporate citizenship professionals with one to five years of experience in the CSR field. It delivers an immersive, hands-on, educational experience within a cohort of peers. Participants develop useful skills and knowledge and peer network that provides career-long support. The 2021 Forum will be delivered virtually over a course of six weeks in April/May 2021.

**Benefits include:** Brand recognition on marketing communications and program materials, one registration for company representative that meets eligibility requirements, opportunity to make an introduction at beginning of program, serve on the mock Board of Directors for final team presentation exercise, and serve as an expert in online community group discussions. This is an excellent leadership opportunity for a valued member of your team.

### FORUM II | \$10,000

**New for 2021**, Forum II (official branding to be determined) builds on the success of ACCP's popular Forum program. Forum II is designed for the mid-level CSR professional with between 5-10 years of experience. It delivers an immersive, hands-on, educational experience within a cohort of peers. Participants develop useful skills and knowledge and a peer network that will be valuable to participants long after the completion of the program. The 2021 Forum II will be delivered virtually over a course of six weeks in September/October 2021.

**Benefits include:** Brand recognition on marketing communications and program materials, one registration for company representative that meets eligibility requirements, opportunity to make an introduction at beginning of program, serve on the mock Board of Directors for final team presentation exercise, and participation on online community. This is an excellent leadership opportunity for a valued member of your team.

### 2021 CORPORATE CITIZENSHIP CONFERENCE | \$25,000 – \$7,500

ACCP's Corporate Citizenship Conference—our signature and well-regarded conference—offers two full days of learning, connections, and sharing on a wide range of CSR topics. **We are planning for an in-person Conference, November 3-4, in Houston, Texas.**

Sessions will be offered in a variety of formats including General Sessions and Learning Labs (peer-only breakout sessions). We are anticipating onsite attendance and exhibits to possibly be restricted to adhere to necessary social distancing recommendations. Accordingly, an innovative format will be introduced for the 2021 Conference offering some sessions virtually, expanding the potential reach for sponsors.

**A variety of sponsorship levels are available ranging from \$25,000 – \$7,500 with corresponding benefits.** (See page 7 for more information.)



## Peer Cohort Sponsorships

In 2021, ACCP will be building our capacity to provide meaningful and helpful peer learning and connections. Sponsorship of one or more of the peer cohorts presents an opportunity to strengthen the effectiveness of the corporate citizenship profession, exponentially increasing your company's impact in your priority areas. It's also an excellent way for you to provide leadership opportunities for your team.

**Benefits of the sponsorships below include:** Year-long recognition as sponsor on online community and related programming, opportunity to suggest program topics and/or resources for the peer cohort, participate in peer discussions, and lead at least one peer cohort program during the year.

### ACCP REGIONAL GROUPS | \$5,000

ACCP hosts quarterly regional gatherings in several areas in the United States that allow for corporate citizenship professionals to share information, learn from one another, collaborate, and discuss regional specific issues and challenges. Support your regional corporate citizenship leaders and your community by sponsoring an ACCP regional group.

### EMERGING LEADERS (0-5 years of CSR experience) | \$10,000

Special emerging leaders online community and virtual gatherings where up and coming professionals can share information and learn from one another.

### MID-LEVEL PROFESSIONALS (6-10 years of CSR experience) | \$15,000

New cohort program for mid-level professionals, the largest segment of the ACCP membership. Interested members will be matched with a cohort of peers and they will be provided the opportunity to connect multiple times during the year to discuss topics of interest.

### EXECUTIVE NETWORK | \$20,000

Launched in the fall of 2020 as a pilot program, our executive network offers an exclusive, safe-space where the most senior leaders of CSR departments can share information and learn together. Monthly programs are being planned based on member interest. An online community is reserved for members of the Executive Network so they can continue the dialogue in a safe-space and share information and support one another.



# 2021 Corporate Citizenship Conference

November 3-4, 2021 • Houston, TX

## Sponsorship Packages

### BENEFITS

	CHAMPION \$25,000	ADVOCATE \$15,000	ALLY \$10,000	SUPPORTER \$7,500
Opportunity for company representative to introduce a general session speaker or moderate a breakout session*	●			
Shout out/verbal recognition in opening conference remarks	●			
Recognition of support on general session slides	●	●	●	
Number of conference registrations	3	2	1	
Signage recognition at all social events	●			
Recognition as one of our reception sponsors		●		
Recognition as one of our break sponsors			●	
Banner ad in conference app and/or recognition on virtual conference platform	●			
Inclusion in sponsor section of conference app and opportunity to upload one piece of content	●	●	●	●
Online and print branding, including in marketing communications, microsite, and onsite materials	●	●	●	●

\*Please note that there are a limited number of general sessions and break-outs. Final speaking opportunities will be dependent on a variety of factors including conference agenda, number of sponsors at the \$25,000 level or above, and speaker expertise.

## Specialty Conference Sponsorships

### CONFERENCE SUSTAINABILITY SPONSOR | \$20,000

- \$15,000 Advocate Sponsorship
- Recognition as sustainability sponsor at water dispensers throughout the conference venue; opportunity to provide reusable water bottles for attendees (cost of bottles are responsibility of sponsor)
- Prominent branding on mobile app/virtual platform, banner ad, and recognition in sponsor section

### SWAG BAG SPONSORSHIP | \$15,000

- Branding on and donation of swag bag (cost of bag is the responsibility of the sponsoring company)
- Opportunity to insert company branded item in swag bag
- \$10,000 Ally sponsorship

As we finalize our plans for the conference, we may introduce new opportunities related to a virtual registration option.