



ACG[®] Charlotte

2025 SPONSORSHIP PROSPECTUS

DEAL CRAWL

NOVEMBER 19-20, 2025
UPTOWN CHARLOTTE, NC

acgdealcrawl.com

ACG Global & ACG Charlotte: Driving Middle-Market Growth

- Founded in 1954, ACG is the premier M&A deal-making community with a mission of driving middle-market growth. ACG's global network operates within 61 local markets worldwide and comprises more than 100,000 middle market professionals who invest in, own and advise growing companies.
- ACG brings together every segment of the middle-market growth community and delivers the right people, in the right way, to our members.
- The return on investment has made ACG the most trusted and respected resource for middle-market dealmakers and business leaders.
- ACG Charlotte, founded in 1990, is dedicated to delivering quality programming and increasing networking opportunities for professionals in Charlotte and the surrounding areas.

THE ACG COMMUNITY INCLUDES



Deal Crawl 2025

- Deal Crawl is a unique networking event bringing together leading investment bankers, private equity professionals and trusted advisors from across the U.S.
- On Wednesday, November 19, the conference kicks off with our **Opening Networking Reception** at Bank of America Stadium.
- On Thursday, November 20, attendees will participate in a full day of 1-on-1 meetings and conference activities. For the convenience of attendees, all meetings and activities on Thursday will be at the JW Marriott. **Dealmakers' Lounge** will be open throughout the day offering attendees the opportunity to engage with our sponsors at their exhibit tables, have meetings and network. We'll host a **Networking Breakfast, Affinity Seminar** and **Keynote Lunch**. As meetings wrap up, attendees will be invited to a **Closing Happy Hour** to conclude networking.
- All attendees will have access to our scheduling platform in advance of the conference to preschedule meetings with other attendees.





CONFERENCE AGENDA

Deal Crawl 2025 - Schedule of Events

WEDNESDAY, NOVEMBER 19

5:30PM – 8:00PM	Opening Networking Reception at Bank of America Stadium
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THURSDAY, NOVEMBER 20

7:30AM – 9:00AM	Networking Breakfast
8:00AM – 12:00PM	1-on-1 Meetings
9:00AM – 10:00AM	Affinity Seminar*
12:00PM – 1:30PM	Keynote Lunch
1:30PM – 5:00PM	1-on-1 Meetings
4:30PM – 5:30PM	Closing Happy Hour

All meetings and events listed above, except the opening reception, will be held at the **JW Marriott Charlotte**. Dealmakers’ Lounge will be open throughout the day on November 20 featuring an exhibit hall and space for meetings and networking at the JW Marriott.

*Affinity Seminar is a panel discussion covering relevant industry topics

All attendees will have access to the scheduling platform ahead of the conference to preschedule 1-on-1 meetings.



Conference Event Highlights

OPENING NETWORKING RECEPTION

Join ACG Charlotte for an evening of networking at Bank of America Stadium, home of the Carolina Panthers and the Charlotte Football Club. Connect with industry professionals over delicious hors d'oeuvres and drinks.

DEALMAKERS' LOUNGE

Visit a sponsor exhibit table, hold meetings, catch up on emails or mingle with other conference attendees in between meetings and sessions. Coffee and snacks will be provided.

NETWORKING BREAKFAST

Enjoy breakfast and coffee as meetings and networking begin.

1-ON-1 MEETINGS

Attendees will have access to our scheduling platform to preschedule meetings. For the convenience of attendees, all meetings will take place at the JW Marriott.

AFFINITY SEMINAR


Attend our Affinity Seminar, where panelists will lead a discussion covering important topics impacting the middle-market.

KEYNOTE LUNCH

Join all attendees for lunch and an engaging presentation from our keynote speaker.

CLOSING HAPPY HOUR

Gather for a final networking opportunity and toast to a successful Deal Crawl.



SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities At-A-Glance	Platinum	Gold	Silver	Bronze	Growth	Affinity
Exclusive sponsor of opening reception	•					
Stage time at opening reception	•					
Reserved area at opening reception	•	•	•			
Exclusive sponsor of keynote lunch		•				
Stage time at keynote lunch	•	•				
Acknowledgement at keynote lunch	•	•	•	•		
Branded, reserved table at keynote lunch	•	•				
Seat(s) at head table at keynote lunch	2	1				
Exhibit table in dealmakers’ lounge	• (prominent location)	• (prominent location)	•	•	•	•
Exclusive sponsor of one of the following: Coffee Bar, Lanyards, Closing Happy Hour or Dealmakers’ Lounge			•			
Exclusive sponsor of one of the following: Networking Breakfast, Wi-Fi, Pads & Pens, Featured Snacks, Beverage Stations, Conference Guide, ACG Access				•		
Exclusive sponsor of one of the following: Conference Map or Charging Station					•	
Sponsor of Affinity Seminar						•
Branded conference welcome email to ACG Charlotte database	•					
Admission for attendees to conference	10	7	5	3	1	1
Registration for sponsor’s investment banking, private equity, limited partner or lending arm (if applicable)	•	•				
Opportunity to submit content and/or possible speaker for affinity seminar	•	•	•	•	•	•
Speaking opportunity during affinity seminar	•					•
Logo placement on event website, emails, signage & conference guide	•	•	•	•	•	•
Attendee list 2 weeks out & post-event	•	•	•	•	•	•
Right of first refusal for next year’s event	•	•				
	\$15,000 Exclusive - Limit 1	\$12,000 Exclusive - Limit 1	\$7,500 Limit 4	\$4,500 Limit 8	\$3,000 Limit 2	\$3,000 Limit 2

PLATINUM SPONSORSHIP

SOLD OUT

HIGHEST LEVEL OF ACKNOWLEDGEMENT AND EXPOSURE THROUGHOUT THE CONFERENCE. SPONSOR BENEFITS INCLUDE:

- **Exclusive sponsorship of conference opening reception held at Bank of America Stadium on Wednesday, November 19**
- Opportunity to offer welcome remarks at opening reception
- Reserved area in most prominent location at opening reception
- Stage time at keynote lunch (Thursday, November 20)
- Prominent acknowledgement at keynote lunch
- 1 branded, reserved table at keynote lunch
- 2 seats at head table at keynote lunch
- Exhibit table in most prominent location in dealmakers' lounge
- 1 branded conference welcome email to ACG Charlotte database of 6,000+ contacts (*content to be approved by committee*)
- Admission for 10 attendees at conference (\$3,800+ value)
- Registration for sponsor's investment banking, private equity, limited partner or lending arm, if applicable (\$570+ value)
- Opportunity to submit content and/or potential speaker ideas for affinity seminar (*subject to approval by committee*)
- Sponsor representative guaranteed speaking opportunity during affinity seminar (*placement determined by committee*)
- Most prominent logo placement on event marketing including but not limited to event website, emails, conference guide, signage, etc.
- Attendee list provided 2 weeks pre-event & final attendee list provided post-event
- Right of first refusal to be next year's Deal Crawl Platinum Sponsor



\$15,000

Exclusive Opportunity
SOLD OUT

GOLD SPONSORSHIP

2ND HIGHEST LEVEL OF ACKNOWLEDGEMENT AND EXPOSURE
THROUGHOUT THE CONFERENCE. SPONSOR BENEFITS INCLUDE:

- **Exclusive sponsorship of keynote lunch held at the JW Marriott on Thursday, November 20**
- Stage time at keynote lunch
- Sponsor acknowledgment at keynote lunch
- 1 branded, reserved table at keynote lunch
- 1 seat at head table at keynote lunch
- Reserved area at opening reception (Wednesday, November 19)
- Exhibit table in a prominent location in dealmakers' lounge
- Admission for 7 attendees at conference (\$2,660+ value)
- Registration for sponsor's investment banking, private equity, limited partner or lending arm, if applicable (\$570+ value)
- Opportunity to submit content and potential speaker ideas for affinity seminar (*subject to approval by committee*)
- Sponsor representative may have speaking opportunity during affinity seminar (*placement determined by committee*)
- Prominent logo placement on event marketing including but not limited to event website, emails, conference guide, signage, etc.
- Attendee list provided 2 weeks pre-event & final attendee list provided post-event
- Right of first refusal to be next year's Deal Crawl Gold Sponsor

SILVER SPONSORSHIPS (4)

CATEGORY EXCLUSIVITY AVAILABLE.* SPONSOR BENEFITS INCLUDE:

- **Exclusive sponsorship of ONE of the following:**
 - **Coffee Bar**
 - **Nametag Lanyards**
 - **Closing Happy Hour**
 - **Dealmakers' Lounge**
- Acknowledgment at keynote lunch (Thursday, November 20)
- Reserved area at opening reception (Wednesday, November 19)
- Exhibit table in dealmakers' lounge
- Admission for 5 attendees at conference (\$1,900+ value)
- Opportunity to submit content and potential speaker ideas for affinity seminar (*subject to evaluation by committee*)
- Sponsor representative may have speaking opportunity during affinity seminar (*placement to be determined by committee*)
- Logo placement on event marketing including but not limited to event website, emails, conference guide, signage, etc.
- Attendee list provided 2 weeks pre-event & final attendee list post-event

* EXCLUSIVITY AVAILABLE IN THE FOLLOWING CATEGORIES: PRIVATE EQUITY, INVESTMENT BANKING, DEBT PROVIDER, COMMERCIAL BANKING, PRIVATE BANKING/WEALTH MANAGEMENT, ACCOUNTING, LEGAL, INSURANCE.

BRONZE SPONSORSHIPS (8)

SPONSOR BENEFITS INCLUDE:

- **Exclusive Sponsorship of ONE of the following:**
 - **Networking Breakfast**
 - **Conference Wi-Fi**
 - **Pads & Pens**
 - **Featured Morning Snack**
 - **Featured Afternoon Snack**
 - **Beverage Stations**
 - **Conference Guide**
 - **ACG Access**
- Acknowledgment at keynote lunch
- Exhibit table in dealmakers' lounge
- Admission for 3 attendees at conference (\$1,140+ value)
- Opportunity to submit content and potential speaker ideas for affinity seminar (*subject to evaluation by committee*)
- Sponsor representative may have speaking opportunity during affinity seminar (*placement to be determined by committee*)
- Logo placement on event marketing including but not limited to event website, emails, conference guide, signage, etc.
- Attendee list provided 2 weeks pre-event & final attendee list post-event

GROWTH SPONSORSHIPS (2)

SPONSOR BENEFITS INCLUDE:

- Exclusive sponsorship of ONE of the following:
 - **Conference Map**
 - **Charging Station**
- Exhibit table in dealmakers' lounge
- Admission for 1 attendee at conference (\$380+ value)
- Opportunity to submit content and potential speaker ideas for affinity seminar (*subject to evaluation by committee*)
- Sponsor representative may have speaking opportunity during affinity seminar (*placement to be determined by committee*)
- Logo placement on event marketing including but not limited to event website, emails, conference guide, signage, etc.
- Attendee list provided 2 weeks pre-event & final attendee list post-event

AFFINITY SPONSORSHIPS (2)

SEMINAR LEADERSHIP OPPORTUNITY. SPONSOR BENEFITS INCLUDE:

- **Joint-sponsorship of affinity seminar**
- As a seminar sponsor, you will:
 - Be invited to submit content ideas and potential speakers (*subject to evaluation by committee*)
 - Provide introductory or closing remarks at affinity seminar
 - Provide seat drop of marketing materials or other branded items at affinity seminar
 - Display branded signage at the affinity seminar (*provided by ACG Charlotte*)
- Exhibit table in dealmakers' lounge
- Admission for 1 attendee at conference (\$380+ value)
- Logo placement on event marketing including but not limited to event website, emails, conference guide, signage, etc.
- Attendee list provided 2 weeks pre-event & final attendee list post-event

An aerial night photograph of a city skyline, featuring a prominent skyscraper with a tiered top. The image is split diagonally, with the city view on the left and a green background on the right.

CONFERENCE REGISTRATION

REGISTER at www.acgdealcrawl.com

Registration Opens July 8

GENERAL REGISTRATION

General registration is designed for lenders, accountants, attorneys, consultants and other service provider participants. Registration includes access to the meeting scheduling software and all conference events including the Opening Reception, Dealmakers' Lounge, Networking Breakfast, Affinity Seminar, Keynote Lunch and Closing Happy Hour for **one individual**.

Early Bird (July 8 – September 5)

ACG Members: \$380

Non-Members: \$460

Regular (September 6 – November 18)

ACG Members: \$430

Non-Members: \$510

If space is available, on-site registration will be \$550 on November 19 & 20.



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REGISTER at www.acgdealcrawl.com

Registration Opens July 8

INVESTMENT BANK & PRIVATE EQUITY REGISTRATION

For Investment Banks and Private Equity Firms. Includes access to the meeting scheduling software and all conference events including the Opening Reception, Dealmakers' Lounge, Networking Breakfast, Affinity Seminar, Keynote Lunch and Closing Happy Hour for **two individuals**.

Investment Banks - \$570

Private Equity Firms - \$1,550

Additional attendees may be added to IB and PE registrations for \$380/person.



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CONTACT US

CONTACT US TO SECURE YOUR SPONSORSHIP TODAY!

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VISIT WWW.ACGDEALCRAWL.COM
FOR MORE DETAILS
AND
TO REGISTER

General Questions?

Contact us at: dealcrawl@acg.org