



ASSOCIATION OF CONTINUITY PROFESSIONALS

The Voice of Continuity  
Professional Decision  
Makers for Over 40 Years



2023

# Sponsorship Prospectus



At the heart of ACP is a community of experienced, engaged, and trusted resilience professionals representing a wide range of industries across the United States and beyond. The Association is the preeminent voice of these professionals while building public understanding about the importance of business continuity.

Through our network of 30 Chapters, we foster professional development, knowledge sharing, mentoring, and networking in an environment that is shaped by trends as well as the unique needs of the local community.

Through engagement with ACP via our Strategic Partnership Program, you are more than a vendor. We value the expertise,

services, and products, whether cutting edge or established, that you contribute to the business continuity profession. We regularly call on our strategic partners to provide content of relevance to our industry's practitioners.

ACP actively seeks partners who understand the challenges of our profession and are dedicated to the advancement of resilience capabilities. That is why we are talking to you!

If your strategic marketing and promotion plan is to place your products and/or services in view of those who influence the resilience profession as well as the organizations and communities they serve, not just as a vendor, but as a trusted partner, ACP is the right place for you.

An ACP Strategic Partnership returns your investment with new clients, increased sales, expanded marketplaces, greater reach, and an increased industry profile with the audience that matters, our members and stakeholders.



*ACP is one of the longest standing resilience professionals associations in the industry, celebrating its 40 year anniversary in 2023*

Visit us at [www.acp-international.com](http://www.acp-international.com)



# Sponsor Benefits



	Platinum \$20,000	Gold \$10,000	Silver \$5,000
Your company logo and link on the ACP website	✓	✓	✓
Your company overview and link on the ACP website Sponsor Profile page	✓	✓	✓
Recognition of your company's support of ACP during our professional development webinars	✓	✓	✓
Featured welcome as a Strategic Partner in ACP's e-newsletter <i>News &amp; Views</i>	✓	✓	✓
ACP website banner advertisement promoting your company's products/services (consecutive weeks)	52	26	12
Professional development articles in <i>News &amp; Views</i>	12	6	3
Banner advertisements promoting your company's products/services in <i>News &amp; Views</i>	12	6	3
Create content for and facilitate a professional development webinar(s)	4	2	1
Schedule a member-wide e-blast(s) promoting your company's products/services	4	2	1
Publish professional development materials created by your company on the ACP website	✓	✓	✓
Obtain enhanced visibility of your company's products/services on ACP's social media channels	24	12	6
Have an opportunity to present your company's products/services during a monthly Chapter Presidents Council meeting	✓	N/A	N/A
Introduction of your company as an ACP Strategic Partner to the Executive Committees of the ACP Chapters	✓	✓	✓
ACP memberships for your company's staff members	5	3	1
Use of the ACP corporate logo on your company's communication resources	✓	✓	✓

*Effective communications are a critical component of our Strategic Partnership Program. Each of our partners have, at a minimum, a point of contact with an ACP staff representative as well as a member of our Strategic Partnership Committee. Our objective is to meet on at least a quarterly basis to evaluate the success of our respective efforts and implement changes in our deliverables to meet our partners expectations.*

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