



American Coatings
ASSOCIATIONSM

Strategic Partnership & Sponsor Prospectus

Our members are your markets

ACA member companies represent the manufacturers, formulators, distributors, and business leaders who purchase the raw materials, equipment, technologies, and professional services that keep the coatings industry innovating. Sponsorship puts your brand in front of the customers you want to reach throughout the year and across multiple touchpoints.

ACA represents
90%
of the coatings
manufactured in
the United States

The
TOP 10
paint and coatings
manufacturers are all
active members of
the association

ACA member
companies are
represented in
**all 50
states**

The
\$33B
U.S. paint and coatings
industry employs
312,000 workers
with a \$19.9 billion
annual payroll

2027 Strategic Partnership Opportunities

**Annual Meeting +
Coatings Tech Conference**
MARCH 14-16 (ANNUAL MEETING)
MARCH 15-18 (COATINGS TECH)



ACA's Annual Meeting and Coatings Tech Conference brings together our members, industry reps, technical experts and emerging leaders to conduct the business of the association. We are at our best when our ACA members are working together to advance policy, tackle regulations, build a strong workforce, and provide the coatings resources needed to build America's future.

**Young & Emerging Leaders
Meet-Ups** (virtual and in-person)
DATES TBD



ACA's Young & Emerging Leaders Council is a group of industry professionals age 40 years and younger. The group's virtual and in person meetings are designed to develop leadership and management skills; advance industry positions; foster the exchange ideas and discussion of areas of mutual interest; and help build a national network of engaged industry professionals.

**DC Advocacy Day
+ Fall Meetings**
SEPTEMBER 20-23 | WASHINGTON, DC



ACA's DC Advocacy Day + Fall Meetings is a chance for members to convene, collaborate and advocate on policies important to the coatings industry. The cornerstone of this event is Advocacy Day, a slate of face-to-face meetings with elected representatives and staff where members share first-hand accounts of the implications of regulatory policies and underscore the value the aggregates industry brings to constituent communities.

Thought Leadership Opportunities

(Available to Titanium, Platinum, Gold and Silver+ level sponsors)

Creating content and meaningful connections through an omni-channel approach will align your company's business objectives with interested and engaged ACA members.

Year-Round Brand Webinar Series

Sponsorship of a webinar title in our member series (topics & speakers will be determined by ACA, collaborating with sponsor on content). Two webinars will be curated in the calendar year for each of the categories listed below:

- Industry Education
- Small & Medium Enterprise
- Sustainability & Product Stewardship
- Policy Updates & Briefings
- AI & Digitalization

Recognition Opportunities at ACA Events

(Available to Titanium, Platinum, Gold and Silver level sponsors)
Available at all ACA Meetings unless noted.

SILVER+ & ABOVE

Daily Email Sponsor

Your logo and digital ad would be front and center each morning of an event in the daily email distributed to all attendees.

Name Badge Lanyards

Be up front and center with this great branding opportunity.

Onsite Pocket Guides

Without the pocket guides, attendees would be lost! Your brand would be on the cover of these handy and portable guides.

Registration & Event App

First impressions are so important. Your brand would be on the registration website, onsite signage / registration kiosks.

Young & Emerging Leaders Optional Events

Support our Young & Emerging Leaders by sponsoring one of the many networking events. Contact the meetings team for ideas and opportunities.

GOLD & ABOVE

Bottled Water

Thirsty? Your logo would be front and center on sustainably bottled water available in all breakout and committee meeting rooms.

Hotel Keycards

G'night. Your brand would be on every attendee's hotel keycard.

Mobile App

Your brand would be front and center with the popular app. Targeted push notifications and branding opportunities galore.

Name Badges

(Annual Meeting/Coatings Tech, Young Leaders events and DC Advocacy Day)

Your brand would be close to the heart of all attendees! Premium plastic name badges with your logo would get your name out in style.

Reception Sponsor

(Annual Meeting, Young Leaders and DC Advocacy Day)

Buy a round for all your ACA friends – signage, branding and specialty cocktails available!

PLATINUM & ABOVE

General Session / Keynote Sponsor

(Annual Meeting, DC Advocacy Day + Fall Meetings)

Mainstage presence to welcome attendees–videos and opportunity to speak to all in attendance.

PaintPAC Dinner

(DC Advocacy Day)

Break bread with ACA's members at these popular evening events – signage, branding, gobos – the opportunities are endless!

Annual Strategic Partnerships

TITANIUM \$50,000+

PLATINUM \$30,000+

GOLD \$20,000+

SILVER+ \$15,000+

SILVER \$10,000+

BRONZE \$5,000+

PaintPAC Sponsorships

ACA has added sponsorship opportunities for the annual PaintPAC Donor's Reception. Your sponsorship will help fund our reception prizes that lucky PaintPAC donors might win, including our grand prize.

NOTE: All corporate sponsorship funds received for PaintPAC will be used for prizes and PaintPAC incentives, and not used to directly support political campaigns.



EVENT SPONSORSHIP LEVELS:

Supporter Level \$500

Advocate Level \$1,000

President's Circle \$2,500

Chairman's Circle \$5,000

By adding one of these levels to your Partnership, your footprint of support will increase! For example, Bronze Partners who choose to support PaintPAC at the Advocate Level (\$1k) would elevate to Silver.

All Partnerships Include:

	T	P	G	S+	S	B
Prominent visibility on ACA's Partnership Page						
Visibility (signage, session title slides) at ACA annual events						
Recognition at ACA annual events						
Recognition on all event-related emails						
Facilitated one-on-one meeting with ACA President & CEO						
Logo placement on website and virtual platforms, at events, and on email notifications						
Complimentary event registrations (total number determined by partnership level)						

Additional Partnership Benefits

Business Development Access					
Exclusive opportunities to connect to mutually agreed upon ACA member companies, facilitated by ACA staff.	4	3	2		
Title sponsorship opportunities, coordinated with ACA staff	6	6	4		
Podium opportunities (live or virtual) at ACA annual events	4	2			
Participation in ACA arranged fireside chat (live or virtual) at one of the four annual events					
VIP seating at all ACA events luncheon and dinner functions					
Facilitated table arrangements at ACA luncheon and dinner functions					
Press release announcement from ACA					
Semi-annual policy updates from ACA's Advocacy Team	2	1			
Facilitated meetings with industry VIPs					

Branding/Image*

Premium branding opportunities for exclusive title sponsorship events					
Social media amplification through ACA social channels					

Thought Leadership

Opportunities to provide customized educationally focused material for ACA facilitated webinars	2	1			
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