



Automotive **Content** Professionals Network

2025 Annual Sponsorship Program

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2025 ACPN Annual Sponsorship Program

Become an annual sponsor of the Automotive Content Professional's Network (ACPN) to promote your company's name all year-round to thousands of content professionals, and to show your support for the ACPN community and the educational advancement of content professionals. (Available to Auto Care Member Companies Only).

Sponsorship Benefits	Bronze	Silver	Gold*	Platinum*	Diamond*
Logo recognition on ACPN's Website - Details	●	●	●	●	●
Ability to use ACPN supporter logo on your communications and marketing materials - Details	●	●	●	●	●
Logo recognition in ACPN's Monthly Newsletter (4000+ recipients) - Details	×	●	●	●	●
Logo recognition in ACPN's quarterly pipeline webinars (Live and On-Demand) - Details	×	×	●	●	●
Sponsor spotlight video posts on LinkedIn (2500+ followers) - Details	×	×	●	●	●
Recognition as a sponsor at the 2025 Auto Care Connect conference (website, conference app, conference signage, etc...) - Details	×	×	×	●	●
ACPN Hospitality Suite Networking Events sponsor at 2025 Auto Care Connect conference (Two nights, 100+ attendees per night) - Details	×	×	×	●	●
The ACPN Chair's Dinner and Entertainment event sponsor at the 2025 Auto Care Connect conference (350+ attendees) - Details	×	×	×	×	●
Daily recognition in the 2025 Auto Care Connect conference app activity stream (800+ attendees) - Details	×	×	×	×	●
[Service Providers Only] (1) Tradeshow Booth & (1) Attendee Registration (Includes ACPN Networking Package) for the 2025 Auto Care Connect conference - Details	×	×	×	×	●
[Non-Service Providers Only] (2) Attendee Registrations (Includes ACPN Networking Package) for the 2025 Auto Care Connect conference - Details	×	×	×	×	●
	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000

**In order to receive conference sponsorship recognition, the sponsoring company must be in attendance. If the company does not attend, no recognition will be provided.*

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.

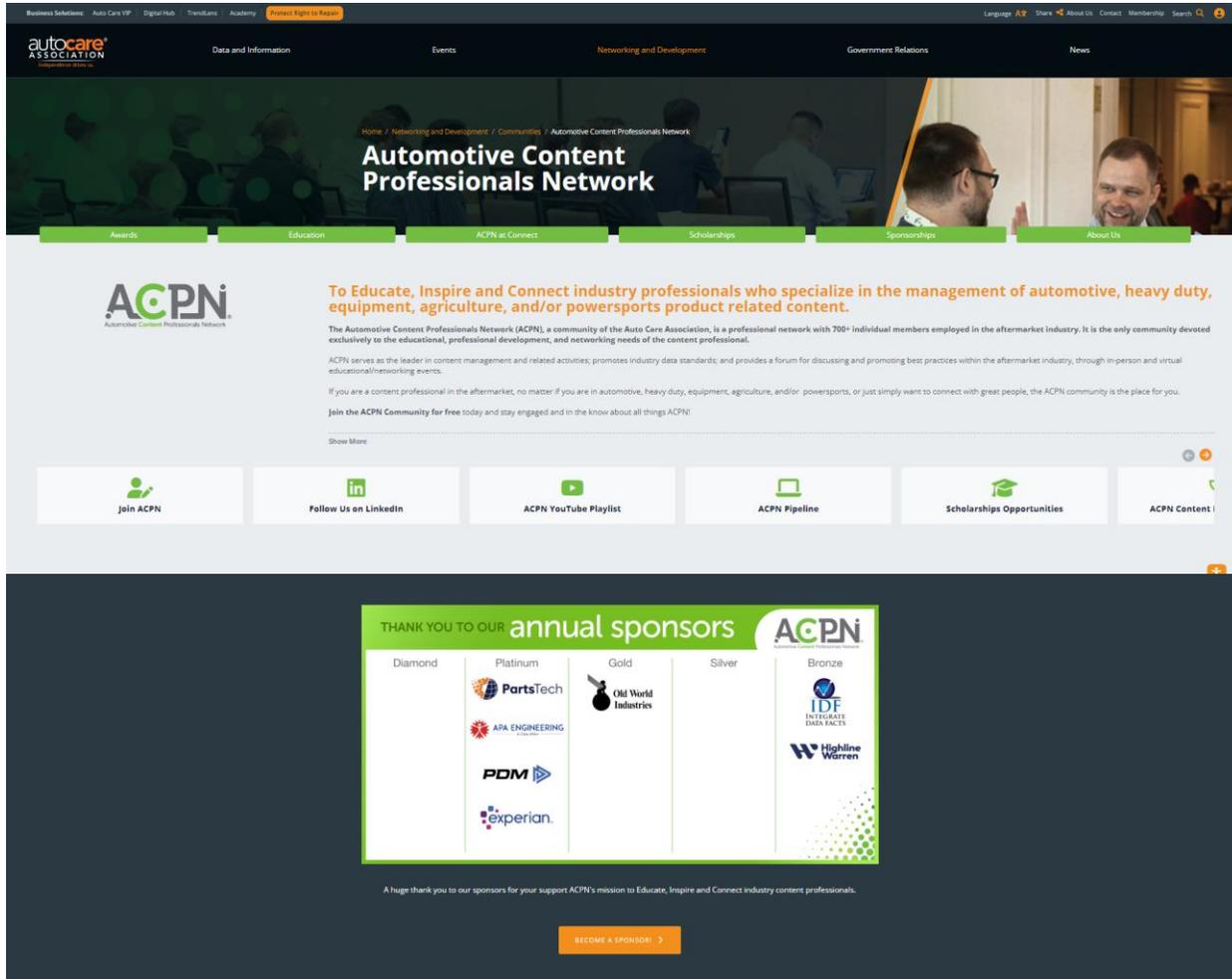
Cancellation Policy

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 for your company on ACPN's website (www.autocare.org/acpn) homepage. Your company's logo will be placed in an annual sponsorship graphic as seen below and placed towards the top of the homepage providing the highest exposure. This is the landing page of all things ACPN and is where people are directed to learn more about the ACPN community.



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

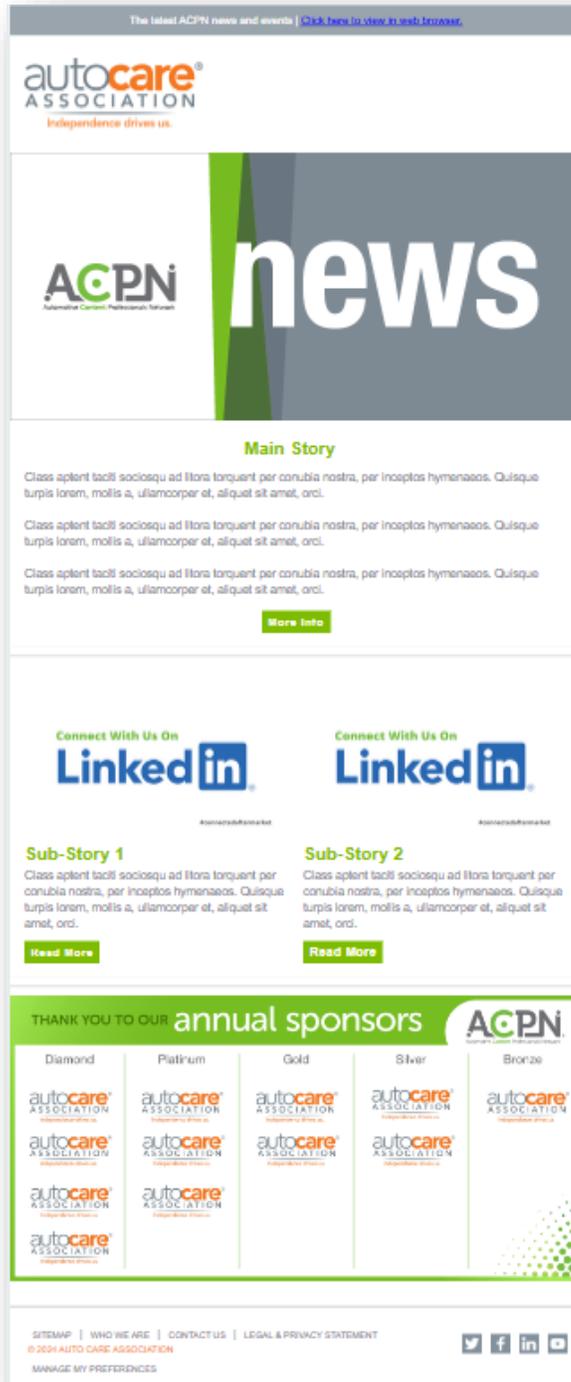
Sponsorship Levels: *Bronze, Silver, Gold, Platinum, Diamond*

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 and the advancement of content professionals.



Benefit: Logo Recognition in ACPN's Monthly Newsletter
Sponsorship Levels: Silver, Gold, Platinum, Diamond

This sponsorship benefit provides exposure to your company through ACPN's Monthly Newsletter email campaign, which is sent twelve times per year to 4000+ content professionals. Your company's logo will be placed in an annual sponsorship graphic as seen below.



Benefit: Logo Recognition in ACPN's Quarterly Pipeline Webinars (Live and On-Demand)

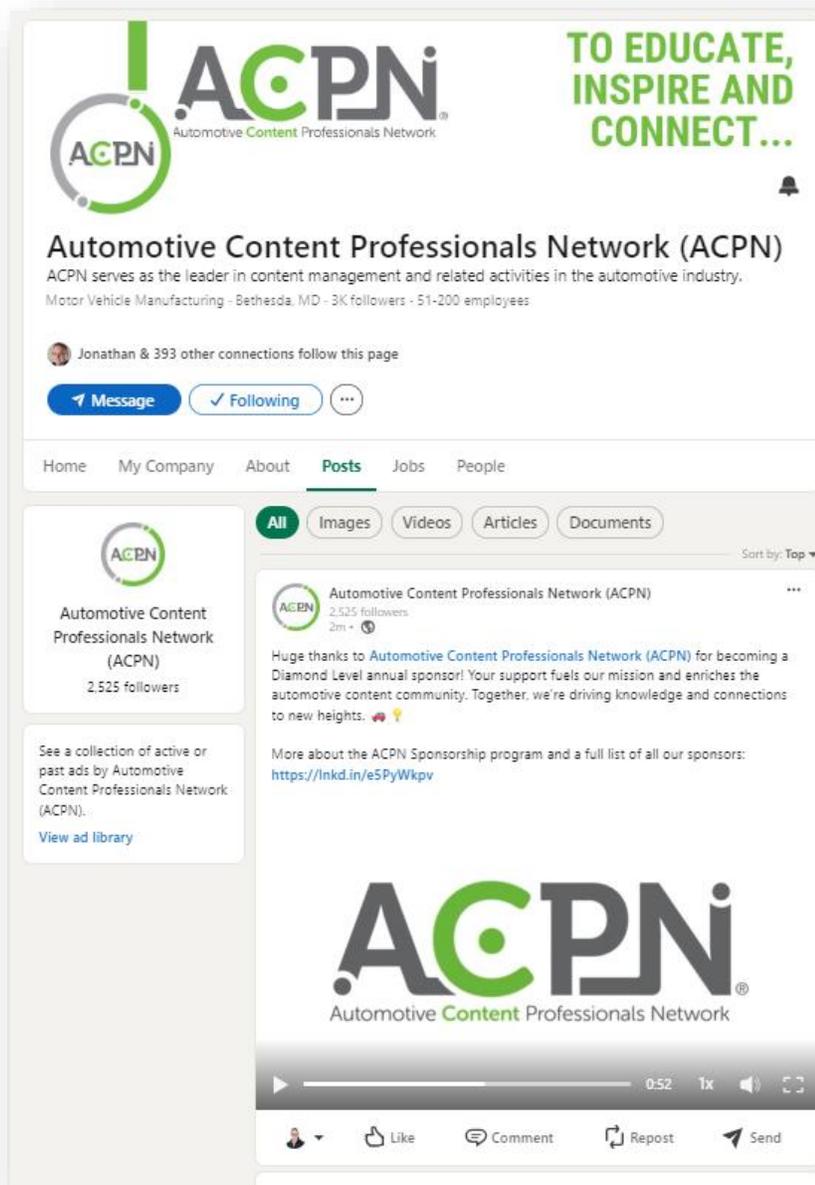
Sponsorship Levels: Gold, Platinum, Diamond

This sponsorship benefit provides exposure to your company through ACPN's ACPN Pipeline Quarterly Webinars (Live and On-Demand). 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 year-round in the ACPN Pipeline platform located in [Auto Care Digital Hub](#). Both the live and on-demand videos see around 200 attendees, with on-demand growing continuously.

The screenshot shows the ACPN Pipeline Webinar page. At the top left is the 'autocare DIGITAL HUB' logo. A search bar is located at the top right. Below the search bar is a navigation menu with links: Home, Market Research, Data Standards Documentation, Series, Webinars, All Resources, and Factbook. The main heading reads 'ACPN Pipeline Webinar: Get Involved and Drive Your Success'. Below this is a green banner with the text 'THANK YOU TO OUR annual sponsors'. To the right of the banner is a small video thumbnail showing a woman speaking. Below the banner, the sponsors are listed in four columns: Diamond, Platinum, Gold, and Silver. The Platinum column lists PartsTech, APA ENGINEERING (A Class APART), PDM, and experian. The Gold column lists Old World Industries. The Silver column is currently empty. The ACPN logo and tagline 'Automotive Content Professionals Network' are visible in the top right corner of the content area.

Benefit: Sponsor Spotlight Video Posts on LinkedIn
Sponsorship Levels: Gold, Platinum, Diamond

This sponsorship benefit provides exposure to your company through ACPN's LinkedIn social media following, which currently has over 2500+ followers and growing. Each sponsor can provide up to (2) unique videos that are no longer than 1 minute each to promote the company and/or the company's products and services. Whether you provide one or two unique videos, ACPN will post at minimum once per quarter per sponsor, with a potential for additional posts, depending on how many sponsors there are. ACPN posts see anywhere from 500 to 1000+ impressions. Each post will tag the sponsoring company's page.



Benefit: Recognition as a Sponsor at the 2025 Auto Care Connect Conference
Sponsorship Levels: *Platinum, Diamond*

This sponsorship benefit provides exposure to your company through recognition as a sponsor of an ACPN conference event(s) at 2025 Auto Care Connect Conference. This sponsorship provides exposure inside and outside of the 2025 Connect Conference, as well as to ACPN and non-ACPN attendees at the 2025 Auto Care Connect Conference. This includes:

- **[Outside Conference]** Recognition in the event agenda on the Auto Care Connect conference [website](#).
- **[At Conference]** Recognition in the event agenda in the conference event app, which sees around 800+ attendees.
- **[At Conference]** Recognition as a sponsoring company in the conference event app, which sees around 800+ attendees.
- **[At Conference]** Recognition as an exhibitor (Service Providers Only) in the conference event app, which sees around 800+ attendees.
- **[At Conference]** Signage at sponsored event doors
- **[At Conference]** Signage at conference registration desk area during conference days, which sees around 800+ attendees.
- **[At Conference]** Recognized in ACPN's General Session opening remarks as well as closing remarks, which sees around 400+ attendees.

Benefit: ACPN Hospitality Suite Networking Events Sponsor at 2025 Auto Care Connect Conference

Sponsorship Levels: *Platinum, Diamond*

This late-night event, with an open bar, occurs twice at the 2025 Auto Care Connect conference from 9pm to 11pm. There will be signage at the door and inside the event. This event sees around 100+ attendees each night. This sponsorship includes:

- Event Signage
- Recognition in the event agenda on the Auto Care Connect Week [website](#) and conference event app.
- Recognition in the event agenda in the conference event app, which sees around 800+ attendees.
- Recognition as a sponsor in the conference event app, which sees around 800+ attendees.
- Recognized in ACPN's General Session opening remarks as well as closing remarks, which sees around 400+ attendees.

Benefit: The ACPN Chair's Dinner and Entertainment Event Sponsor at the 2025 Auto Care Connect Conference

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 2025 Auto Care Connect Week. This two-hour event is the biggest and most engaging ACPN networking event at the conference and sees around 350+ content professional attendees. This dinner is a buffet style dinner with an open bar. Additionally, this event provides a relaxed networking environment with entertainment that changes from year to year. This sponsorship includes:

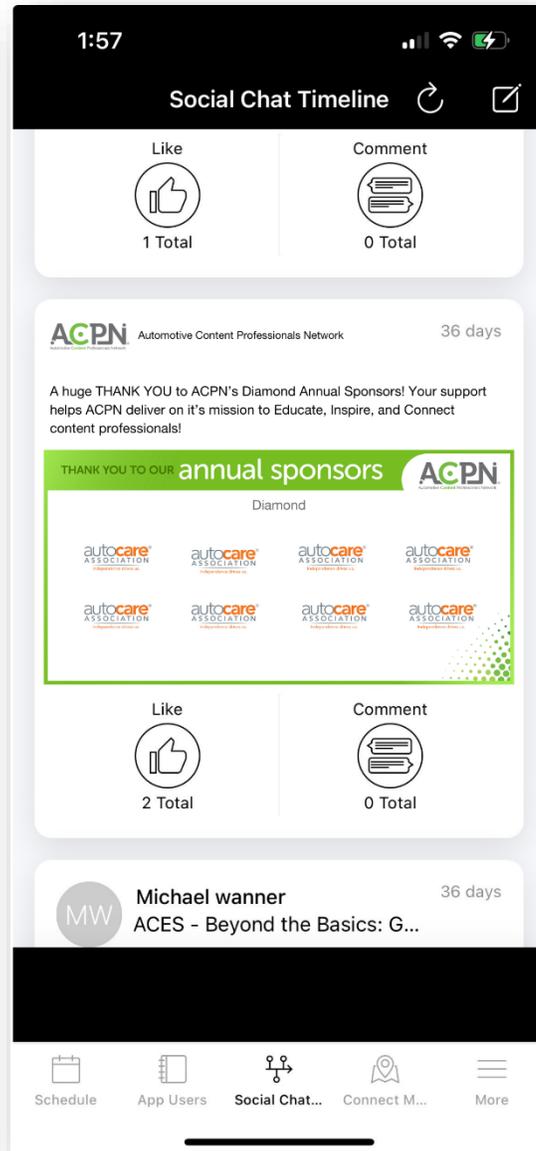
- Event Signage
- Recognition in the event agenda on the Auto Care Connect Week [website](#) and conference event app.
- Recognition in the event agenda in the conference event app, which sees around 800+ attendees.
- Recognition as a sponsor in the conference event app, which sees around 800+ attendees.
- Recognized in ACPN's General Session opening remarks as well as closing remarks, which sees around 400+ attendees.
- Ability to bring swag/promotional items to place on the tables for all attendees.
 - Swag must be non-food/beverage items.
 - Sponsor must deliver items to the registration desk prior to the event.
 - Swag must be approved by ACPN by emailing ACPN@autocare.org



Benefit: Daily Recognition in the 2025 Auto Care Connect Conference App Activity Stream

Sponsorship Levels: *Diamond*

This sponsorship benefit provides additional exposure of our sponsors brands in the Auto Care Connect conference event app activity stream, which sees around 800+ attendees. ACPN will post a single post each morning of the conference recognizing ACPN's Diamond Level Sponsors.



Benefit: **[Service Providers Only]** (1) Tradeshow Booth & (1) Attendee Registration (Includes ACPN Networking Package) for the 2025 Auto Care Connect conference
Sponsorship Levels: *Diamond*

This sponsorship benefit is for **Business Solution Providers Only** who exhibit in the Auto Care Connect conference tradeshow. This sponsorship benefit provides:

- (1) 8x10 Tradeshow Booth for the 2025 Auto Care Connect conference.
- (1) Attendee Registration for the 2025 Auto Care Connect conference.

Auto Care Association will reach out to set this up when registration for 2025 Auto Care Connect Week opens to the public.

Benefit: **[Non-Service Providers Only]** (2) Attendee Registrations (Includes ACPN Networking Package) for the 2025 Auto Care Connect conference

Sponsorship Levels: *Diamond*

This sponsorship benefit is for **Non-Service Providers Only** (Includes manufacturers, distributors, program groups, retailers and ecommerce companies). This sponsorship benefit includes:

- (2) Attendee Registrations for the 2025 Auto Care Connect conference.

Auto Care Association will reach out to set this up when registration for 2025 Auto Care Connect Week opens to the public.