

# 2019 SPONSORSHIP OPPORTUNITIES

**ACG**<sup>®</sup> Western Michigan

Association for Corporate Growth



# ACG<sup>®</sup> Western Michigan

Association for Corporate Growth

The value of an ACG Investment is relationships. We connect you to the right people, in the right way. **ACG represents the “voice of the middle-market”** and our mission is to drive middle-market growth.

We provide you a platform for sharing who you are, as well as access to top talent and deals in the West Michigan area. Trust us, ACG members want to know you and you want to know ACG members.

By choosing to be an ACG Western Michigan Annual or Talent Investor, you are investing in the growth of your business. This isn't just a sponsorship, this is an investment in business and talent in West Michigan.

ACG is business networking for grownups. Building business relationships, that's your ROI.

**ACG delivers a return on your investment by:**

- **Placing you in front of your target audience of executives**
- **Offering strong programming focused on best practices**
- **Recognizing outstanding companies in our region**
- **Offering a forum for the exchange of ideas and information**
- **Offering a great networking opportunity for members and non-members**



The Association for Corporate Growth (ACG) Western Michigan Chapter was **founded in 1999** by a small group of M&A professionals who wanted the opportunity to share best practices and to network with peers.

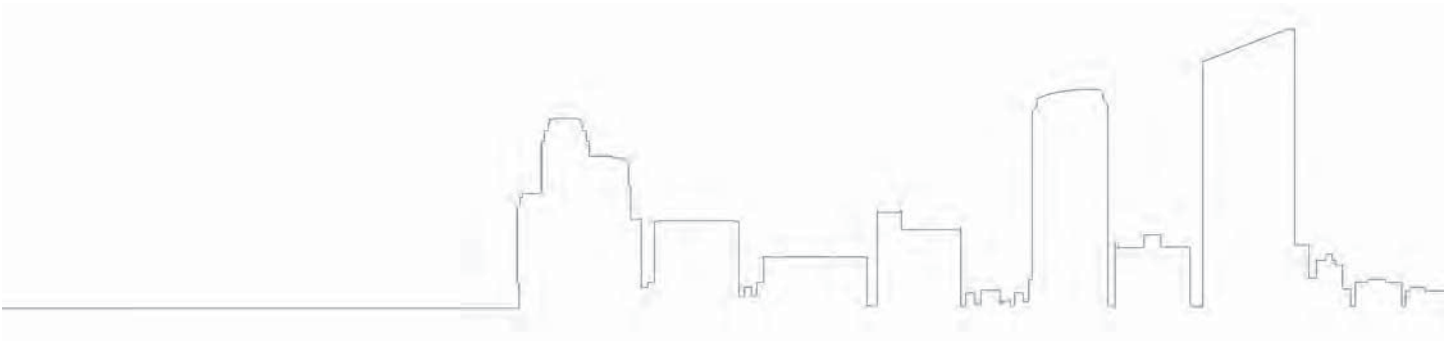
The Western Michigan Chapter is a member of the Association for Corporate Growth Global comprised of more than **14,500 members in the United States, Canada, Europe and Asia.**

ACG is where people who are serious about business go to connect, share, and learn. Our meetings feature thought-provoking speakers who speak directly to the concerns of growth-focused, mid-size businesses. From effectively investing for growth, to enhancing valuations and managing change, your concerns form our agendas.

ACG is where local deals are discussed, dissected and quite often, done. Simply put, ACG is business networking for grownups.

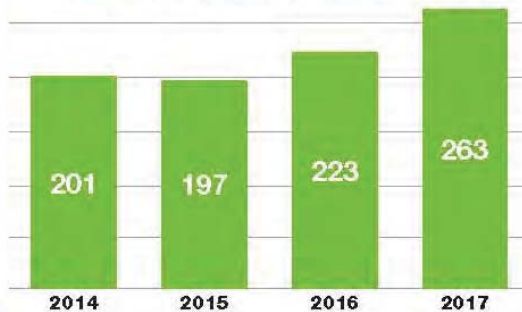
- ACG hosts the largest ACG Cup competition in the country and is the only one with a division for undergraduates
- ACG typically hosts a total of **33** events per year, including **8** breakfast programs, **5** Women in Finance events, **8** Young Professional events, and the annual Outstanding Growth Awards with over 400 registered attendees
- ACG mails to over 1,500 executives in our region
- Emails go to more than 2,500 interested parties
- Events regularly receive press and media attention, increasing sponsor visibility
- ACG Western Michigan is now on Social Media Twitter @ACGWM, Facebook, ACGWM, Instagram @ACGWM & LinkedIn ACG Western Michigan





## ACG Western Michigan Quick Facts

### MEMBERSHIP GROWTH



**Give. Get. Grow.**

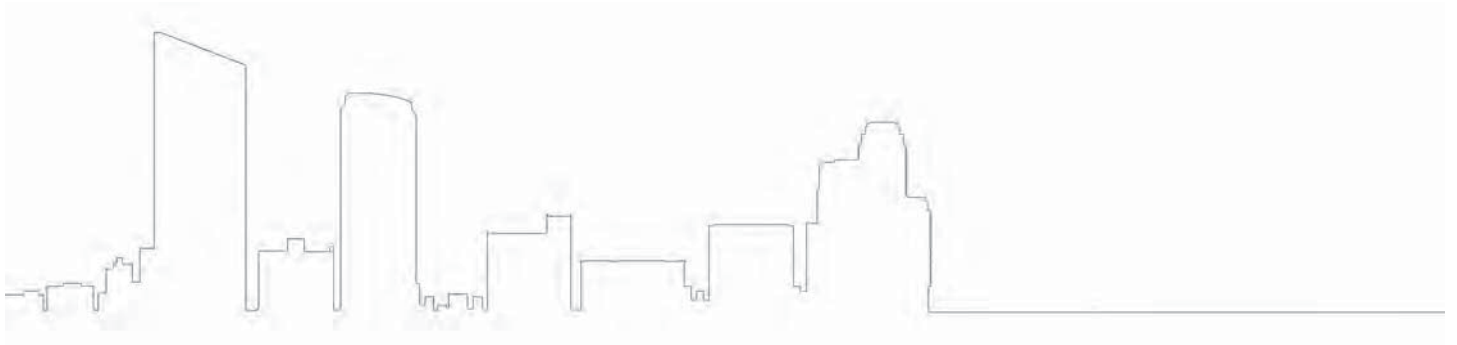
### MEETING ATTENDANCE



### ACG'S EVENTS



**337 Unique Companies**  
Represented the  
**\$16.2 Billion Middlemarket**  
Segment of our  
Economy in 2017.



## ACG Western Michigan offers two categories for Sponsorship Investment

### ANNUAL INVESTMENTS | Platinum | Gold | Silver | Bronze

Our Annual Sponsorships help to provide strong programming focused on best practices through our monthly signature breakfast programs, recognize outstanding companies in our region with our Outstanding Growth Award, and provide a forum for the exchange of ideas and information.

### TALENT INVESTMENTS | Ruby | Emerald

Our Talent Sponsorships support our amazing Young Professional, Women in Finance, and ACG Cup Initiatives.



# ACG Western Michigan

## Investments At-A-Glance

	PLATINUM	ANNUAL INVESTMENTS			TALENT INVESTMENTS	
		GOLD	SILVER	BRONZE	RUBY	EMERALD
	limit 2	limit 6				
	\$11,000	\$6,000	\$3,500	\$2,000	\$5,000	\$2,500
	Pages 8 & 9	Page 10	Page 11	Page 12	Page 14	Page 15
<b>ANNUAL LEVEL INVESTMENT BENEFITS</b>						
Recognition on Regular Program & Evening Event email announcements	logo	logo	✓	✓		
Recognition on Power Point Loops at Regular Program & Evening Events	logo	logo	logo	✓		
Recognition and paragraph on sponsor page on website	logo	logo	✓			
Complimentary tickets to Evening Events	✓	✓	✓			
Option to provide marketing material at Evening Events	✓	✓				
Sponsor Ribbon on nametags at Regular Program & Evening Events	✓	✓	Evening Only			
Verbal Recognition at Evening Events	✓	✓				
Complimentary nonmember tickets to each breakfast program	2	2				
Logo in "Look Who's Coming" email	✓	✓				
Featured Sponsor at one Breakfast Program	1 time	1 time				
Opportunity to provide speaker(s) for breakfast programs	✓	✓				
Right of First Refusal to maintain sponsorship level	✓	✓				
Individual Banner displayed at Breakfast & Evening events (over 2600 attendees)	✓	✓				
<b>ALL SPONSOR LEVEL BENEFITS</b>						
Recognition on Printed OGA (Outstanding Growth Award) Invitations	logo	logo	✓	✓	logo	✓
Recognition on sponsor towers at events	logo	logo	logo	✓	logo	✓
Recognition on website	logo	logo	✓	✓	logo	✓
<b>TALENT LEVEL INVESTMENT BENEFITS</b>						
Recognition on Talent Initiative Event email announcements	logo				logo	✓
Recognition on PowerPoint Loops at Talent Initiative Events	logo				logo	✓
Recognition on Talent Initiative Website Pages	logo				logo	✓
Banner at Talent Initiative Events	✓				✓	✓
Opportunity to provide marketing literature at Talent Events	✓				✓	
Recognition in ACG Cup Program & Resume Book	logo				✓	✓
Verbal Recognition at Talent Events	✓				✓	
Opportunity to provide speaker(s) for Talent Events	✓				✓	
Opportunity to intro speaker at one Women in Finance event	✓				✓	
Complimentary tickets to OGA to celebrate ACG Cup	8 tickets				4 tickets	2 tickets
Complimentary tickets to Women in Finance and Young Professional Events	4 per event				2 per event	1 per event

\*See description of each Sponsor Level for more information  
 \*Event calendar is subject to change. We will strive to ensure that your benefits are commensurate with your sponsorship commitments!

\*Annual and Talent Investments are the exclusive sponsorship levels with respect to monthly breakfast meetings, ACG Cup, Young Professional events, Women in Finance events and the Outstanding Growth Awards. For other events, we may offer additional sponsorship opportunities. More detailed Information about these additional sponsorship opportunities will be made available as these events are finalized.



# Platinum Level

## *The Umbrella Investment*



# \$11,000

(limited to two companies annually)

\*Right of First Refusal to maintain sponsorship level

### WHY A PLATINUM INVESTMENT?

Platinum Investors enjoy prominence and recognition at all our Talent Initiatives, but unique to this level, also gain exposure at *ALL* ACG Western Michigan events.



### BRANDING

Logo and link on all marketing and communication material including:

### ANNUALLY

- Individual banner at all ACG events
- Sponsor Towers at all programs and events
- Sponsor ribbon on nametags at breakfast programs and evening events
- Email announcements for all programs and events
- PowerPoint loop at all programs and events
- Logo and paragraph on sponsor page on website
- Logo on Talent pages on website

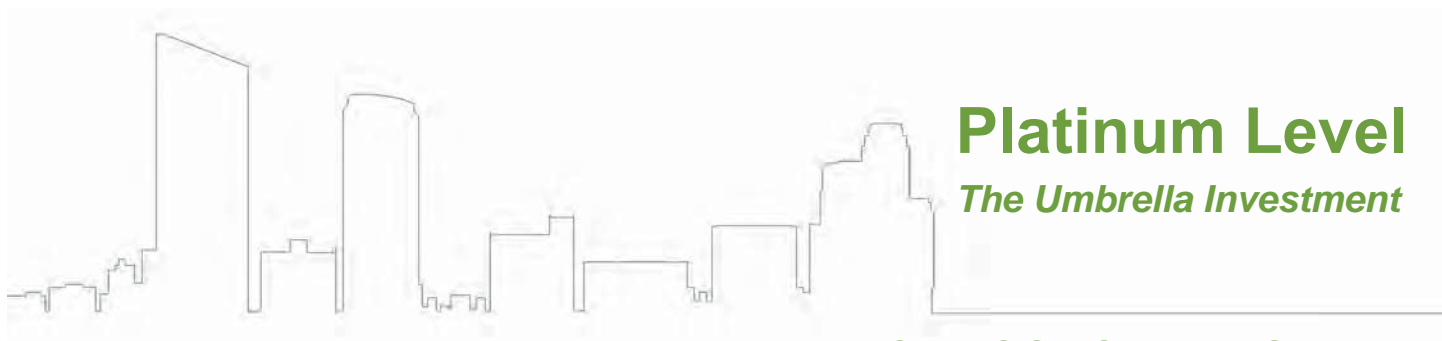
### FOR TALENT INITIATIVES

#### **ACG CUP**

- Banner at ACG Cup & Outstanding Growth Awards
- Prominent placement in ACG Cup Program and Resume Book
- Competition webpage
- Recognition in printed program for Outstanding Growth Awards
- Signage at all ACG Cup associated events
- Verbal recognition at ACG Cup events

### **YOUNG PROFESSIONALS & WOMEN IN FINANCE**

- Webpage for group
- Banner at each YP and WIF event
- Email announcements for YP and WIF events
- PowerPoint loop at events where applicable
- Verbal recognition at YP and WIF events



## NETWORKING OPPORTUNITIES AND TICKETING BENEFITS

### ANNUALLY



- 2 complimentary nonmember tickets for breakfast programs
- Sponsor ribbon on nametags at breakfast programs and evening events
- Verbal recognition from podium at all programs and evening events
- Opportunity to provide speaker(s) for breakfast programs
- Featured Sponsor at one breakfast program: includes presenting brief company summary to attendees, introducing speaker(s), providing company literature & logo in “Look Who’s Coming” email

### FOR TALENT INITIATIVES **ACG CUP**



- Eight tickets to the Outstanding Growth Awards to celebrate ACG Cup
- Provide judges for the competition
- Participate in Career Conversations at ACG Cup event— includes sponsor display table and option to distribute company literature

### **YOUNG PROFESSIONALS & WOMEN IN FINANCE**

- Four complimentary non-member tickets to YP and WIF events
- Opportunity to provide marketing literature at YP and WIF events
- Opportunity to introduce and provide speaker for YP and WIF events where appropriate



Annual Investment:

## Gold Level

# \$6,000

(limited to six companies annually)

**\*Right of First Refusal to maintain sponsorship level**

The Gold Level provides the optimal exposure and access to ACG Western Michigan members and their guests throughout the year.

As an added benefit, the Gold Level of sponsorship provides companies with the “right of first refusal,” allowing a company to maintain the same level for the following calendar year.

### BRANDING

Your **company logo** on marketing and communication material including:

- ACG Western Michigan website with hyperlink
- Company profile paragraph on sponsor page
- All email announcements for programs and events
- PowerPoint loop at breakfast programs and evening events
- Sponsor towers at breakfast programs and evening events
- Evening event printed programs
- Individual banner displayed at programs and evening events
- Printed invitations for Outstanding Growth Award event

### NETWORKING & TICKETING

- Two complimentary non-member tickets for breakfast programs
- Sponsor ribbon on nametags at breakfast programs and evening events
- Verbal recognition from podium at evening events
- Eight tickets to Outstanding Growth Awards event
- Opportunity to provide marketing literature at evening events
- Featured Sponsor one breakfast program: includes presenting brief company summary to attendees, introducing speaker(s), providing company literature & logo in “Look Who’s Coming” email
- Opportunity to provide speaker(s) for breakfast programs where appropriate





Annual Investment:

**Silver Level**

**\$3,500**

## BRANDING

**Recognition** on marketing and communication material including:

- ACG Western Michigan website
- Company profile paragraph on sponsor page
- All email announcements for programs and events
- Logo on PowerPoint loop at programs and evening events
- Logo on Sponsor towers at programs and evening events
- Evening event printed programs
- Printed invitations for Outstanding Growth Award event

The Silver Level provides great exposure for the dollar investment and access to ACG Western Michigan members and their guests throughout the year.

## NETWORKING & TICKETING

- Sponsor ribbon on nametags at evening events
- Four tickets to Outstanding Growth Awards event
- Opportunity to provide marketing literature at evening events



Annual Investment:

## Bronze Level

\$2,000

### BRANDING

Your **company name** on marketing and communication material including:

- ACG Western Michigan website
- All email announcements for programs and events
- PowerPoint loop at breakfast programs and evening events
- Sponsor towers at breakfast programs and evening events
- Evening event printed programs
- Option to provide marketing material at evening events
- Printed invitations for Outstanding Growth Award event





## 2018 Outstanding Growth Award Winner: RANIR



Past Outstanding Growth Award winners are:

**Ranir**

**Comfort Research**

**OST**

**JR Automation Technologies, LLC**

**Founders Brewing Company, Inc.**

**ADAC Automotive**

**Herman Miller, Inc.**

**National Heritage Academies**

**Rockford Construction**

**Butterball Farms, Inc.**

**Elan Nutrition**

**Zeeland Farm Services**

**Service Express Inc.**

**Perrigo**

**Wolverine World Wide**



Talent Investment:

## Ruby Level

\$5,000

### BRANDING

**Logo** on marketing communication material including:

#### ANNUALLY

- “Talent Investor” on Website
- Banner at talent events
- Sponsor Towers at all programs and events
- PowerPoint loop at all programs and events

#### ACG CUP

- Placement in ACG Cup Program and Resume Book
- Competition webpage
- Printed program for Outstanding Growth Awards
- Signage at all ACG Cup associated events
- Verbal recognition at ACG Cup events
- Email announcements for ACG Cup events

#### YOUNG PROFESSIONALS & WOMEN IN FINANCE

- Webpage for each group
- Email announcements for YP and WIF events
- PowerPoint loop at events where applicable
- Verbal recognition at YP and WIF events



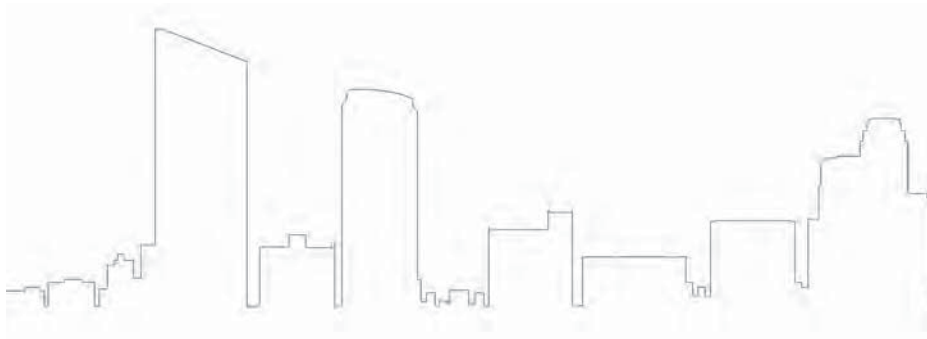
### NETWORKING AND TICKETING

#### ACG CUP

- Four tickets to the Outstanding Growth Awards to celebrate ACG Cup
- Provide judges for the competition
- Participate in *Career Conversations* at ACG Cup event—includes sponsor display table and option to distribute company literature

#### YOUNG PROFESSIONALS & WOMEN IN FINANCE

- Two complimentary non-member tickets to YP and WIF events
- Opportunity to provide marketing literature at YP and WIF events
- Opportunity to provide speaker(s) for YP and WIF events where appropriate



## Talent Investment: **Emerald Level**

**\$2,500**

### **BRANDING**

**Recognition** on marketing communication material including:

#### **ANNUALLY**

- “Talent Investor” on Website
- Banner at talent events
- Sponsor Towers at all programs and events
- PowerPoint loop at all programs and events

#### **ACG CUP**

- Placement in ACG Cup Program and Resume Book
- Competition webpage
- Printed program for Outstanding Growth Awards
- Signage at all Cup associated events
- Verbal recognition at ACG Cup events
- Email announcements for ACG Cup events

#### **YOUNG PROFESSIONALS & WOMEN IN FINANCE**

- Webpage for each group
- Email announcements for YP and WIF events
- PowerPoint loop at events where applicable
- Verbal recognition at YP and WIF events



### **NETWORKING AND TICKETING**

#### **ACG CUP**

- Two tickets to the Outstanding Growth Awards to celebrate ACG Cup
- Provide judges for ACG Cup
- Participate in *Career Conversations* at ACG Cup event—includes sponsor display table and option to distribute company literature

#### **YOUNG PROFESSIONALS & WOMEN IN FINANCE**

- One complimentary non-member ticket to YP and WIF events where appropriate



## OPPORTUNITIES TO GET MORE INVOLVED

*ACG Western Michigan Chapter has found that sponsors receive an even better return on their investment if they are engaged and involved with ACG. Below is a list of Committees to consider.*

**ACG Cup Committee**

**ACG University Committee**

**Inclusion Committee**

**Membership Committee**

**Program Committee**

**Public Policy Committee**

**Special Events Committee**

**Sponsorship Committee**

**Women in Finance Committee**

**Young Professionals Committee**

**Marketing Committee**

Call the ACG Office if you would like more information and to be connected with the Chair of a specific committee that interests you (616) 732-7149



## 2019 Investment Agreement

Sponsorship Form also available online on our sponsorship opportunities page: [www.acgwmich.org](http://www.acgwmich.org)

### Annual Investment

☐ Platinum Level (2)

\$11,000

☐ Gold Level (6)

\$6,000

☐ Silver Level

\$3,500

☐ Bronze Level

\$2,000

### Talent Investment

☐ Ruby Level

\$5,000

☐ Emerald Level

\$2,500

Main Contact

Company

Address

City/State/Zip

Phone

Email

**Please Provide if different from above (Write N/A if same as above)**

Marketing Contact

Email

Ticketing Contact

Email

Invoicing Contact

Email

**Please Provide your social media handles**

Facebook @

Twitter @

Instagram @

LinkedIn

### Payment Options

☐ ACH Payment

☐ Check enclosed

***Financial commitment must be received by December 21, 2018  
in order to receive all benefits of your investment***

Mail to: ACG Western Michigan  
PO Box 6661  
Grand Rapids, MI 49516

Please email the following items to [admin@acgwmich.org](mailto:admin@acgwmich.org). If you were a sponsor last year and your company logo and/or description has not changed, please initial here:

High Resolution, color logo in .eps format \_\_\_\_\_ One paragraph description of your company \_\_\_\_\_







PO Box 6661  
Grand Rapids, MI 49516  
[acgwmich.org](http://acgwmich.org)

**Executive Director:**

Julie Metsker  
[jmetsker@acgwmich.org](mailto:jmetsker@acgwmich.org)  
616.732.7149

**Sponsorship Co-Chairs:**

Jon Siebers  
[jsiebers@rhoadesmckee.com](mailto:jsiebers@rhoadesmckee.com)  
616.233.5226

Brian Hamilton  
[bhamilton@blueskyvision.com](mailto:bhamilton@blueskyvision.com)  
616.690.6919

**OUR MISSION:**

ACG is THE Place in Western Michigan to go to garner the knowledge and contacts to GROW middle market businesses. We are the only trade association in Western Michigan focused on this goal.

ACG is where people who are serious about business go to connect, share and learn. Our meetings feature thought-provoking speakers who speak directly to the concerns of high-growth, mid-size businesses. From effectively investing for growth to enhancing valuations and managing change, your concerns form our agendas.

**ACG is where local deals are discussed, dissected and, quite often, done. Simply put, ACG is business networking for grownups.**



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