

\$10,000 PACKAGE	\$50,000 PACKAGE	\$75,000 PACKAGE
<ul style="list-style-type: none"> • Three (3) full-page ads print, + three (3) digital, + three (3) online article ads • Two (2) educational sponsored blogs* • One (1) <i>CampWire</i> podcast commercial • Two (2) posts on ACA's Product Spotlight page for three separate months (non-BAs) Savings \$200 	<ul style="list-style-type: none"> • One (1) ACA Program — \$15,000 sponsorship • One (1) Regional Conference sponsorship • Six (6) full-page ads print, + six (6) digital, + six (6) online article ads • One (1) webinar sponsorship – up to 500 participants • Four (4) content sponsored blogs* • Four (4) <i>CampWire</i> podcast 20-sec commercials • One (1) annual Business Affiliation membership • One (1) featured company listing • Buyer's Guide Enhancements: Logo, YouTube, one (1) keyword • National Conference Booth • National Conference Mobile App — Featured Exhibitor • ACA program web page sponsorship Save \$2,066 	<ul style="list-style-type: none"> • One (1) ACA Program — \$25,000 sponsorship • Six (6) full-page ads print, + six (6) digital, + six (6) online article ads • Six (6) content sponsored blogs* • Six (6) <i>CampWire</i> podcast 20-sec commercials • One (1) annual Business Affiliation membership • Buyer's Guide Enhancements: Featured company listing, Logo, YouTube, 3 keywords • Two (2) Facebook posts • Two (2) LinkedIn posts • One (1) webinar sponsorship — up to 500 participants • Two (2) ACA, Inc. Regional Title Conference sponsorships • One (1) National Conference booth • One (1) National Conference sponsorship • Full-page National Conference Program book ad • National Conference mobile app banner • National Conference mobile app — Featured Exhibitor • ACA program web page sponsorship • Ready.Set.Go — new member webinar Savings \$4,832

<p style="text-align: center;">\$150,000 package</p>	<p style="text-align: center;">National Conference Sponsorship (Keynote example \$10,000)</p>	<p style="text-align: center;">National & Regional Conference Bundle (Tote bag example \$33,000)</p>
<ul style="list-style-type: none"> • One (1) ACA Program – \$50,000 sponsorship • One (1) email campaign to ACA camps • One (1) direct mail list of ACA camps • Six (6) full-page ads print, + six (6) digital, + six (6) online article ads • Eight (8) content sponsored blogs* • Eight (8) <i>CampWire</i> podcast 20-sec commercials • One (1) annual Business Affiliation membership • Buyer's Guide Enhancements: featured company listing, YouTube, 8 keywords, company logo, additional marketing statement • Four (4) Facebook posts • Four (4) LinkedIn posts • One (1) National Conference sponsorship • 2 National Conference booths • Four (4) ACA, Inc. Regional Title Conference sponsorships with the attendee list • Four (4) webinar sponsorships <p style="text-align: right;">Savings \$26,324</p>	<ul style="list-style-type: none"> • One (1) Exhibit Booth • Rotating banner on conference mobile app • Logo on all event marketing as premier sponsor • Full-page ad in conference program book • Thank You from the room host • National Conference Attendee list, one-time use, names, and addresses only • Item in the swag bag • Signage recognition outside keynote room • Logo on exhibit hall signage with all premier sponsors 	<ul style="list-style-type: none"> • Logo on the front of 3,000 tote bags, includes 1,500 national conference bags and 1,500 ACA, Inc. regional event bags (co-branded with ACA logo) • Two (2) National Conference booths • Three (3) ACA, Inc. regional event booths • Back-cover ad of national conference program book • Logo on event web pages • Full-page ad in regional conference program books • Logo on event signage • Provide one (1) promotional item for bag stuffer or pen at ACA registration • Complimentary ACA business affiliation membership

**Regional Conference Sponsor Bundle
(Eastern Region — \$18,000 example)**

- Seven (7) Eastern Region Title sponsorships
- Includes keynote sponsorship at each event
- Exhibit booth prime location if provided at each event
- Logo recognition on events website
- Two-minute presentation during the opening session
- Full-page, black & white, program book ad
- Logo recognition at the event through on-site signage throughout the program location
- Virtual swag bag
- Logo on virtual attendee portal

**Regional Conference Sponsor (\$3,000
example)**

- Logo recognition on events website
- Two-minute presentation during the opening session
- Full-page, black & white, program book ad
- Logo recognition at the event through on-site signage throughout the program location
- Exhibit booth in prime location
- Recognition of selected sponsored elements such as luncheon

Program Bundle (research example – \$60,000)

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| <ul style="list-style-type: none"> • RESEARCH 360: <ul style="list-style-type: none"> a. Company name recognition of support on Research 360 web page and monthly blog • CONTENT EXPERT: <ul style="list-style-type: none"> a. <i>CampLine</i> – may submit one (1) educational article per year • EDUCATION: <ul style="list-style-type: none"> a. Sponsor three (3) webinars to be either ACA content or educational endorsement content <ul style="list-style-type: none"> i. Logo on the titled webinar page ii. Logo at the beginning of each webinar iii. Participant email list – one-time use iv. Contact information slide at the end of each webinar b. One (1) webinar hosted through ACA – Continuing Education Credits (CECs) will be offered • EVENTS: <ul style="list-style-type: none"> a. National Conference Keynote Sponsorship <ul style="list-style-type: none"> i. One (1) keynote speaker ii. Exhibit booth iii. Rotating sponsor banner on mobile app b. National Conference Research Sponsorship <ul style="list-style-type: none"> i. Research Forums ii. Research Poster Session iii. Logo on Research Abstract c. Four (4) Regional Event Title Conference Sponsorships | <ul style="list-style-type: none"> • ADVERTISING: <ul style="list-style-type: none"> a. <i>Camping Magazine</i>: <ul style="list-style-type: none"> i. Six (6) full-page ads b. <i>CampLine</i> Sponsorship <ul style="list-style-type: none"> i. Company logo on <i>CampLine</i> landing web page ii. Three (3) full-page online blog ads c. National Newsletter – <i>ACA Now</i> <ul style="list-style-type: none"> i. Logo in a minimum of two (2) issues d. Regional Newsletters <ul style="list-style-type: none"> i. Six (6) sponsored logo banners in region of choice e. Four (4) native (educational) blog posts with two (2) social media posts per blog • BUSINESS AFFILIATION: <ul style="list-style-type: none"> a. One (1) complimentary business affiliate membership with benefits each year of the agreement b. One (1) additional individual membership for company's primary contact c. Listing in the ACA's online Buyer's Guide in three (3) categories d. Unlimited product postings on the ACA Product Spotlight page • ADDITIONAL MARKETING: <ul style="list-style-type: none"> a. ACA Website: <ul style="list-style-type: none"> i. Sponsor page. ACA will create a unique sponsor page b. Direct Mail List: <ul style="list-style-type: none"> i. List of ACA camps' USPS addresses once a year. List must be requested and accompanied with a signed Direct Mail Agreement c. Thirty (30) percent discount additional to the Business Affiliate special pricing for advertisement in <i>Camping Magazine</i>, email campaigns, and web advertising |
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Benefits for Title sponsorship:

- Complimentary event registration – total of two to four (2–4) depending on the event
- One to two (1–2) minutes to address participants at the beginning of the opening and closing keynotes, if applicable
- Logo on signage at program locations during the event
- Conference Marketing – logo on all conference (pre/post) marketing for the event
- Item in virtual swag bag
- Verbal thank you from host

Advertising Bundle (with email – \$150,000 example)

- EVENTS:
 - a. National Conference Second Keynote Sponsorship
 - i. Second keynote speaker
Not exclusive. ACA can have more than one second keynote sponsor
 - ii. One (1) exhibit booth
 - iii. One (1) commerce session
 - iv. Logo on signage
 - b. Two (2) Regional Event Title Conference Sponsorships
- BUSINESS AFFILIATION:
 - a. One (1) complimentary business affiliate membership for one year
 - b. Advertiser will receive the following buyer's guide enhancements:
 - i. Company logo
 - ii. Featured company listing
 - c. Unlimited product postings on the ACA Product Spotlight page
- ADVERTISING:
 - a. *Camping Magazine*:
 - i. Three (3) full-page ads
 - b. Two (2) Native (educational) blog posts
 - Highlighted in *ACA Now*
 - Listed on ACA's blog landing page
 - One (1) post on ACA's Facebook page with each blog for a total of three
 - One (1) post on ACA's LinkedIn page with each for a total of three
 - c. *CampWire* Podcast:
 - i. Two (2) podcasts 20-second commercials, choice of monthly episode
 - d. Direct Mail List:
 - i. List of ACA camps' USPS addresses once a year. Must request each list accompanied by a signed Direct Mail Agreement
 - e. Email Campaigns:
 - i. ACA, Inc. will send one promotional email on behalf of advertiser
 - ACA will use our camp email list approx. 2,600 addresses

Benefits for Title Sponsorship:

- Not exclusive. ACA can have more than one title sponsor
- Complimentary event registration – a total of two to four (2–4) depending on the event
- Logo on signage above all other advertisers, not including other title sponsors
- Conference marketing – logo on all conference (pre/post) marketing for the event
- Recognition on schedule and local office newsletter
- Verbal thank you from host