

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

*For Organizations That Provide Products or
Services to Corporate Citizenship Professionals*



2021

PROSPECTUS

Reach Your Target Audience

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 gain the connections, knowledge, skills, and inspiration needed to increase their company's impact, effectively engage key stakeholders, and strengthen the communities in which they work.

Sponsorship of ACCP's mission and activities provides an opportunity to showcase your organization's leadership in the corporate citizenship field, elevates your company's thought-leadership on top of mind issues, showcases your team's expertise and/or products, and provides opportunities to better understand the top issues and challenges within 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 available opportunities. However, we welcome a conversation to explore ways to align your support to your organization's goals and budget.

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Community Demographics:

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 ...

"At CAF America we have valued the opportunity to work with ACCP on a variety of projects. ACCP's membership is well known to be one of the most robust groups of professionals engaged in corporate citizenship. Their events provide a welcome forum for timely conversations on trends in corporate giving. Through our sponsorship of ACCP's initiatives, we've been able to develop and strengthen relationships with new and existing corporate partners."

▶ TED HART, ACFRE, CAP® President and CEO - CAF America



Sampling of Past Sponsors and Exhibitors



Sustaining Sponsorship

**NEW IN
2021!**

The sustaining sponsorship offers you the opportunity to align your brand with ACCP and its prestigious membership of companies committed to social impact, while benefiting from several opportunities throughout the year to showcase your thought leadership and expertise and build relationships with CSR leaders. Sustaining sponsorship provides the essential support needed for ACCP to carry out its mission to champion and strengthen the corporate citizenship profession.

This is a non-exclusive sponsorship and we encourage multiple companies to sign on as sustaining sponsors.

\$25,000 COMMITMENT

- **2021 Corporate Citizenship Conference benefits:**
 - » 2 onsite registrations; virtual registrations may also be available depending on new 2021 format
 - » Prominent branding on conference marketing, website, mobile app, signage and materials
 - » Exhibit booth
- **Inclusion in Virtual CSR Marketplace**
- **Co-create with ACCP staff a speaking opportunity on one ACCP webcast during 2021** (topic to be mutually agreed upon). Exposure to be expanded beyond live participants through promotion of webcast recording.
- **Opportunity to submit up to two blogs during 2021** (topics to be mutually agreed upon). Blogs will extend reach through ACCP social media channels.

Special Initiative Sponsorships

BENCHMARKING DIVERSITY IN CORPORATE CITIZENSHIP | \$20,000 COMMITMENT

In 2021, ACCP is 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 field as a basis for building a more diverse and inclusive corporate citizenship profession. In order to ensure that this project generates significant participation numbers 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.

Become an early sponsor of this important research project and benefit by aligning your brand with this top priority issue area. Sponsors will be recognized on the research instruments (quantitative and qualitative surveys) and are encouraged to distribute the survey to the corporate citizenship professionals within your client-base and network. Recognition of support will also be included in the final research report, which will be widely distributed within the philanthropy and corporate community in 2022.



Program Sponsorships

ACCP is planning a robust program calendar for 2021 and we will be offering sponsorship opportunities associated with each program. Please see program descriptions below. We welcome a conversation about your interest in these programs and the sponsorship opportunities associated with each.

VIRTUAL SUMMIT PROGRAMS | \$10,000 per Summit

During 2021, ACCP will hold **three** virtual Summit programs on distinct topics. Each Summit will offer one day of programming (4-5 hours) and will consist of a variety of sessions that provide education, sharing of information, and best practices 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: Benefits include branding recognition on marketing communications and program materials, 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.

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

ACCP's Corporate Citizenship Conference, our signature annual event, will offer two days of learning, connections, and sharing on a wide range of CSR topics. **We are planning for an in-person Conference in Houston, TX, on November 3-4.** Sessions will be offered in a variety of formats and will be accessible to in-person participants as well as others who are unable to be onsite in Houston. We are anticipating onsite attendance and exhibits to possibly be restricted to adhere to necessary social distancing recommendations. Nevertheless, the innovative format, which will include in-person and virtual components, offers exposure to a larger audience than in the past.

A variety of sponsorship levels are available ranging from \$25,000 – \$7,500 with corresponding benefits. *Exhibit space will only be available to sponsors due to space limitations.* Organizations that are interested in exhibit-only opportunities are encouraged to take advantage of our new Virtual CSR Marketplace offering. (See page 7 for more information.)

WEBCASTS | \$7,500 per webcast (limited number available per year)

ACCP hosts webcasts at least monthly on a wide range of topics relevant to corporate citizenship. Webcasts are open to anyone to participate for free 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 and should be educational in nature). Average attendance for webcasts range between 25-50 participants. Exposure will be expanded beyond participants through promotion of the webcast recording, which will be available in our recording library for at least one year.

Virtual CSR Marketplace

In 2021, ACCP will build a Virtual CSR Marketplace that showcases the leading organizations that provide services and products to corporate citizenship professionals.

THE VIRTUAL MARKETPLACE | \$5,000 – companies with more than 3 employees;
\$2,500 – individual consultants or boutique consulting firms with 3 or less employees

The Virtual Marketplace provides a platform for your company to showcase your products and/or services, your organization's expertise, and your key team members. ACCP will drive traffic to the Virtual Marketplace in multiple ways throughout the year including through its weekly email, The Wrap, member communications, and ACCP social media channels.

Initial categories will include:

- Technology Solutions
- Professional Services – *firm level*
- Consulting – *individual or boutique level*
- Impact & Evaluation services
- Communications

Note: New categories can be added if we have interest from more than two organizations about being listed in a category other than what is listed above.

Benefits:

- Area on ACCP website to showcase your organizations product and services (250 word description)
- Opportunity to upload two related resources or original content
- Opportunity to include a link to a company video or pre-recorded program

Consultants who are listed in the virtual marketplace are given priority for speaking opportunities at ACCP programs. Speaking opportunities are not guaranteed and are dependent on ACCP content priorities, program plans, and need for third-party speakers. Acceptance into the Virtual Marketplace is dependent on a positive reputation in the CSR field. If ACCP staff are not familiar with your organization, at least two references of current or past clients will be requested. Inclusion is solely at the discretion of ACCP.

Retargeting Digital Advertising Package

INTRODUCTORY PACKAGE | \$5,000

Would you like your digital ads to be shown to qualified corporate citizenship professionals? Then take advantage of our new retargeting digital advertising package. This package offers the opportunity to deliver your company's digital advertisements to individuals who visit the ACCP website.

Benefits:

- 20,000 impressions

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	●			
Opportunity to provide an item or piece of content for the swag bag	●			
Recognition of support on general session slides	●	●	●	
Number of conference registrations**	3	2	1	0
Exhibit Booth (limited space available)	●	●	●	50%***
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	●	●	●	●
Virtual Marketplace Package	●	●	●	●

*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.

**Please note that breakout sessions are reserved for corporate citizenship professionals. We appreciate your understanding for our need to provide CSR peer-to-peer learning experiences during the conference.

***Please note 50% off of an exhibit booth is \$2,000.

CONFERENCE SUSTAINABILITY SPONSOR | \$20,000

- Benefits included in \$10,000 Ally Sponsorship
- Recognition on or near water dispensers throughout conference venue; opportunity to supply reusable water bottles to be distributed to attendees
- Sponsorship of conference app/virtual platform with prominent branding, banner ad, and in sponsor section.

SWAG BAG SPONSORSHIP | \$15,000

- Opportunity to donate a branded conference swag bag for all attendees
- Opportunity to provide a give-away to go in the swag bag

Due to space limitations, we will not be offering exhibit-only packages at the 2021 Conference. If your budget does not allow participation at one of the above levels, we encourage you to take advantage of our new Virtual Marketplace offering that will provide exposure throughout the year to our growing community of corporate citizenship professionals. Access to the virtual marketplace is open to all website visitors which averages 5,000 unique visits per month.

We are in the early stages of planning the 2021 Conference.
As plans are finalized, more opportunities may be relating to a virtual offering.