ACG Tennessee

# 2027 CHAPTER SPONSORSHIP GUIDE

# TABLE OF CONTENTS


01 Introduction

02 Sponsorship at a Glance

03 Premier Sponsorships

04 Core Sponsorships

05 Signature & Regional Sponsorships

06 Deal Team Awards & Next Steps

07 Additional Opportunities:
Music City Capital Connection & Annual Bourbon Tasting

# INTRODUCTION

01

**Invest in the strength of ACG Tennessee.**

Sponsorship provides unique visibility among the region's leading middle-market professionals while supporting the relationships and programming that fuel our chapter's success.

Explore our sponsorship opportunities to position your firm within Tennessee's premier dealmaking network. I look forward to helping you find the best fit for your firm's goals.

With appreciation,

Pamela Holz
Executive Director
ACG Tennessee

## ABOUT US

ACG Tennessee exists to connect middle-market M&A professionals through meaningful relationships, practical education, and regional visibility. We facilitate dealmaking, share best practices, and strengthen the network that drives business forward.

# SPONSORSHIP AT A GLANCE

02

Our annual sponsorships give your firm consistent visibility through chapter events, marketing, and member connections. Compare the benefits below to find your fit. Want to be featured at our **First Annual Deal Team Awards**? Add 10% to your sponsorship for recognition at this inaugural event — included at no additional cost for the Diamond sponsorship.

| Benefit | Diamond $20,000 | Platinum $9,000 | Gold $6,000 | Silver $4,000 | Bronze $2,500 | Veterans $8,000 | Women's $8,000 | Regional $5,000 |
|---|---|---|---|---|---|---|---|---|
| Recognition on signage, email & website | Prominent | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgment at events | ✓ | ✓ | ✓ | – | – | ✓ | ✓ | ✓ |
| Attendee list before events | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | ✓ |
| Co-host an event | ✓ | ✓ | – | – | – | – | – | – |
| Complimentary registrations per event | 6 | 3 | 2 | 1 | – | 3 | 3 | – |
| Line-of-business exclusivity | ✓ | ✓ | – | – | – | – | – | – |
| Programming input | ✓ | ✓ | – | – | – | – | – | ✓ |
| First right of refusal for 2028 (through 11/15/27) | ✓ | ✓ | – | – | – | ✓ | ✓ | – |
| Availability | 1 | 5 | – | – | – | 1 | – | 1 Per City |

*Chapter sponsorship benefits apply to annual chapter events only. Music City Capital Connection and the Annual Bourbon Tasting are excluded from these benefits.*

# PREMIER SPONSORSHIPS

03

## DIAMOND SPONSOR $20,000

***Exclusive*** *— Our Premier Sponsorship tier (1 available)*

- **Prominent** recognition on signage, email & website
- 6 complimentary registrations per event
- Co-host one event
- Programming input
- Acknowledgment at events
- Recognition as the Presenting Deal Team Award Sponsor (included at this level)
- Attendee list before events
- First right of refusal for 2028 (through 11/15/27)

## PLATINUM SPONSOR $9,000

*Line-of-business exclusivity — Own your industry lane (5 available)*

- 3 complimentary registrations per event
- Co-host one event
- Programming input
- Acknowledgment at events
- Recognition on signage, email & website
- Attendee list before events
- First right of refusal for 2028 (through 11/15/27)

**Add the Deal Team Award for +10% | Secure sponsorship now →**

# CORE SPONSORSHIPS

04

Increase your visibility by connecting your brand to ACG Tennessee. These sponsorships support the programming that brings our dealmaking community together.

## GOLD SPONSOR — $6,000

- 2 complimentary registrations per event
- Acknowledgment at events
- Recognition on signage, email & website
- Attendee list before events

## SILVER SPONSOR — $4,000

- 1 complimentary registration per event
- Recognition on signage, email & website
- Attendee list before events

## BRONZE SPONSOR — $2,500

- Recognition on signage, email & website

**Add the Deal Team Award for +10% | Secure sponsorship now →**

# SIGNATURE & REGIONAL SPONSORSHIPS

05

## WOMEN'S NETWORK SPONSOR — $8,000

*Champion the women leaders in our community*

- 3 complimentary registrations per event
- Acknowledgment at events
- Recognition on signage, email & website
- Attendee list before events
- First right of refusal for 2028 (through 11/15/27)

## MILITARY VETERAN ENTREPRENEURS SPONSOR — $8,000

*Sponsor meeting registrations for our veteran entrepreneurs (1 available)*

- 3 complimentary registrations per event
- Acknowledgment at events
- Recognition on signage, email & website
- Attendee list before events
- First right of refusal for 2028 (through 11/15/27)

## REGIONAL EVENT SPONSOR — $5,000

*Be the local presence in Knoxville, Memphis, or Chattanooga. (1 available per city)*

- Minimum of three local events per city
- Programming input
- Acknowledgment at events
- Recognition on signage, email & website
- Attendee list before events

**Add the Deal Team Award for +10% | Secure sponsorship now →**

# DEAL TEAM AWARDS & NEXT STEPS

06

## ADD THE DEAL TEAM AWARD TO ANY SPONSORSHIP FOR JUST 10% MORE

Presented at our January Kickoff Party, the Deal Team Awards honor the teams behind Tennessee's standout deals

- Recognition as a Deal Team Award Sponsor
- Logo placement on award event materials
- Website & social media recognition

| Sponsorship | Base | With Deal Team Award |
|---|---|---|
| ▲ Diamond | $20,000 | *Included* |
| ▲ Platinum | $9,000 | $9,900 |
| ▲ Military Veteran Entrepreneurs | $8,000 | $8,800 |
| ▲ Women's Network | $8,000 | $8,800 |
| ▲ Gold | $6,000 | $6,600 |
| ▲ Silver | $4,000 | $4,400 |
| ▲ Bronze | $2,500 | $2,750 |
| ▲ Regional Event | $5,000 | $5,500 |

1

**Connect**
Discuss your goals with Pamela

2

**Select**
Secure your sponsorship

3

**Partner**
Elevate your brand with us

**Pamela Holz**
pholz@acg.org
(931) 436-5119

**Thank you for your support of ACG Tennessee**

# ADDITIONAL OPPORTUNITIES

07

## MUSIC CITY CAPITAL CONNECTION

**MAY 18-19 | NASHVILLE**

Formerly Mid-South Capital Connection, Music City Capital Connection brings together private equity firms, investment bankers, lenders, and M&A advisors to build relationships and explore middle-market deal opportunities. Through focused networking, one-on-one meetings, and industry insights, the conference connects the people and capital that drive business growth.

For more information about Music City Capital Connection and sponsorship opportunities, contact Pamela Holz at pholz@acg.org or (931) 436-5119.

## ANNUAL BOURBON TASTING

**TBD | NASHVILLE**

Connect with fellow dealmakers over bourbon and conversation at ACG Tennessee's Annual Bourbon Tasting. Featuring sponsor-hosted tasting tables, the event offers a relaxed setting to build relationships and showcase your firm.

For event details and sponsorship opportunities, contact Pamela Holz at pholz@acg.org or (931) 436-5119.