

# Sponsorship Opportunities

Driving Middle Market Growth



**ACG**<sup>®</sup> Denver

[acg.org/denver](http://acg.org/denver)

# ACG Denver Snapshot

## BENEFITS OF SPONSORSHIP

For organizations that want to be at the center of the Colorado middle-market business community, sponsoring ACG Denver events provides great visibility and a resource rich environment for making valued connections with corporate executives, private equity groups, intermediaries, and professional service providers.

## ABOUT ACG DENVER

ACG Denver is a diverse community of business leaders united around a common goal—supporting and encouraging the growth and success of Colorado’s middle market businesses. The network of relationships that business owners and executives, capital providers and lenders, investment banks and advisors have through ACG Denver enables our members to quickly find the best resources to solve a business problem, raise growth capital, make an acquisition, find an investor, and strengthen their organization and leadership team. We make it easier for middle market businesses to grow and succeed.



## ACG DENVER PROGRAMS

Considered “Must Attend” for their high quality content and robust opportunities to nurture and expand relationships in the community, ACG Denver’s programs are powerful vehicles for delivering thought leadership and providing a real-time snapshot of how the middle market behaves in the current economic environment.





## **ANNUAL CHAPTER SPONSOR**

**\$5,000**

This sponsorship opportunity will allow your organization to gain maximum and consistent branding, awareness, and access to the entire ACG Denver audience throughout a full year. Sponsorship includes high visibility at ACG Denver member luncheons, placement on the home page of ACG Denver's website and features in the ACG Denver monthly newsletter.

### **BRAND AWARENESS**

Your brand will be heavily promoted to a diverse community of middle-market business leaders:

- Featured on ACG Denver website homepage: [www.acg.org/denver](http://www.acg.org/denver)
- Branded multi-channel marketing campaigns promoting chapter events
- Logo featured on ACG Denver's monthly e-newsletter
- Logo featured on membership luncheon signage (banners, table tents, handouts)
- Logo featured on Annual Sponsors slide show at membership luncheons

### **CONTENT SHARING**

Your firm's professionals and clients will have opportunities to share their expertise and insights:

- Deliver welcome remarks at membership luncheons
- Develop luncheon program topic and procure speakers
- Serve as a program moderator
- Publish content in ACG Denver monthly newsletter
- Publish thought leadership on the ACG Denver website
- Post content on ACG Denver social media channels
- Display firm's collateral at membership luncheons

### **CONNECTIONS**

Build relationships with middle market business leaders:

- This sponsorship category includes one ACG Global membership
- Host one of our quarterly new member orientations
- Invite up to 5 guest with complimentary tickets to each member luncheon
- Join our ACG Ambassadors committee



## **CORPORATE EXECUTIVE SERIES**

**(Five Programs - Industry Exclusive)**

**\$7,500**

ACG Denver's Corporate Executive Series is open to corporate C-level executives and business owners of operating companies with annual revenues in excess of \$5 million. The series consists of five breakfast meetings featuring topics of interest to corporate leaders and a forum for sharing expertise and experience with peers.

## **BRAND AWARENESS**

Your brand will be heavily promoted to a diverse community of middle-market business leaders:

- Featured on ACG Denver website event pages: [www.acg.org/denver](http://www.acg.org/denver)
- Branded multi-channel marketing campaigns promoting six corporate breakfasts
- Logo featured on corporate breakfast event signage (banners, table tents, handouts)

## **CONTENT SHARING**

Your firm's professionals and clients will have opportunities to share their expertise and insights:

- Deliver welcome remarks at corporate breakfast programs
- Develop program topic and place speakers
- Serve as a program moderator
- Publish content through ACG Denver's social media channels
- Display firm collateral at corporate breakfast programs

## **CONNECTIONS**

Build relationships with middle market business leaders:

- This sponsorship category includes one ACG Global membership
- Invite up to 8 guest with complimentary tickets to each breakfast program
- Join our programs committee
- Invite up to 5 C-level executives to the annual Rocky Mountain Corporate Growth Conference



## **DEALMAKER'S FORUM (November 2018)**

**\$2,500**

The Deal Maker's Forum is a half-day event featuring panel discussions and presentations on the challenges and opportunities with the current M&A market. Corporate executives, private equity professionals, and investment banking experts attend this annual event.

### **BRAND AWARENESS**

Your brand will be heavily promoted to a diverse community of middle-market business leaders:

- Featured on ACG Denver website event pages: [www.acg.org/denver](http://www.acg.org/denver)
- Branded multi-channel marketing campaigns promoting the Annual Dealmakers Forum
- Logo featured on event signage (banners, table tents, handouts)

### **CONTENT SHARING**

Your firm's professionals and clients will have opportunities to share their expertise and insights:

- Develop the program topic and place speakers
- Serve as a panelist for the Dealmaker's Forum event
- Publish content through ACG Denver's social media channels
- Display your firm's collateral at Dealmakers Forum program

### **CONNECTIONS**

Build relationships with middle market business leaders:

- Invite up to 10 guest with complimentary tickets
- Official hosts of the Dealmaker's Forum cocktail reception following the program



**“TOP OF THE TOWN”  
Senior-level PE-IB Networking Event  
(January 2018)**

**\$2,500**

An exclusive networking event that brings together senior deal professionals from private equity groups and intermediaries. This annual event is held at the Peaks Lounge at the Hyatt Regency Denver at the Colorado Convention Center; an intimate settings where deal making professionals at the top of their game, network at the top of the town.

**SPONSOR BENEFITS**

Host of highly popular annual networking event in an exquisite setting:

- Logo featured on ACG Denver website event pages: [www.acg.org/denver](http://www.acg.org/denver)
- Branded multi-channel marketing campaigns promoting event
- Logo featured on corporate event signage (banners, table tents, handouts)
- Display thought leadership/marketing collateral at event
- Invite up to 10 guest with complimentary tickets

**“RISING STARS IN M&A”  
(September 2018)**

**\$2,500**

An exclusive networking event that brings together junior deal professionals working in the area of mergers and acquisitions. This annual event is held during happy hour at a trendy downtown venue; a settings where emerging leaders can meet and connect in a casual setting.

**SPONSOR BENEFITS**

Host of highly popular annual networking event in a trendy downtown location:

- Logo featured on ACG Denver website event pages: [www.acg.org/denver](http://www.acg.org/denver)
- Branded multi-channel marketing campaigns promoting event
- Logo featured on corporate event signage (banners, table tents, handouts)
- Display thought leadership/marketing collateral at event
- Invite up to 10 guest with complimentary tickets

# 2018 Sponsorship Opportunities



**SOLD OUT**

## **ROCKY MOUNTAIN CORPORATE GROWTH CONFERENCE PRESENTING SPONSOR (EXCLUSIVE)**

**\$40,000**

As the presenting sponsor for the Rocky Mountain Corporate Growth Conference, you are put front and center for the region's premier event for middle market business. Your company name, your logo, your leaders are given maximum visibility, helping to enhance your business brand as a leader in the middle market.

### **BRAND AWARENESS**

Your brand will be heavily promoted to a national audience:

- A targeted marketing and advertising campaign with more than 1 million brand impressions
- Splash ad built into the Rocky Mountain Corporate Growth Conference App
- Dedicated conference event pages on our website [www.acg.org/denver](http://www.acg.org/denver)
- Your logo featured on the conference slide show and event signage
- Your logo on name badges and lanyards for all attendees
- Sponsor exhibitor table (premier placement)

### **CONTENT SHARING**

Share your firm's knowledge and demonstrate your expertise:

- Opening remarks and session moderator at the conference
- Publish content on ACG Denver social media networks
- Publish content within the conference App (whitepapers, reports, articles, etc.)
- Display firm's collateral at your sponsor exhibitor table

### **CONNECTIONS**

You will have unique opportunities to connect with middle market business leaders:

- 10 complimentary tickets to the conference
- Additional discounted tickets available
- 10 tickets to the Keynote Speaker VIP reception
- Exclusive hosts of the Speaker Dinner on March 5
- Premier seating at all conference sessions
- Private board room to conduct meetings
- Advanced copy of attendee list



**SOLD OUT**

## **ROCKY MOUNTAIN CORPORATE GROWTH CONFERENCE KEYNOTE LUNCHEON SPONSOR (Exclusive)**

**\$20,000**

The Keynote Luncheon is center stage at the Rocky Mountain Corporate Growth Conference. A packed house welcomes nationally recognized speakers for a presentation that will be the topic of conversations for months to follow.

### **BRAND AWARENESS**

Your brand will be heavily promoted to a national audience of middle-market business executives and dealmakers:

- A six-month national email marketing campaign to more than 20,000 middle-market business leaders
- A national advertising campaign in select middle-market business and mergers and acquisitions publications and websites
- A custom event App supporting conference promotions and attendee experiences
- Dedicated conference event pages on our website [www.acg.org/denver](http://www.acg.org/denver)

### **CONTENT SHARING**

You will have the opportunity to share knowledge with conference attendees:

- Opening remarks at the keynote presentations
- Publish content on ACG Denver social media networks
- Publish content within the event App library
- Display firm's collateral at your sponsor exhibitor table

### **CONNECTIONS**

You will have unique opportunities to connect with clients and prospects:

- 10 complimentary tickets for members of your firm and guests
- Additional discount tickets available
- Exclusive hosts of the Keynote VIP Reception and the ability to invite up to 30 guests
- Three reserved tables at the Keynote luncheon
- Advanced copy of attendee list





**SOLD OUT**

## **ROCKY MOUNTAIN CORPORATE GROWTH CONFERENCE CORPORATE GROWTH AWARDS SPONSOR (Exclusive) \$15,000**

Each year, ACG Denver reviews Colorado businesses to qualify and select nominees for the Corporate Growth Award. Winners are then recognized at the annual Rocky Mountain Corporate Growth Conference for their business success.

### **BRAND AWARENESS**

Your brand will be heavily promoted to a national audience of middle-market business executives and dealmakers:

- A six-month national email marketing campaign to more than 20,000 middle-market business leaders
- A national advertising campaign in select middle-market business and mergers and acquisitions publications and websites
- A custom event App supporting conference promotions and attendee experiences
- Dedicated conference event pages on our website [www.acg.org/denver](http://www.acg.org/denver)
- Sponsor exhibitor table (premier placement)

### **CONTENT SHARING**

You will have the opportunity to share knowledge with conference attendees:

- Session moderator for the Corporate Growth Awards event
- Publish content on ACG Denver social media networks
- Publish content within the event App library
- Display firm's collateral at your sponsor exhibitor table

### **CONNECTIONS**

You will have unique opportunities to connect with clients and prospects:

- 10 complimentary tickets for members of your firm and guests
- Discounted conference tickets for additional guests
- Premier seating at all conference events
- Two tickets to the Keynote VIP reception
- Advanced copy of attendee list



**SOLD OUT**

## **ROCKY MOUNTAIN CORPORATE GROWTH CONFERENCE CAPITAL CONNECTION SPONSOR (Exclusive)**

**\$12,500**

The ACG Denver Capital Connection® opens-up the Rocky Mountain Corporate Growth Conference. This cocktail reception and private equity showcase brings together private equity, intermediaries and corporate executives in an atmosphere conducive to deal-making.

### **BRAND AWARENESS**

Your brand will be heavily promoted to a national audience of middle-market business executives and dealmakers:

- A six-month national email marketing campaign to more than 20,000 middle-market business leaders
- A national advertising campaign in select middle-market business and mergers and acquisitions publications and websites
- A custom event App supporting conference promotions and attendee experiences
- Dedicated conference event pages on our website [www.acg.org/denver](http://www.acg.org/denver)
- Sponsor exhibitor table (premier placement)

### **CONTENT SHARING**

You will have the opportunity to share knowledge with conference attendees:

- Announcement for Capital Connection at Women's pre-conference event
- Session moderator one of the conference general sessions
- Publish content on ACG Denver social media networks
- Publish content within the event App library
- Display firm's collateral at your sponsor exhibitor table

### **CONNECTIONS**

You will have unique opportunities to connect with clients and prospects:

- 10 complimentary conference tickets for members of your firm and guests
- Discounted conference tickets for additional guests
- Premier seating at all conference events
- Two tickets to the Keynote VIP reception
- Advanced copy of conference attendee list



**SOLD OUT**

## **ROCKY MOUNTAIN CORPORATE GROWTH CONFERENCE PLATINUM SPONSOR (Exclusive) \$12,500**

### **BRAND AWARENESS**

Your brand will be heavily promoted to a national audience of middle-market business executives and dealmakers:

- A six-month national email marketing campaign to more than 20,000 middle-market business leaders
- A national advertising campaign in select middle-market business and mergers and acquisitions publications and websites
- A custom event App supporting conference promotions and attendee experiences
- Dedicated conference event pages on our website [www.acg.org/denver](http://www.acg.org/denver)
- Sponsor exhibitor table (premier placement)

### **CONTENT SHARING**

You will have the opportunity to share knowledge with conference attendees:

- Session moderator one of the conference general sessions
- Publish content on ACG Denver social media networks
- Publish content within the event App library
- Display firm's collateral at your sponsor exhibitor table

### **CONNECTIONS**

You will have unique opportunities to connect with clients and prospects:

- 10 complimentary conference tickets for members of your firm and guests
- Discounted conference tickets for additional guests
- Two tickets to the Keynote VIP reception
- Premier seating at all conference events
- Advanced copy of conference attendee list



## **ROCKY MOUNTAIN CORPORATE GROWTH CONFERENCE**

### **GOLD SPONSOR**

**\$7,500**

#### **BRAND AWARENESS**

Your brand will be heavily promoted to a national audience of middle-market business executives and dealmakers:

- A six-month national email marketing campaign to more than 20,000 middle-market business leaders
- A national advertising campaign in select middle-market business and mergers and acquisitions publications and websites
- A custom event App supporting conference promotions and attendee experiences
- Dedicated conference event pages on our website [www.acg.org/denver](http://www.acg.org/denver)

#### **CONTENT SHARING**

You will have the opportunity to share knowledge with conference attendees:

- Publish content on ACG Denver social media networks
- Publish content within the event App library
- Display firm's collateral at your sponsor exhibitor table

#### **CONNECTIONS**

You will have unique opportunities to connect with clients and prospects:

- Six complimentary conference tickets for members of your firm and guests
- Discounted conference tickets for additional guests
- Advanced copy of conference attendee list



## **ROCKY MOUNTAIN CORPORATE GROWTH CONFERENCE ADDITIONAL SPONSORSHIP OPPORTUNITIES \$5,000 Investment Level Each**

*Refreshment Sponsor (Exclusive)*

*Wi-Fi Sponsor (Exclusive)*

*Dealmaker's Lounge (Limited to three/exclusive)*

*Conversation Lounge Sponsor (Exclusive)*

- Logo featured in national email marketing campaign
- Logo featured on event App
- Logo featured on conference pages on our website [www.acg.org/denver](http://www.acg.org/denver)
- Logo on event signage and sponsor slide show
- Sponsor exhibitor table
- Three complimentary conference tickets
- Discounted conference tickets for additional guests

## **\$2,500 Investment Level Each**

*Parking Sponsor (Two Industry Exclusive Sponsors)*

*Shoe-Shine Sponsor (One Industry Exclusive Sponsor)*

- *Logo featured in national email marketing campaign and on event App*
- Logo featured on conference pages on our website [www.acg.org/denver](http://www.acg.org/denver)
- Logo on event signage and sponsor slide show
- Sponsor exhibitor table
- Two complimentary conference tickets and discounted tickets for additional guests

## ACG Denver General Sponsorships

- Annual Sponsor**  
\$5,000
- Corporate Executive Series Sponsor**  
\$7,500
- DealMaker's Forum**  
\$2,500
- "Top of the Town"**  
PE-IB Networking  
\$2,500
- "Rising Stars in M&A"**  
Networking Event (Sept)  
\$2,500

## Rocky Mountain Corporate Growth Conference Sponsorship

- Presenting Sponsor**  
\$40,000
- Keynote Presentation**  
\$20,000
- Corporate Growth Awards**  
\$15,000
- ACG Capital Connection<sup>®</sup>**  
\$12,500
- Platinum**  
\$12,500
- Gold**  
\$7,500
- Refreshment**  
\$5,000
- WiFi Sponsor**  
\$5,000
- DealMaker's Lounge Sponsor**  
\$5,000
- Conversation Lounge**  
\$5,000
- Parking Sponsor**  
\$2,500

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Marketing Contact (if different from above)

Name: \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Sponsorship Commitment Total \_\_\_\_\_

### Payment Options:

- Bill me
- Check enclosed, made payable to ACG Denver  
Mail Payment To:  
ACG Denver  
1550 Larimer St/PMB 146  
Denver, CO 80202

Credit Card:     Visa     Master Card     Am .Ex

Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_

Zip code \_\_\_\_\_ Three-digit security code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### Contact:

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ddonnelly@acg.org

OTHER: \_\_\_\_\_