



2024 MASTER SPONSORSHIP PROSPECTUS

About ACG Houston

Dear ACG Sponsors and Prospective Sponsors:

The value in sponsoring ACG events is about the connections you make within the Houston middle market community.

ACG Houston is laser focused on creating high quality events to bring together key players within the M&A community. These events are opportunities to meet a diverse group of professionals, including senior leaders, decision makers and rising young professionals. Plus we have relevant and impactful programming. Our variety of events, big and small, throughout the year allow members and guests unique opportunities to connect and engage in meaningful conversations and develop deep relationships.

It is with your help that we can reach our common goal of growing your business and other middle market businesses in Houston and the surrounding areas.

We look forward to partnering with you throughout the 2024 calendar year.

Sincerely,



Jessica Seff

President, Association for Corporate Growth Houston

Director, Statesman Business Advisors

jseff@statesmanbiz.com



ACG Board Members

EXECUTIVE COMMITTEE



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Jessica Seff
Director
Statesman Business Advisors



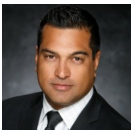
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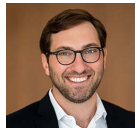
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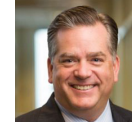
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A Look Back at 2023

- January 11: January Monthly Luncheon (Speaker: Kendra Lee, Merichem Company)
- February 8: February Monthly Luncheon (Speaker: Patrick Jankowski, Greater Houston Partnership)
- March 7: Women's Forum Spring Luncheon (Speaker: Gretchen Sheirr, President, Houston Rockets)
- March 7-8: Texas ACG Capital Connection
- March 30: Young Professionals Speakers Series (Middle Market Private Equity: Recession Proof?)
- April 19: Deal of the Year Awards Ceremony
- May 16: May Monthly Luncheon (The Business of Investing in Sports)
- May 25: Young Professionals Speakers Series (Don't Mess with Texas... Invest in Texas!)
- June 13: FEI / ACG Houston Joint Networker
- June 20: Houston Deal Flow Breakfast
- July 19: Women's Forum Summer Social
- July 26: Young Professionals Speakers Series (Speakers: Lydia Davies)
- August 10: ACG Houston Summer Social
- September 7: New Member Happy Hour
- September 12: September Monthly Luncheon (Corbin Robertson, The Code of the West)
- September 20: Houston Deal Flow Breakfast (Houston's Clean Energy Inflection Point – From Fashion to Function)
- September 21: Young Professionals 3rd Annual Bowling Tournament
- October 11: Industrials & Energy Uncorked Wine Tasting
- November 7: Women's Forum 10th Anniversary Celebration
- November 8-9: ACG Texas Deal School
- November 14: November Monthly Luncheon (Middle Market Credit: Regional Banking – From Crisis to Opportunity)
- December 5: Member Only Holiday Party

A Look Back at 2023



2024 Events

ACG Houston is the region's premier association focused on middle market corporate growth. Our goal is to help business professionals in the M&A community do more business with the right partners.

ACG Houston hosts a variety of events throughout the year to provide our local business leaders an opportunity to gain visibility and connect with people and ideas to strategically grow companies. Some of the key events held throughout the year include:

- ▶ **Monthly Guest Speaker Luncheons**
- ▶ **Deal of the Year Awards**
- ▶ **Industrials & Energy Uncorked, Private Equity Marketplace & Wine Tasting**
- ▶ **Women's Forum Series**
- ▶ **Young Professional Series**
- ▶ **Happy Hour Socials**
- ▶ **New Member / Sponsor Socials**
- ▶ **Houston Deal Flow Breakfast Series**
- ▶ **Texas ACG Capital Connection ("TACC")***

* TACC is not included in the ACG Houston annual sponsorship. For more information on 2024 TACC sponsorships, please visit [TXACG.ORG](https://www.txacg.org).

OVER 75% OF ACG MEMBERS REPORT THEY HAVE DONE BUSINESS WITH FELLOW MEMBERS

**ACG IS A TRUSTED AND RESPECTED RESOURCE
FOR MIDDLE-MARKET DEAL MAKERS AND
BUSINESS LEADERS, PROVIDING HIGH RETURN ON
INVESTMENT THROUGH:**

- ▶ Structured deal-making opportunities
- ▶ Online tools
- ▶ Exclusive member benefits
- ▶ Member only events and opportunities
- ▶ Sponsorship and leadership opportunities

Annual Sponsorships

Annual sponsorship opportunities through ACG Houston provide your organization maximum and consistent branding awareness and access to the entire ACG Houston audience throughout the year.

Sponsorships include high visibility at ACG Houston events, branding and marketing benefits year long, complimentary memberships, and sponsorship discounts on specialty events throughout the year.

ACG Houston will host five networking lunches throughout the year at The Briar Club. With around 150 M&A professionals in attendance, our luncheons consist of networking, a plated lunch and a presentation from a top business leader or panel of experts with insight on the Houston economy or the middle market community.



ANNUAL SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
	\$15,000	\$10,000	\$6,500
Available Sponsorships	5	10	Unlimited
Industry exclusivity	✓	✓	
Priority for content speaking opportunity	✓		
First right of refusal for series sponsorships (e.g. Young Professionals, Womens)	✓		
Branding and Marketing			
Logo recognition on ACG Houston website	✓	✓	✓
Inclusion in sponsor slide show at luncheons	✓	✓	✓
Logo recognition in luncheon brochures	✓	✓	✓
Logo recognition on email announcements	✓	✓	✓
Option to provide marketing materials at events	✓		
Memberships / Event Discounts			
ACG memberships (\$425 value)	4	3	2
Complimentary ticket per monthly luncheon (\$60 value)	5	3	1
Discount on other event sponsorships	20%	15%	10%
Special Event Inclusion			
Prepaid sponsorship for Industrials & Energy Uncorked (\$2,500 value)	✓		
Prepaid sponsorship for Deal of the Year	Table	1/2 Table	
Discount on other event sponsorships	20%	15%	10%

Deal of the Year

ACG Houston's 6th Annual Deal of the Year event is focused on celebrating Houston's booming middle-market deal community. We'll be honoring the deals and dealmakers that drive middle market growth – resulting in job growth, capital formation and the advancement of meaningful business relationships.

ACG Houston is recognizing deals with closing dates between January 1, 2023 – December 31, 2023. Transactions should have a reasonable relationship to the Greater Houston area (Katy, Woodlands, Kingwood, etc.) – e.g. where the buyer, seller, PE sponsor, company division or assets are located.

DEAL OF THE YEAR SPONSORSHIP OPPORTUNITIES

	Event Sponsor	Table Sponsor	1/2 Table Sponsor
	PLATINUM	GOLD	SILVER
	\$5,000	\$3,500	\$2,500
Available Sponsorships	10	Unlimited	Unlimited
Logo recognition on email announcements	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓
Sponsor-designated badges for company representatives	✓		
Front row table placement at event	✓		
Company profile in event brochure	✓		
Number of attendees included for member pricing	10	10	5
Prominent name recognition and signage at your own table	✓	✓	✓

AWARD GUIDELINES:

- Closing: Deal closing between January 1, 2023 - December 31, 2023
- Region: Transactions should have a reasonable relationship to the Greater Houston area (Katy, Woodlands, Kingwood, etc.) – e.g. where the buyer, seller, PE sponsor, company division or assets are located.

IMPORTANT DATES:

- Eligible Award Candidates: Deals closing between January 1, 2023 – December 31, 2023



DATE

April 2024
6:00 pm– 9:00 pm

FOR MORE INFO, VISIT:
acghoustondeals.com



Industrials & Energy Uncorked Wine Tasting

The 20th Annual Industrials & Energy Uncorked, ACG Houston's Marketplace & Wine Tasting, is an exceptional networking opportunity that provides direct exposure to professionals across the energy and industrial sectors who are involved in M&A, finance, fundraising, corporate growth and strategic development. This event has now grown to nearly 500 attendees.

SPONSOR BENEFITS

- ▶ High level exposure to 450+ executive attendees
- ▶ Interaction with industry peers, partners, prospects and clients
- ▶ Extensive publicity: direct e-mailings, website and program materials
- ▶ Industry exclusivity for service providers
- ▶ Registered sponsor attendees will receive a copy of the registration list two weeks prior to the event with email addresses



DATE

October 2024
5:30 pm– 8:30 pm



ACG[®] Houston
Industrials & Energy Uncorked

ENERGY & INDUSTRIALS UNCORKED SPONSORSHIP OPPORTUNITIES

	Private Equity	Corporate Development	Investment Banks	Service Providers
	\$2,500	\$2,500	\$2,500	\$2,500
Available Sponsorships	Unlimited	Unlimited	Unlimited	5 per industry
Branding and Marketing				
Logo recognition on email announcements	✓	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓	✓
Option to provide marketing materials at events	✓	✓	✓	✓
Prominent name recognition and signage at your own wine table	✓	✓		
12 bottles of premium wine for your table from a pre-selected list	✓	✓		
Complimentary Tickets				
Complimentary tickets to event (\$200 value per ticket)	5	5	5	5
Access to DealSource	Unlimited	Unlimited	Unlimited	
Access to Sponsor Happy Hour	Unlimited	Unlimited	Unlimited	2
Sponsor-designated badges for company representatives	✓	✓	✓	✓

Women's Forum Series

The purpose of ACG Women's Forum is to inspire, encourage and educate women through networking and support from their professional female peers. In 2024, ACG Houston Women's Forum plans to host 3 in-person events, two luncheons and one summer social. In addition to marketing and branding recognition before and during the event, top level sponsors will have a reserved lunch table for invited guests at the front of the room during the presentation.

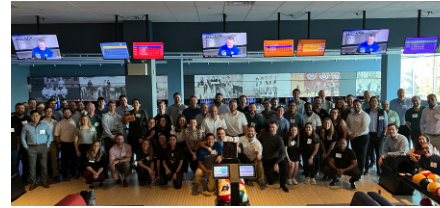


WOMEN'S FORUM SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
	\$4,000	\$3,000	\$2,000
Available Sponsorships	3	5	7
Branding and Marketing			
Logo recognition on email announcements	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓
Profile and sponsor recognition in slide show	✓	✓	✓
Advance PDF attendee list upon request	✓	✓	✓
In-Person Perks			
Complimentary tickets per luncheon (Spring and Fall Luncheons)	8	4	2
Sponsor-designated badges for company representatives	✓	✓	✓

Young Professionals Series

ACG Houston Young Professionals seeks to attract young professionals serving the middle market industry to the ACG Houston networking community. With a reduced membership fee and event registration costs, our goal is to encourage young professionals to get involved with ACG and to provide our future leadership with the resources needed for professional growth and development. Our mission is to bridge the gap between young professionals and the greater ACG Houston membership to encourage networking, mentorship and middle market growth. In 2024, ACG Houston Young Professionals plans to host 4 events, 3 speaker series events as well as our 4th Annual Bowling Tournament.



YOUNG PROFESSIONALS SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
	\$4,000	\$3,000	\$2,000
Available Sponsorships	3	5	7
Branding and Marketing			
Logo recognition on email announcements	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓
Profile and sponsor recognition in slide show	✓	✓	✓
Advance PDF attendee list upon request	✓		
In-Person Perks			
Complimentary tickets for the year	6	4	2
Sponsor-designated badges for company representatives	✓	✓	✓