



# 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, Marketing Directors, 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, Beach 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:



- |   |  |
|---|--|
| <i>The Riviera Country Club</i>         | <i>St. Francis Yacht Club</i>          |
| <i>Canoe Brook Country Club</i>         | <i>Manchester Country Club</i>         |
| <i>Los Angeles Country Club</i>         | <i>Sherwood Country Club</i>           |
| <i>Jonathan Club</i>                    | <i>The City Club of Washington</i>     |
| <i>Union League Club of Chicago</i>     | <i>Newport Beach Country Club</i>      |
| <i>The Country Club of Virginia</i>     | <i>The Silverleaf Club</i>             |
| <i>Big Canyon Country Club</i>          | <i>ClubCorp / Invited</i>              |
| <i>Troon Golf</i>                       | <i>California Yacht Club</i>           |
| <i>The Clubs of Cordillera Ranch</i>    | <i>The Country Club at Mirasol</i>     |
| <i>La Jolla Beach &amp; Tennis Club</i> | <i>The Sanctuary Golf Club</i>         |
| <i>San Diego Yacht Club</i>             | <i>Farmington Country Club</i>         |
| <i>The Olympic Club</i>                 | <i>Tampa Yacht &amp; Country Club</i>  |
| <i>Ballantyne Country Club</i>          | <i>Century Golf/Arnold Palmer Golf</i> |

# The 2024 ACCP National Educational Experience

Lake Tahoe, NV  
August 25-27, 2024





# National Educational Experience Partners

Each year, approximately 225 of the country's foremost Club Managers and Corporate VPs, General Managers, Chefs, 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





# 2024 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.



Dorian Mode Photography



Dorian Mode Photography



# 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 Monday, August 26, 2024 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 and Tuesday night dinner events**



# 2024 National Educational Experience Agenda

## Sunday, August 25, 2024

**1:00pm – 4:00pm**

**Registration Open**

Hyatt Regency Lake Tahoe

**4:00pm Welcome!**

Lakeside Ballroom

**4:30pm**

**Opening Speaker**

**5:30pm**

**Welcome Party at the Lake!**

## Monday, August 26, 2024

**8:30am**

**Opening Session**

**8:45am – 12:30pm**

**Educational Sessions**

**12:30pm**

**Lunch**

**1:30pm**

**Creative Partner Showcase**

**3:00pm – 5:00pm**

**Educational Sessions**

**6:30pm**

**Dinner with a Mountain View**

## Tuesday, August 27, 2024

**8:30am**

**Opening Session**

**Buses Leave for Martis Camp!**

**9:30am – 5:00pm**

**Educational Sessions**

**The Martis Camp Experience**

**5:00pm**

**Final Night Barn Party!**

**Dinner, Dancing & Camp Fun!**



**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.



**The 2023 ACCP Creative Partners at the Final Night Gala!**

Lynne LaFond DeLuca  
*Executive Director*  
805-338-7640  
[Lynne@TheACCP.com](mailto:Lynne@TheACCP.com)

Susie Prue  
*Strategic Partnerships*  
704-248-2800  
[susie@brandengagestrategies.co](mailto:susie@brandengagestrategies.co)



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

[www.TheACCP.com](http://www.TheACCP.com)