



Partnership Prospectus

Private Clubs spend over \$9 Billion Annually on Event Products & Services

Private Clubs generate over \$15 Billion annually in private event revenues and spend approximately \$9 Billion* annually on food and beverage, specialty goods, merchandise, event rentals and services for the events happening in their clubs.

Potential sponsorship partners include vendors (we call them Creative Partners) with high service-levels, a national presence and a desire to increase their market share with this lucrative, private club events market. In the past, this market has been difficult to reach as there was never a collective way to gain access to these clubs, so this spending power was never focused on the best vendors in the industry. The ACCP now allows Creative Partners to interact with and access this highly influential group of decision-making Event, Catering and Tournament Professionals.

100% of our Members represent private club venues such as golf & country clubs, yacht clubs, city clubs, etc., so 100% are clients looking for partners like you!

*Source: Club Management Association of America (CMAA)



About ACCP

Educating The Club Industry

One Catering and Event Director at a Time...

The Association of Club Catering and Event Professionals (ACCP) provides education, training, resources and vital connections for the event and catering departments in the private club industry. The ACCP was the first and still is the only Association created and designed specifically to satisfy the educational and creative cravings of the fiercely dedicated and passionate group of individuals known as Club Catering and Event Professionals.

Our audience includes Event and Catering Directors, Food & Beverage Directors, Golf Tournament Directors, Chefs, Club Managers and Corporate VPs (overseeing multiple clubs) from all over the United States. They represent Country Clubs, Golf Clubs, Yacht Clubs, Business Clubs, City Clubs, Health & Fitness Clubs, Riding Clubs and Polo Clubs.



ACCP Founder and Executive Director, Lynne LaFond DeLuca, was honored with the Gary Player Educator of the Year Award twice, in 2016 and 2019, by *Boardroom Magazine*

Longtime club and catering industry expert, Lynne LaFond DeLuca, spearheads this team, providing Clubs with the tools they need to provide dynamic Member services and events and significantly increase member retention by adding value and professionalism to the Club's Catering and Event Department. Lynne has been named "One of the Most Influential Women in the Private Club Industry". She is highly regarded as the leader in private club education, training and connecting clubs with the resources they need to improve the Member experience through events and experiences and increase food & beverage revenues.



Sample of Current Members & Conference Attendees:

The Riviera Country Club

Canoe Brook Country Club

Los Angeles Country Club

Jonathan Club

Union League Club of Chicago

The Country Club of Virginia

Big Canyon Country Club

Troon Golf

The Clubs of Cordillera Ranch

La Jolla Beach & Tennis Club

San Diego Yacht Club

Olympic Club

Ballantyne Country Club

St. Francis Yacht Club

Manchester Country Club

Sharon Heights Golf & Country Club

The City Club of Washington

Newport Beach Country Club

The Silverleaf Club

ClubCorp

California Yacht Club

The Country Club at Mirasol

The Sanctuary Golf Club

Farmington Country Club

Tampa Yacht & Country Club

Century Golf/Arnold Palmer Golf

The 2023 ACCP National Educational Experience

(Formerly the ACCP National Conference)

Union League Club, Chicago
September 10-12, 2023





National Educational Experience Partners



Each year, approximately 250 of the country's foremost Club Managers and Corporate VPs, General Managers, Culinary Chefs, Private Club Event, Catering, Food & Beverage, and Tournament Directors, attend ACCP's National Conference for 3 days of education, professional development, creative thinking and networking with their peers, creative partners and vendors. **The purchasing power of these attendees alone is over \$200 Million annually.**

Mingle, network, and build relationships with some of the most well-respected private club industry leaders as well as the most innovative, creative and rock-star speakers! Stay up to date on the latest trends and innovative products! Exposure to our attendees provides our Sponsors with multiple ways to garner business. First, our attendees can refer and book our vendors for private events such as weddings, corporate events and tournaments; and second, can book the vendors directly for the events that the club hosts each week for their members and provides exposure to their audience of the private club members – some of the most affluent people in any demographic.

Luxury goods providers, food and beverage providers, photographers, videographers, event furniture rental, florists, linen companies, wine, beer and spirits providers, corporate gifting companies, design and printing companies, and special events industry vendors can greatly benefit from this exposure...just to name a few!





National Educational Experience Speakers

Past and Current Speakers include:

Iron Chef, Cat Cora

Colin Cowie

Alan Berg

Simon T. Bailey

Peter Callahan

Michael Cerbelli

Cindy Novotny

Kate Patay

Donna Otis, CCM, CCE

Patrick Snow

Blaine Burgess, CCM, CCE

Lee Silber

Tim Richardson

David Tutera

Mindy Weiss

Jill Philmon, CCM, CCE

David Voorhees, CCM, CCE

Dan Clark

David Merrell

Gregg Patterson

Will Marre

Wendy Dahl

Shanna Bright

John Goolsby

Chef Michael Ponzio



National Conference Education... *The Best!*

Experts from every aspect of the private club and special events industry share their knowledge and expertise to help Club Professionals fine tune their sales skills, professionalism and event execution. From innovative menu concepts to social media expertise, sales technique to effective communication for strategic and profitable partnerships, our industry's thought leaders and experts set the bar high in educational standards. Take this opportunity to bring one of these fabulous speakers to the ACCP audience and introduce them at the conference!*

*Speakers are selected by ACCP



Dorian Mode Photography



2023 Partnership Packages

There are two different types of sponsor packages available to suit your needs:

Annual Creative Partnership National Conference Sponsorships

Annual Creative Partners get prime placement year-round on the ACCP website as a Creative Partner.

National Conference Sponsors are featured at our National Conference and receive recognition in all conference marketing and website pages associated with the program.

ACCP Annual Leading Partner - \$12,500

Customizable Benefits to Include:

Year-Round Benefits:

- Top Placement on the ACCP - Creative Partners website with a live link to sponsor's website and contact email
- Three (3) dedicated e-blasts per year - opportunity to email a personalized promotional message to ACCP's industry database of 11,000 Catering & Event Directors, GMs/CEOs, Clubhouse Managers and Marketing Professionals
 - *content provided by sponsor and distributed by ACCP; subject to ACCP approval*
- Title Host of one ACCP Regional Networking Event per year
- One-time consultation with ACCP Executive Director, Lynne LaFond DeLuca, to strategize best approach to market and promote your business
- Guest speaker on one (1) annual webinar
- Two (2) articles per year featured in monthly newsletter
- Monthly placement in the ACCP newsletter, emailed to 11,000+ industry database
- Social Media Mentions throughout the year

National Conference Benefits:

- Two (2) FULL Conference passes including all conference meals and conference evening events. Does not include travel, room & tax and incidentals. Group room rates are available within the ACCP group block
- Complimentary booth in the Creative Partner Showcase
- Ability to introduce your company on-stage to our National Conference audience (2-minute speaking opportunity)
- Logo recognition in the conference program
- Verbal recognition and logo on large screens on the main stage during Opening & Closing Sessions
- Opportunity to insert one promotional item in each attendee swag bag (subject to ACCP approval)
- Access to attendee list with complete contact information provided post conference
- Opportunity for three (3) additional people to attend Opening, Monday night and Closing night events with the purchase of a ticket





ACCP Annual Diamond Partner - \$7,500



Customizable Benefits to Include:

Year-Round Benefits:

- Placement on the ACCP - Creative Partners website with live link to sponsor's website and contact email
- Three (3) dedicated eBlasts - Opportunity to email a personalized promotional message to ACCP's industry database of 11,000+ Catering and Event Directors
- Title Host of one ACCP Networking Event per year
- One-time consultation with ACCP Executive Director, Lynne LaFond DeLuca, to strategize best approach to market and promote Sponsor's business
- One (1) article per year featured in monthly newsletter
- Monthly placement in the ACCP newsletter, emailed to 11,000+ industry database



National Conference Benefits:

- One (1) FULL Conference pass including all conference meals and conference events. Does not include travel, room & tax and incidentals. Group room rates are available within the ACCP group block. Opportunity to purchase an additional full conference pass for \$1,500.00
- Complimentary booth in the Creative Partner Showcase
- Logo recognition in the conference program
- Verbal recognition and logo on large screens on the main stage during Opening & Closing Sessions
- Opportunity to insert one promotional item in each attendee swag bag (subject to ACCP approval)
- Access to attendee list with complete contact information provided post conference
- Opportunity for three (3) additional people to attend Opening, Monday night and Closing night events with the purchase of a ticket.



ACCP Annual Gold Partner - \$5,000

Customizable Benefits to Include:

Year-Round Benefits:

- Placement on the ACCP - Creative Partners website with live link to sponsor's website and contact email
- Two (2) dedicated eBlasts - Opportunity to email a personalized promotional message to ACCP's industry database of 11,000 Catering and Event Directors
- One-time consultation with ACCP Executive Director, Lynne LaFond DeLuca, to strategize best approach to market and promote your business to the club Industry.
- Monthly placement in the ACCP newsletter, emailed to 11,000+ industry database

National Conference Benefits:

- Opportunity to purchase up to two (2) full conference passes for \$1,500.00 each. Does not include travel, room & tax and incidentals. Group room rates are available within the ACCP group block.
- Complimentary booth in the Creative Partner Showcase
- Logo recognition in the conference program
- Verbal recognition and logo on large screens on the main stage during Opening & Closing Sessions
- Opportunity to insert one promotional item in each attendee swag bag
- Access to attendee list with complete contact information provided post conference.
- Opportunity for three (3) people to attend Opening, Monday night and Closing night events with the purchase of a ticket





ACCP Annual Silver Partner - \$2,500



Customizable Benefits to Include:

Year-Round Benefits:

- Placement on the ACCP - Creative Partners website with live link to sponsor's website and contact email
- One (1) dedicated eBlast - Opportunity to email a personalized promotional message to ACCP's industry database of 11,000 Catering and Event Directors
- Opportunity to attend our Regional Networking Events and meet our Members, face-to-face
- One-time consultation with ACCP Executive Director, Lynne LaFond DeLuca, to strategize best approach to market and promote Sponsor's business to the club Industry.
- Monthly placement in the ACCP newsletter, emailed to 11,000+ industry database





In-Kind Product, Service and Gift Partnerships

Sponsorship opportunities for in-kind donations are available upon request:

Decor, Linens, Florals, Chair Rentals, Lounge Furniture Rentals, Wine, Beer, Spirits, Lanyards, Printing and Gifts to go into each attendee registration bag (our *FAMOUS* swag bags!) Partnership level will depend on the value of the in-kind sponsorship.

Fun and fabulous Partnership opportunities for co-branded gift items, starting at \$1,000

such as: Water bottles, books, hats, t-shirts. . .
Use your imagination!

Sponsor Benefits To Include:

- Recognition in ACCP monthly newsletter leading up to the conference, emailed to 11,000 private club professionals
- Recognition in the printed conference program
- Recognition at Opening and Closing sessions
- Opportunity to distribute company collateral
- Opportunity to exhibit at the Creative Partner Showcase





Creative Partner & Vendor Showcase

The Creative Partner & Vendor Showcase will take place on Tuesday, September 12, 2023 during our National Educational Experience. This is a fantastic opportunity to meet our attendees face-to-face. Booth space is included in some partnership levels or for a fee of \$1,250.00 Space is limited.



Partnerships and Creative Partner Showcase participation also provides the opportunity to purchase up to 3 tickets for the **Monday night dinner event and the final night Gala**





Picture Your Logo Here!

ACCP makes it easy for Sponsors to get their products and services in front of this sought-after audience of Club Professionals. We provide a variety of ways to promote your company through Product Demonstrations, Product Placement and Sampling Opportunities.

Additionally, Sponsors have the opportunity to connect directly with attendees at select events and receptions throughout the year. We work very closely to develop and tailor a sponsorship that meets a company's marketing goals and provides the best return on investment.



Lynne LaFond DeLuca
Executive Director
805-338-7640
Lynne@TheACCP.com

Susie Prue
Strategic Partnerships
704-248-2800
susie@brandengagestrategies.com

**Connect with us to discuss your
partnership potential**

www.TheACCP.com