



ACPN[®]

Automotive Content Professionals Network

2024 Annual Sponsorship Program

Benefit Details

autocare[®]
ASSOCIATION
Independence drives us.

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2024 ACPN Annual Sponsorship Program

Sponsorship Benefits	Bronze	Silver	Gold	Platinum	Diamond
Logo Recognition on ACPN Website	●	●	●	●	●
Logo Recognition in select ACPN News letters throughout the year.	●	●	●	●	●
Ability to use ACPN supporter logo on your communications and marketing materials	●	●	●	●	●
ACPN Pipeline Quarterly Webinar Recognition	×	●	●	●	●
Sponsor Spotlight Post on LinkedIn (2000k+ Followers)	×	●	●	●	●
ACPN Hospitality Suite Event Sponsor at 2024 Auto Care Connect Week (Two Events)	×	×	●	●	●
2024 Auto Care Connect Week Conference Sponsor Recognition - (Website, Conference App)	×	×	●	●	●
(2) Complimentary 2024 Auto Care Connect Week Registrations	×	×	×	●	●
(1) 8x10 Tradeshow Booth (Booth Only) at the 2024 Auto Care Connect Week (Applies to Exhibiting Companies Only)	×	×	×	●	●
The ACPN Chair's Dinner and Entertainment Event Sponsor at the 2024 Auto Care Connect Week	×	×	×	×	●
	\$2,500	\$5,000	\$7,500	\$10,000	\$18,000 or \$25,000 Exclusive
	PURCHASE >	PURCHASE >	PURCHASE >	PURCHASE >	CONTACT US >

ACPN Annual Sponsorship Program Duration Information

An ACPN annual sponsorship can be purchased at any time. ACPN annual sponsorships become available for purchase July of each year and ends on June 30th of the following calendar year (1 year max duration). Annual sponsorships cannot be purchased at a pro-rated price.

Cancellation Policy

All ACPN annual sponsorships are non-refundable.

Benefit: Logo Recognition on ACPN Website

Sponsorship Levels: Bronze, Silver, Gold, Platinum, Diamond

This sponsorship benefit provides year-round exposure to your company on ACPN's website (www.autocare.org/acpn) landing page, which historically has received 6000+ visits per year. Your company's logo will be placed in an annual sponsorship graphic as seen below:



Benefit: Logo Recognition in select ACPN Newsletters throughout the year.
Sponsorship Levels: Bronze, Silver, Gold, Platinum, Diamond

This sponsorship benefit provides exposure to your company through ACPN's Newsletter email campaigns. Your company's logo will be placed in an annual sponsorship graphic as seen below and will be displayed in one newsletter per month.

The screenshot shows a newsletter graphic with the following elements:

- Header: "The latest ACPN news and events | [Click here to view in web browser.](#)"
- Logo: "autocare ASSOCIATION" with the tagline "Independence drives us."
- Section Header: "ACPN news" (with "ACPN" in a smaller font and "news" in a large, bold font).
- Section Title: "ACPN Annual Sponsorships"
- Text: "Become an ACPN annual sponsor and show your support of the community, the educational advancement of content professionals across the industry, as well as get your company in front of thousands of content professionals year-round."
- Text: "The annual sponsorship program offers five tiers of engagement for Auto Care Association member companies only. For more information and to purchase, please visit the link below."
- Text: "Have questions? Contact acpn@autocare.org."
- Button: "Learn More"
- Section Title: "Thank You To Our Annual Sponsors!"
- Sponsor Logos: A list of sponsors categorized by tier: Diamond (1 logo), Platinum (1 logo), Gold (3 logos), Silver (1 logo), and Bronze (2 logos).
- Footer: "Site map | Who We Are | Contact Us | Legal & Privacy Statement" and social media icons for Twitter, Facebook, LinkedIn, and YouTube.
- Copyright: "© 2023 AUTO CARE ASSOCIATION" and a link for "Manage my Preferences".
- Address: "Auto Care Association, 7101 Wisconsin Ave., Suite 1300, Bethesda, MD 20814-3415"

Benefit: Ability to use ACPN supporter logo on your communications and marketing materials

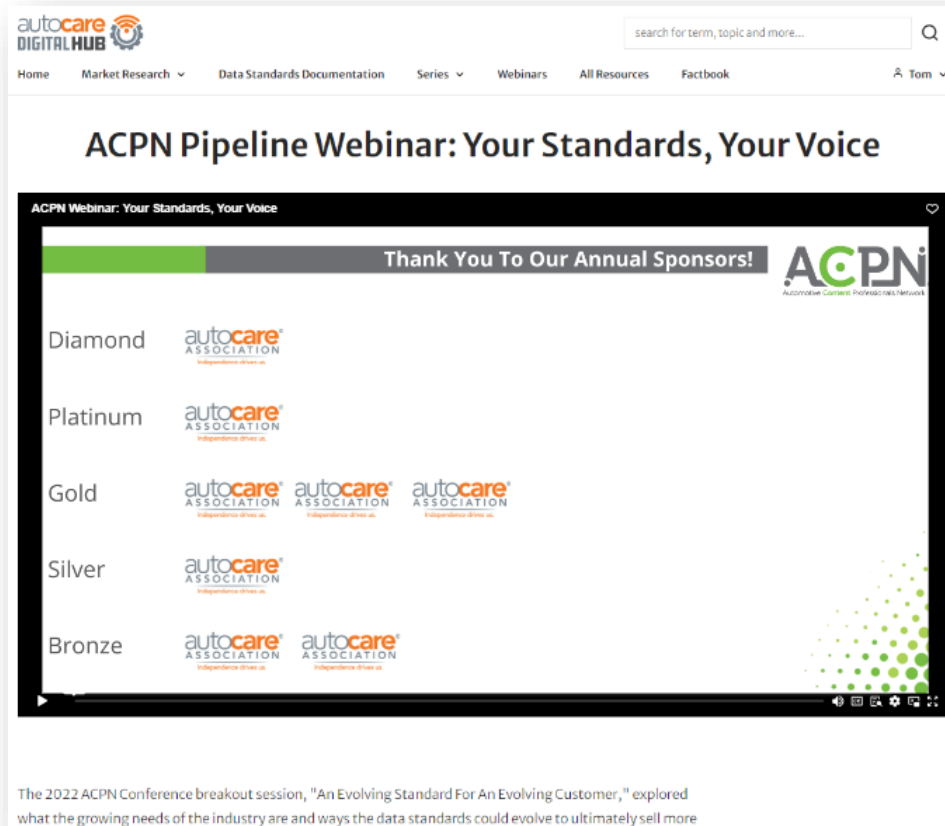
Sponsorship Levels: *Bronze, Silver, Gold, Platinum, Diamond*

This sponsorship benefit provides the sponsor with the ability to place an “ACPN Support Logo” on their website/catalog to show their support of the ACPN Community.



Benefit: ACPN Pipeline Quarterly Webinar Recognition
Sponsorship Levels: Silver, Gold, Platinum, Diamond

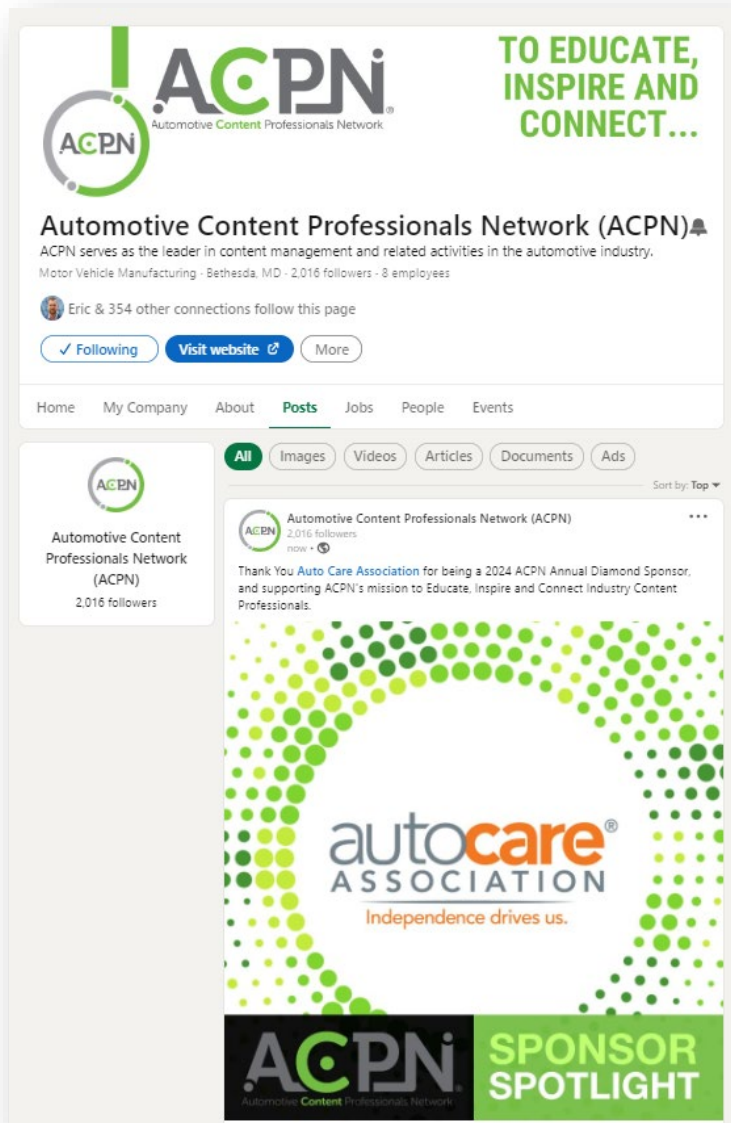
This sponsorship benefit provides exposure to your company through ACPN's ACPN Pipeline Quarterly Webinars. Recognition of annual sponsors will take place at the beginning of each webinar and will be graphically displayed in the webinar when recognition is provided. Additionally, all ACPN Pipeline quarterly webinars are recorded and provided to Auto Care Association member companies for on-demand access in the ACPN Pipeline platform located in Auto Care Digital Hub.



Benefit: Sponsor Spotlight Post on LinkedIn (2000k+ Followers)

Sponsorship Levels: Silver, Gold, Platinum, Diamond

This sponsorship benefit provides exposure to your company through ACPN's LinkedIn social media following, which currently has over 2000+ followers. An exclusive sponsor spotlight post will be posted to LinkedIn at minimum of once per year (*dependent of how many sponsors there are*) for each sponsor, tagging the sponsor's company within the post.



Benefit: ACPN Hospitality Suite Event Sponsor at 2024 Auto Care Connect Week (Two Events)

Sponsorship Levels: *Gold, Platinum, Diamond*

This sponsorship benefit provides exposure to your company through recognition of two ACPN Networking Hospitality Suites at the 2024 Auto Care Connect Week, which is home of the ACPN Annual Knowledge Exchange Conference. This sponsorship also includes:

- Event Signage
- Recognition in the event agenda on the Auto Care Connect Week [website](#) and conference app. (600+ Attendees)
- Recognition in ACPN opening remarks at Auto Care Connect Week. (400+ Attendees)

Benefit: 2024 Auto Care Connect Week Conference Sponsor Recognition - (Website, Conference App)

Sponsorship Levels: *Gold, Platinum, Diamond*

This sponsorship benefit provides exposure to your company through recognition as a sponsor of an ACPN conference event at 2024 Auto Care Connect Week. This sponsorship also includes:

- Recognition in the event agenda on the Auto Care Connect Week [website](#) and conference app. (600+ Attendees)

Benefit: (2) Complimentary 2024 Auto Care Connect Week Registrations

Sponsorship Levels: *Platinum, Diamond*

This sponsorship benefit provides (2) complimentary 2024 Auto Care Connect Week event registrations.

Auto Care Association will reach out to set this up when registration for 2024 Auto Care Connect Week opens to the public.

Benefit: (1) 8x10 Tradeshow Booth (Booth Only) at the 2024 Auto Care Connect Week (Applies to Exhibiting Companies Only)

Sponsorship Levels: *Platinum, Diamond*

This sponsorship benefit is for business solution providers only who exhibit in the ACPN/Auto Care Connect Week Tradeshow. This sponsorship benefit provides (1) 8x10 Tradeshow Booth (Booth Only) for the 2024 Auto Care Connect Week Tradeshow.

Auto Care Association will reach out to set this up when registration for 2024 Auto Care Connect Week opens to the public.

Benefit: The ACPN Chair's Dinner and Entertainment Event Sponsor at the 2024 Auto Care Connect Week

Sponsorship Levels: *Diamond*

This sponsorship benefit provides top-tier exposure to your company through recognition of the ACPN Chair's Dinner and Entertainment event at the 2024 Auto Care Connect Week. This is the biggest and most engaging ACPN networking event at 2024 Auto Care Connect Week. It is offered as non-exclusive or exclusive. Whether the sponsorship is non-exclusive or exclusive is determined based on a first a first-come-first-served basis. This sponsorship also includes:

- Event Signage
- Recognition in the event agenda on the Auto Care Connect Week [website](#) and conference app. (600+ Attendees)
- Recognition in ACPN opening remarks at Auto Care Connect Week. (400+ Attendees)

