

2018

ACG Minnesota

SPONSORSHIP
PROSPECTUS

2018 Program Benefits



Table of Contents

3	Welcome
3	About ACG
4	Media Exposure
5	Social Media Exposure
6	Calendar of Events
7	Annual Sponsorships
8	Corporate Roundtable Breakfasts
8	Private Equity
9	Young Professionals
10	Social Events
11	Women's Leadership Initiative
13	BOLD Awards
16	Capital Connection
20	Ala Carte Advertising
23	Sponsorship Form
24	Commitment Form

Welcome!

For 50 years, ACG Minnesota has been the premiere networking association for professionals who are focused on creating and developing relationships, sourcing transactions, sharing best practices and promoting the active Midwest deal-making community.

This year we will continue to concentrate on Minnesota's vibrant middle market and welcome entrepreneurial and start-up sectors. By engaging with local and national lawmakers, we will aim to emphasize the importance of private capital investments and how they benefit the corporate sector and the U.S. economy. We will also collaborate with local complementary organizations to engage and foster new relationships and members. Our corporate only roundtables and women's leadership programs will enhance networking opportunities for specific demographics and provide targeted sponsorship opportunities. We are also investing in our young professionals which will provide opportunities and access to the next generation of dealmakers.

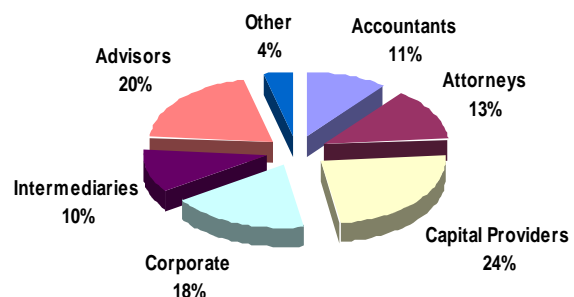
By collaborating with ACG, your firm will be the center of an audience of over 450 members and 12,000 contacts who are active in the Midwest deal-making community. This vast exposure to the deal-making community will be impactful to your organization. Please join us and raise your profile.

About ACG

Our membership consists of almost 450 of the brightest and boldest of Minnesota's business community. Our members work together to promote each other, their businesses and the all-important DEAL.

Partnering with ACG Minnesota places your firm in the center of a well-balanced audience of financial, corporate and service provider professionals.

- Our mailing list consists of over 12,000 contacts.
- Over 118,500 ACG emails have been opened in the past year, which is a 19.5% open rate.
- 50+ events are hosted each year.
- Monthly event attendance averages over 270 persons.
- 2017 Upper Midwest Capital Connection hosted over 500 attendees with 14 joining as new members.
- Our partnership and collaboration with local organizations gives your firm even more exposure and brand awareness in the deal making community.



Media Exposure

We take pride in our partnerships with Minneapolis/St. Paul’s prominent business publications and value their support and media platforms. We also promote our events on trade-specific media in order to reach our target audience.

Twin Cities Business Magazine:

Minnesota’s leading provider of business news, insight and analysis through daily online news stories, e-newsletters, a monthly print magazine and live events.

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ 46,000 monthly unique website visitors ▪ Over 30,000 monthly subscribers ▪ Monthly readership of 76,000 ▪ 16,000 Briefcase subscribers ▪ 215,000 average monthly impressions | <p><i>Benefits</i></p> <ul style="list-style-type: none"> ▪ BOLD Awards ads received over 236,000 impressions in 2016 ▪ Private Equity Event ads received over 152,000 impressions in 2016 ▪ E-Newsletter is delivered to 16,000 inboxes ▪ Upper Midwest Capital Connection special supplement is inserted in over 33,000 copies |
|--|--|

Minneapolis/St. Paul Business Journal:

A premier media solutions platform for companies strategically targeting business decision makers.

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Over 18,860 subscribers ▪ 35,200 readership base ▪ Over 2.2 million-page views ▪ 335,926 unique web visitors | <p><i>Benefits</i></p> <ul style="list-style-type: none"> ▪ ACG weekly touches to membership |
|---|---|

Middle Market Growth Magazine

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ Official ACG Magazine ▪ Over 14,500 National ACG members plus an additional 75,000 non-member subscriber base | <p><i>Benefits</i></p> <ul style="list-style-type: none"> ▪ ACG Minnesota provides 2-3 featured ACG@Work articles each year, showcasing our events and speakers of interest ▪ ACG member articles have also recently been featured ▪ ACG Minnesota events are included on events calendar |
|--|--|

Minnesota Business Magazine:

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ 45,000 unique website visitors ▪ Over 15,000 subscribers ▪ Monthly readership of 58,000 ▪ 7,100 E-Newsletter subscribers | <p><i>Benefits</i></p> <ul style="list-style-type: none"> ▪ 2017 Minnesota Business Young Entrepreneurs event attracted 130 attendees ▪ 2017 Women Who Lead event attracted 192 attendees |
|---|---|

Other media partners include:

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ StarTribune.com ▪ Buyouts Magazine ▪ PEHubwire.com | <ul style="list-style-type: none"> ▪ M&A Magazine ▪ Themiddlemarket.com ▪ Pitchbook |
|--|--|

Social Media Exposure

Our social presence has increased a hundred-fold in the past year and we are excited to use this medium to better inform our members of ACG events and opportunities, local business news and to showcase our membership and partners.



New this year! ACG Minnesota Mobile App!

The ACG Minnesota mobile app can be found at the App Store – download TODAY to your mobile device!

Website:

www.ACG.org/Minnesota

Ala Carte website advertising rates are available on page 25. Reach specific demographics and share your firm’s newest reports and updates.

- 8th most visited ACG Chapter website
- 19,992-page views (January 1 - August 22)
- 4,858 unique users
- 48.7% were new users
- 24% of our users are from the Minneapolis/St. Paul area
- 14% Minnesota metro area
- 14% of our users are from other large U.S. metro areas

Twitter: @ACGMinnesota

- 588 followers (33% increase since last year)
- Average 215 impressions per day

Facebook

- 189 followers
- 192 likes

Instagram

- 59 followers

LinkedIn

- 190 members

Follow us at:



2018 Calendar of Events

At ACG Minnesota, we strive to create and offer robust programming and networking events throughout the year.

Monthly Luncheons

January 16, 2018	❖	State of the Economy
March 20, 2018	❖	Impact of the New Administration
April 17, 2018	❖	The Future of Food: Food and Technology
May 15, 2018	❖	Artificial Intelligence
September 20, 2018	❖	Monthly Luncheon
October 18, 2018	❖	Monthly Luncheon
November 22, 2018	❖	Monthly Luncheon
December 20, 2018	❖	Monthly Luncheon

Women’s Leadership Events

February 7, 2018 - Anne Spaeth, The Lynhall
 March 8, 2018 - Women Leadership Full Day Conference
 June 14, 2018 - Barbara Lupient, Transitioning the Family
 Business and Next Chapter
 September 12, 2018 – Elizabeth Lilly, Women –
 Led Investments
 November 13, 2018 – Amy Backman, Spruce Flowers and
 Home “Make and Take” Holiday Happy Hour

Young Professionals Events

February 1, 2018 Whirly Ball
 May 3, 2018 Eat Street Social Mixology
 July 2018 Saints Game
 August 2018 Lawn Bowling with TMA
 November 2018 Social

Corporate Programming

March 1, 2018 Breakfast Roundtable
 June 7, 2018 Breakfast Roundtable
 September 6, 2018 Breakfast Roundtable
 December 6, 2018 Breakfast Roundtable

New Member Luncheons

March 1, 2018 Luncheon
 June 7, 2018 Luncheon
 September 6, 2018
 December 6, 2018

Special Events

January 4, 2018	❖	BOLD Awards Nominee Reception
February 27, 2018	❖	BOLD Awards
April 4, 2018	❖	PE Summit
May 2018	❖	Twins Game
June 11, 2018	❖	Lawn Bowling/Golf and Capital Connection
June 12, 2018	❖	Upper Midwest Capital Connection
September 13, 2018	❖	Fall Social
October 11, 2018	❖	Sponsorship Kickoff
December 12, 2018	❖	Member Only Holiday Social

Annual Sponsorships

We appreciate your ongoing support and will aim to provide you with maximum brand exposure at our events, on our website, mobile app and on other published media shared with our members, guests and the general public. As an annual sponsor of ACG Minnesota you are in front of a target audience of executives that play key roles in corporate development, mergers & acquisitions and finance.

Sponsorship Opportunities – Year-Round Visibility		Investment Level			
BENEFITS		Platinum	Gold	Silver	
		\$6,000	\$3,500	\$2,000	
B R A N D I N G	Logo prominently displayed on ACG MN homepage with hyperlink	•			
	Logo displayed with hyperlink on ACG MN Sponsors web page	•	•		
	Logo displayed on ACG MN Sponsors web page			•	
	Logo displayed on digital and printed marketing materials and mailings	•	•		
	Logo on email announcements	•	•	•	
	Logo displayed on event signage	•	•		
	Logo on landing page (when applicable)	•			
	M E D I A	Logo included in monthly ads in local business publication and special sections prior to events	•		
		Social Media mention/event blasts	•	•	
		Opportunity to submit feature article shared on ACG MN website and social media	•		
New! Logo on ACG Minnesota mobile app		•	•	•	
E V E N T	Recognition from podium	•			
	Complimentary event registrations/year (for use at monthly luncheons)	8	6	2	
	Sponsor ribbons on name badges	•	•	•	
	Opportunity to distribute marketing material/giveaways (when appropriate)	•			

Testimonials...

“In the two short month’s our firm has been involved with the Association of Corporate Growth we have seen immediate value. Several new connections with business partners, new networking connections at terrific events, a new membership meeting that outlined a plan for involvement ROI, and personal interaction with the ACG team of Nicki and Mary to continue to point us in the right direction to maximize results. Thank you for making our first couple months a success!”

“I’ve met life-long friends through ACG events.”

Corporate Roundtable Breakfasts

Executives explore best practices and share insights for growth at our roundtable breakfasts. Each of the sessions are designed to introduce new ideas, discuss new approaches and benchmark other leading companies in various areas of expertise. Events cater to local C-level and senior executives. Promote your business at the level it deserves.

Sponsorship Opportunities – *Per Event		Investment Level
BENEFITS		Corporate Sponsor \$2,750
B R A N D I N G	Logo prominently displayed on Corporate Roundtable webpage with hyperlink	•
	Logo displayed on digital and printed marketing materials and mailings	•
	Logo on event signage	•
	Logo on email announcements	•
	Logo on landing page (when applicable)	•
M E D I A	Social Media mention/event blasts	•
	New! Logo on ACG Minnesota mobile app	•
E V E N T	Recognition from podium	•
	Opportunity to provide content specialists and participants	•
	Complimentary event registrations (for use at Corporate Breakfast)	2
	Sponsor ribbon on name badge	•
	Opportunity to distribute marketing material/giveaways (when appropriate)	•

Private Equity

ACG Minnesota sees the importance of the growing private equity marketplace in the Midwest. We strive to keep our members and partners aware of the opportunities available to sell, merge or grow their businesses. Attendance at PE events has grown exponentially in recent years and we need your support to offer quality events to meet demand.

Sponsorship Opportunities		Investment Level		
BENEFITS		Platinum \$7,500	Gold \$5,500	Silver \$3,500
B R A N D I N G	Logo prominently displayed on Private Equity webpage with hyperlink	•		
	Logo displayed on digital and printed marketing materials and mailings	•	•	•
	Logo on event signage	•	•	•
	Logo on email announcements	•	•	•
	Logo on landing page (when applicable)	•		
M E D I A	Logo included on ACG color ad in February & March 2018 business publication	•	•	
	Logo included on banner/text ads on business publication website/digital newsletters Jan– Apr 2018	•		
	Social Media mention/event blasts	•	•	•
	New! Logo on ACG Minnesota mobile app	•	•	•
E V E N T	Recognition from podium	•		
	Opportunity to provide content specialists and participants	•		
	Complimentary event registrations/year (for use at PE event)	8	5	3
	Pre-event registrant list for a one-time mailing	•		
	Sponsor ribbon on name badge	•	•	•
Opportunity to distribute marketing materials and giveaways (when appropriate)	•	•		

Investment in the Future

Our young professionals represent the dealmakers of the future. Some are experienced and some are just getting their feet wet but all are in search of quality networking and mentorships.

Young Professionals Networking Events & ACG Cup®

Sponsorship Opportunities		Investment Level		
		BEST VALUE YP Annual Sponsor (all YP/ ACG Cup events)	YP Networking Partner	ACG Cup® Partner
*Exclusive to ACG Cup				
BENEFITS		\$8,500	\$2,000	\$2,500
B R A N D I N G	Logo prominently displayed on ACG MN YP webpage with hyperlink	•		
	Logo displayed on digital and printed marketing materials and mailings	•	•	•
	Logo on email announcements	•	•	•
	Logo on event signage	•	•	•
	Logo on landing page (when applicable)	•		
M E D I A	Logo included in local business publication ads and special sections prior to events	•		
	Opportunity to author featured article shared on ACG MN YP webpage and social media	•		
	Social Media mention/event blasts	•	•	•
	New! Logo included on ACG Minnesota mobile app	•	•	•
E V E N T	Opportunity to host an invitation-only YP networking event	•		
	Recognition from podium	•		•
	Complimentary event registrations/year (for use at YP event)	8	2	
	Pre-event registrant list for a one-time mailing	•		
	Sponsor ribbon on name badge	•	•	•
	Opportunity to distribute marketing material/giveaways (when appropriate)	•	•	•
* A C G C U P	Opportunity to provide judge(s) at ACG Cup Competition Events	•		•
	Opportunity to host table at Cup finals	•		•
	Invitation to post-event reception	•		•

Social Events

Minnesota Twins Game with TMA		Investment Level
BENEFITS		Event Sponsor
		\$1,200
B R A N D I N G	Logo prominently displayed on event webpage with hyperlink	•
	Logo displayed on digital and printed marketing materials and mailings	•
	Logo on email announcements	•
	Logo on event signage	•
M E D I A	Social Media mention/event blasts	•
	New! Logo on ACG Minnesota mobile app	•
E V E N T	Complimentary event registrations	2

Fall Social - September 14, 2017		Investment Level	
BENEFITS		Platinum	Gold
		\$5,000	\$2,500
B R A N D I N G	Logo prominently displayed on event and ACG webpage with hyperlink	•	
	Rotating banner on event webpage	•	
	Logo displayed on digital and printed marketing materials and mailings	•	•
	Logo on email announcements	•	•
	Logo on event signage	•	•
M E D I A	Social Media mention/event blasts	•	•
	New! Logo on ACG Minnesota mobile app	•	•
E V E N T	Complimentary event registrations	5	3
	Pre-event registrant list for a one-time mailing	•	
	Sponsor ribbon on name badge	•	•

Women's Leadership Initiative

Women's Leadership Initiative		Investment Level	
Exclusive per category		Platinum	Gold
BENEFITS		\$5,000	\$2,500
B R A N D I N G	Logo prominently displayed on event and ACG webpage with hyperlink	•	
	Rotating banner ad on event webpage	•	
	Logo displayed on digital and printed marketing materials and mailings	•	•
	Logo on email announcements	•	•
	Logo on event signage	•	•
	M E D I A	Social Media mention/event blasts	•
Logo included in local business publication ad prior to event		•	•
New! Logo on ACG Minnesota mobile app		•	•
E V E N T	Recognition from podium	•	
	Complimentary event registrations (for use at Women's event)	4	2
	Opportunity to host an invitation-only women's leadership group event	•	
	Pre-event registrant list for a one-time mailing	•	
	Opportunity to distribute marketing materials and giveaways (when appropriate)	•	

Women's Leadership Initiative Conference

ACG Minnesota's Women's Leadership Initiative hosts events throughout the year. In addition, ACG Minnesota's Women's Leadership will partner with Corvus North and MNCREW to hold a full-day Women's Leadership Conference on March 8, 2018.

Full-Day Conference Sponsorships		Investment Level			
Exclusive per category		Corporate Table	Breakfast	Lunch*	Closing Reception*
BENEFITS		\$2,500	\$4,000	\$4,000	\$4,000
B R A N D I N G	Logo prominently displayed on event/organization webpage		•	•	•
	Logo on digital and printed marketing materials and mailings		•	•	•
	Company name listed on event materials	•			
	Logo on event signage		•	•	•
	Logo on landing page (if applicable)		•	•	•
	Logo included in event program		•	•	•
M E D I A	Company name listed in event program	•			
	1/4-page ad in a local business publication *Special Supplement		•	•	•
	Company name listed in a local business publication *Special Supplement	•			
	Social Media mention/event blasts		•	•	•
E V E N T	New! Logo on ACG Minnesota mobile app		•	•	•
	Recognition from podium		•	•	•
	Complimentary event registrations	10	3	3	3
	Reserved table with company name displayed on table	1			
	Sponsorship ribbon on name badge	•	•	•	•
	Opportunity to provide SWAG gift in gift bags	•	•	•	•

Women's Leadership Initiative Con't

Full-Day Conference Sponsorships		Investment Level			
Industry exclusivity		Platinum	Gold	Silver	Bronze
BENEFITS		\$8,000	\$5,500	\$2,500	\$1,500
B R A N D I N G	Logo prominently displayed on event/organizations webpage with hyperlink	•			
	Logo displayed on event/organizations webpage		•	•	
	Logo on digital and printed marketing materials and mailings	•	•		
	Company name listed on event materials			•	•
	Logo on event signage	•	•		
	Logo on landing page (if applicable)	•			
M E D I A	Full page ad in a local business publication *Special Supplement	•			
	1/2-page ad in a local business publication *Special Supplement		•		
	1/4-page ad in a local business publication *Special Supplement			•	
	Company name listed in a local business publication *Special Supplement				•
	Social Media mention/event blasts	•	•	•	•
New! Logo on ACG Minnesota mobile app	•	•			
E V E N T	Recognition from podium	•			
	Complimentary event registrations	6	4	2	1
	Pre-event registrant list for a one-time mailing	•			
	Opportunity to provide company marketing material	•			
	Opportunity to host an invitation-only women's leadership group event	•			
	Logo printed on event program	•	•		
	Company name listed in event program			•	•
	Sponsorship ribbon on name badge	•	•	•	•
	Opportunity to provide SWAG gift in gift bags	•	•	•	•

Networking Lounge		Investment Level
BENEFITS		Event Sponsor
		\$750
E V E N T	Company name printed on event signage	•
	Acknowledgment in conference program book	•
	Social Media mention/event blasts	•
	Opportunity to provide SWAG gift in gift bags	•

Refreshment Break		Investment Level
BENEFITS		Event Sponsor
		\$750
E V E N T	Company name printed on event signage	•
	Acknowledgment in conference program book	•
	Social Media mention/event blasts	•
	Opportunity to provide SWAG gift in gift bags	•



BOLD Awards

Innovating, improving, expanding and overcoming obstacles...these are just some of the terms that describe our nominees and winners of the BOLD Awards. The BOLD Awards showcases cutting edge business moves, expansions and mergers that keep Minnesota growing each year. Our audience consists of the Who's Who of C-level officers and their teams. Be BOLD and recognize the leaders, teams and dealmakers that make Minnesota business happen.

BOLD Awards Nominee Reception – January 4, 2018		<i>Investment Level</i>
<i>*Right of first refusal applies</i>		Event Sponsor*
BENEFITS		\$10,500
B R A N D I N G	Prominent ad displayed on ACG MN BOLD Nominations webpage with hyperlink	•
	Logo displayed on digital and printed marketing materials and mailings	•
	Logo displayed on email announcements	•
	Logo on landing page (if applicable)	•
	Logo on event signage	•
M E D I A	Logo included on ACG color ad in November and December business publication	•
	Logo included on digital banner and text ads in digital newsletters November-January	•
	Social Media mention/event blasts	•
	New! Logo included on ACG Minnesota mobile app	•
E V E N T	Recognition from podium	•
	Complimentary BOLD Nominee Reception registrations	8
	Sponsor ribbon on name badge	•
	Pre-event registrant list for a one-time mailing	•

BOLD Awards Con't...

BOLD Awards Banquet – February 27, 2018		Investment Level			
Right of first refusal and Industry exclusivity		Presenting	Platinum*	Gold	Silver
BENEFITS		\$20,000	\$12,500	\$6,500	\$4,500
B R A N D I N G	Exclusivity: Presenting Sponsor (limited to one firm)	•			
	Platinum Sponsor (limited to one per industry)		•		
	Logo prominently displayed on ACG MN BOLD Awards webpage with hyperlink	•	•		
	Rotating banner on ACG MN BOLD Awards webpage with hyperlink	•	•		
	Logo displayed on ACG MN BOLD Awards webpage			•	•
	Logo on landing page	•	•	•	•
	Logo displayed on digital and printed marketing materials and mailings	•	•	•	•
	Logo on event signage	•	•	•	•
	Logo on email announcements	•	•	•	•
M E D I A	Full page ad in the March 2018 <i>Twin Cities Business Magazine</i> BOLD Awards supplement-or-advertorial article-inserted into 30,000 <i>Twin Cities Business Magazine</i> subscriptions	•			
	Full page ad in the March 2018 <i>Twin Cities Business Magazine</i> supplement		•		
	Half page ad in the March 2018 <i>Twin Cities Business Magazine</i> supplement			•	
	1/4-page ad in the March 2018 <i>Twin Cities Business Magazine</i> supplement				•
	Social Media mention/event blasts	•	•		
E V E N T	New! Logo included on ACG Minnesota mobile app	•	•		
	Recognition from podium	•	•		
	Opportunity to give opening/closing remarks & introduce the BOLDest of the BOLD winner	•			
	Opportunity to present one of the BOLD winners		•		
	Complimentary BOLD Nominee Reception registrations	8	6	4	2
	Complimentary BOLD Awards Ceremony registrations	10	10	5	2
	Reserved table with company logo prominently displayed on table	•	•		
	Pre-event registrant list for a one-time mailing	•	•		
Sponsor ribbon on name badge	•	•	•	•	
Opportunity to provide SWAG gift in gift bags	•	•	•	•	

Testimonials...

“I have received great value from being a member of ACG Minnesota. It is the #1 organization for professionals interested in M&A, both in Minnesota and nationally. I have made many long-term relationships that started at ACG. The monthly meetings are a great chance to learn from interesting speakers and connect with people interested in M&A.”

“My recent hire was in major part, due to my social contacts made in ACG-thank you!”

BOLD Awards Con't...

BOLD Awards Banquet – February 27, 2018		Investment Level			
Exclusive per category		Technology	Photo Memory*	BOLD-tini (ice luge)*	Corporate Table
BENEFITS		\$4,500	\$4,500	\$4,500	\$2,500
B R A N D I N G	Logo displayed on ACG MN BOLD Awards webpage	•	•	•	
	Logo displayed on digital and printed marketing materials and mailings	•	•	•	
	Company name listed on event materials				•
	Logo printed on event signage	•	•	•	
	Logo on landing page (if applicable)	•	•	•	
	Logo on email announcements	•	•	•	
M E D I A	Logo included as Table Sponsor in the <i>Twin Cities Business Magazine</i> March 2018 BOLD supplement				•
	Logo included on ACG color ad in December and January local business publication	•	•	•	
	Social Media event blasts	•	•	•	
	New! Logo included on ACG Minnesota mobile app	•	•	•	
E V E N T	Recognition from podium	•	•	•	
	Complimentary BOLD Nominee Reception registrations	2	2	2	
	Complimentary BOLD Awards Ceremony registrations	2	2	2	10
	Reserved table with company name displayed on table				1
	Sponsor ribbon on name badge	•	•	•	•
	Opportunity to provide SWAG gift in gift bags	•	•	•	•

BOLD Awards "Partners in BOLD" - February 27, 2018		Investment Level
*Designated for past nominees, finalists and winners Show your support of the BOLD Awards. This opportunity is exclusive to past nominees, finalists and winners of the ACG Minnesota BOLD Award winners.		Partners in BOLD
BENEFITS		\$500
B R A N D I N G	Firm name on website and printed program	•
	Firm included in "Partners of BOLD" ad in the <i>Twin Cities Business Magazine</i> BOLD Supplement	•
	Complimentary BOLD Awards Banquet registrations	2

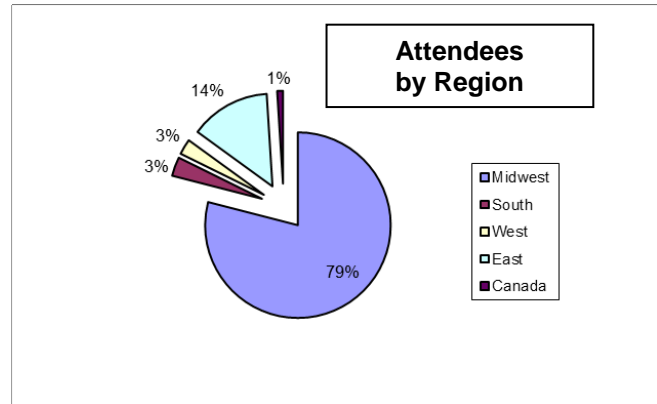
Upper Midwest Capital Connection

Minnesota’s Capital Connection provides a convenient meeting point for financial professionals looking for capital to fund a start-up, looking to grow and expand a prospering business and those looking to sell.

Attendees enjoy a day of golf, lawn bowling and the always-enjoyable craft brew, winery & distillery opening night reception. Our Private Equity event provides an open forum to hear about equity sourcing and current business owners’ experiences using private equity to fund their operations and expansions.

2017 Event Stats:

- Over \$240 Billion in Assets Under Management (AUM)
- Over 50 PE Firms
- 20 Intermediaries
- Over 500 Attendees



Capital Connection Sponsorships

Conference Sponsorships		Investment Level			
Industry exclusivity		Platinum	Gold	Silver	
BENEFITS		\$12,500	\$6,500	\$4,000	
B R A N D I N G	Logo prominently displayed on ACG MN Capital Connection webpage with hyperlink	•			
	Rotating banner on ACG MN Capital Connection webpage with hyperlink		•		
	Logo included in Sponsor section of the conference app	•	•	•	
	Logo displayed on digital and printed marketing materials and mailings	•	•	•	
	Logo on email announcements	•	•	•	
	Logo displayed on event signage	•	•	•	
	Logo on large-format presentation screens during keynote addresses (landing pages)	•	•	•	
	Logo on event bag	•			
	M E D I A	Logo to appear in local business publication ads	•	•	
		Logo included on full-page ad in national publication’s May and June issues	•	•	•
Two (2) full-page ads included in Program book		•			
One (1) full-page ad included in program book			•		
One (1) half-page ad included in program book				•	
New! Logo included on ACG Minnesota mobile app		•			
E V E N T	Recognition from podium	•			
	Reserved table during keynote presentations with company name prominently displayed on table	•			
	Pre-event registrant list for a one-time mailing	•			
	Sponsor ribbon on name badge	•	•	•	
	Complimentary conference registrations	6	4	2	
	Draped display table in main activity area of conference to distribute marketing materials	•	•		

Capital Connection Events

Golf Tournament		Investment Level			
<i>*Players must be registered for the Capital Connection or be a guest of the tournament sponsor</i>		Tournament Sponsor	Golf Hole* 4-Some	Golf Hole* Individual	Golf Hole
BENEFITS		\$15,000	\$1,300	\$700	\$525
B R A N D I N G	Logo on event signage	•			
	Logo on sponsored golf hole tee box sign	•	•	•	•
	Logo included on sidebar ad on Capital Connection webpage	•			
	Logo on printed marketing materials & mailings	•			
	Logo on email announcements	•			
M E D I A	Logo included in local business publication prior to event	•			
	Logo included on full-page ads in national publication's May and June issue	•			
	Acknowledgment in conference program book	•			
	Social Media mention/event blasts	•			
	New! Logo included on ACG Minnesota mobile app	•			
E V E N T	Recognition from closing reception	•			
	Opportunity to provide SWAG gift to golfers	•	•	•	•
	Golf play registrations	4	4	1	

Lawn Bowling		Investment Level
<i>*Reserved for Service Providers (industry exclusive, maximum of 3)</i>		Event Sponsor
BENEFITS		\$5,500
B R A N D I N G	Logo listed on agenda/event section of Capital Connection webpage	•
	Logo displayed on digital and printed marketing materials and mailings	•
	Logo on email announcements	•
	Logo included on event signage	•
M E D I A	Logo included on full-page ads in national publication's May and June issue	•
	Acknowledgment in conference program book	•
	Social Media mention/event blasts	•
	New! Logo included on ACG Minnesota mobile app	•
E V E N T	Reserved table at event	•
	Opportunity to distribute marketing materials (if space is available)	•
	Named signature cocktail or brew of your choice	•
	Complimentary registrations for lawn bowling	4

Capital Connection Events Cont'd

Opening Night Welcome Reception		Investment Level
<i>*Reserved for Investment Banks</i>		Event Sponsor
BENEFITS		\$2,000
B R A N D I N G	Logo included in event sponsor section of conference app	•
	Logo listed on agenda/event section of Capital Connection webpage	•
	Logo displayed on digital and printed marketing materials and mailings	•
	Logo on email announcements	•
	Logo included on event signage	•
M E D I A	Acknowledgment in conference program book	•
	Social Media mention/event blasts	•
	New! Logo included on ACG Minnesota mobile app	•
E V E N T	Sponsored table shared with local brewery/distillery/winery	•
	Opportunity to distribute marketing materials (if space is available)	•
	Complimentary registrations	3

Capital Connection Keynote Events

Capital Connection Breakfast Keynote Speaker		Investment Level
<i>*Maximum of 3 industry exclusive sponsors</i>		Event Sponsor
BENEFITS		\$2,500
B R A N D I N G	Logo displayed on large-format event signage	•
	Logo on large-format presentation screens during keynote address (landing pages)	•
	Logo included in event sponsor section of the conference app	•
	Logo listed in sponsor section of Capital Connection webpage	•
M E D I A	Acknowledgment in conference program book	•
	Company mention included with keynote speaker advertising material (when available)	•
	Social Media mention/event blasts	•
	New! Logo included on ACG Minnesota mobile app	•
E V E N T	Recognition from podium	•
	Reserved table during keynote presentation with company name prominently displayed	•
	Complimentary conference registration	2

Capital Connection Keynote Events Con't...

Capital Connection Lunch Keynote Speaker		Investment Level
<i>*Maximum of 3 industry exclusive sponsors</i>		Event Sponsor
BENEFITS		\$3,500
B R A N D I N G	Logo displayed on large-format event signage	•
	Logo on large-format presentation screens during keynote address (landing pages)	•
	Logo included in event sponsor section of the conference app	•
	Logo listed in sponsor section of Capital Connection webpage	•
M E D I A	Acknowledgment in conference program book	•
	Company mention included with keynote speaker advertising material (when available)	•
	Social Media mention/event blasts	•
	New! Logo included on ACG Minnesota mobile app	•
E V E N T	Recognition from podium	•
	Reserved table during keynote presentation with company name prominently displayed	•
	Complimentary Conference Registrations	2

Capital Connection Exhibitors

*These sponsorship options are available up until the Capital Connection cutoff date.

ACG CAPITAL CONNECTION® EXHIBITORS		Investment Level
<i>*Private Equity Groups and Lenders</i>		Exhibitor
<i>**Early-bird pricing is \$600 before May 1st!</i>		
BENEFITS		\$750
B R A N D I N G	Logo displayed on event signage	•
	Logo included in Capital Connection section of the conference app	•
	Logo listed on agenda/event section of Capital Connection webpage	•
	Logo displayed on digital and printed marketing materials and mailings	•
	Logo displayed on email announcements	•
M E D I A	Full-page company description in conference program book	•
	Social Media mention/event blasts	•
	New! Logo included on ACG Minnesota mobile app	•
E V E N T	Draped display table with company sign	•
	Opportunity to distribute marketing materials	•
	Complimentary Conference Registration	1

Capital Connection Exhibitors Con't...

ACG DEALSOURCE®		Investment Level
*Intermediaries **Early-bird pricing is \$500 before May 1 st !		Representative
BENEFITS		\$600
B R A N D I N G	Logo displayed on event signage	•
	Logo included in Capital Connection section of the conference app	•
	Logo listed on agenda/event section of Capital Connection webpage	•
	Logo displayed on digital and printed marketing materials and mailings	•
	Logo displayed on email announcements	•
M E D I A	Full-page company description in conference program book	•
	Social Media mention/event blasts	•
	New! Logo included on ACG Minnesota mobile app	•
E V E N T	Draped display table with company sign	•
	Opportunity to distribute marketing materials	•
	Complimentary Conference Registrations	1

Capital Connection Ala Carte

ACG Capital Connection® Marketing Opportunities		Investment Level
*Industry exclusivity		Event Sponsor
BENEFITS		\$2,500
W I F I	Custom splash page exposed to every Wi-Fi user upon access (600+ impressions)	•
	Event signage displaying logo with Wi-Fi instructions	•
	Wi-Fi password tied to company name	•
	Draped display table in main activity area of conference to distribute marketing materials	•
	Acknowledgment in conference program book	•
	Social Media mention/event blasts	•
	Complimentary Registrations	2

ACG Capital Connection® Marketing Opportunities		Investment Level
Powered by ACG Minnesota *Industry exclusivity		Event Sponsor
BENEFITS		\$2,500
A P P	Custom splash page ad exposed to every app user	•
	Logo displayed throughout app and event signage promoting app	•
	Logo on informational pre-event emails sent to all registrants	•
	Draped display table in main activity area of conference to distribute marketing materials	•
	Acknowledgment in conference program book	•
	Social Media mention/event blasts	•
	Complimentary registrations	2

Capital Connection Ala Carte Con't...

ACG Capital Connection® Networking Lounge		Investment Level
<i>*Limited to 2 service providers</i>		Event Sponsor
BENEFITS		\$1,500
N E T W O R K I N G	Company name and logo on table signage	•
	Acknowledgment in conference program book	•
	Social Media mention/event blasts	•
	Complimentary registrations	2
	Company name and logo in breakout room	•

ACG Capital Connection® Marketing Booths		Investment Level
<i>*Limited to 5 service providers</i>		Event Sponsor
BENEFITS		\$2,500
E X H I B I T	Skirted 6' table in main conference area	•
	Opportunity for representatives to provide marketing materials	•
	Exposure to 500+ attendees during breakfast, lunch and networking events	•
	Included in vendor section of the conference app	•
	Company name listed in conference program book	•
	Complimentary Registrations	2

Ala Carte Advertising

If your firm specializes in a related business activity that would benefit from exposure to our membership-especially related to specific events-we welcome you to place and ad where appropriate.

DIGITAL - Continuing Opportunities		Investment Level	
<i>*ACG Minnesota and ACG Global reserve the right to use prominent ad locations on webpages at any time. Event sponsors will always take precedence.</i>		Monthly	Yearly
PRODUCT/MEDIA			
D I G I T A L	728x90 leaderboard ad on ACG web pages (rotating with up to 5 ads)*	\$50	\$500
	Sidebar Media Rectangle 300x250 (rotating with up to 5 ads)*	\$25	\$250

Ala Carte Advertising Con't...

NEW! ACG APP - Continuing Opportunities		Investment Level
PRODUCT/MEDIA		Yearly
APP	Premier visibility and advertising/logo placement on mobile app *Year-round visibility	\$9,000



For web advertising inquiries, please contact:

Nicki Vincent, Executive Director
 ACG Minnesota
 612.590.1041 nicki@acgmn.org

2018 Sponsorship Commitment Menu

COMPANY NAME			LEVEL	PRICING	SELECT
ANNUAL SPONSORSHIP					
Platinum	\$6,000				
Gold	\$3,500				
Silver	\$2,000				
CORPORATE ROUNDTABLE					
Annual (all events)	\$9,500				
Single Event	\$2,750				
PRIVATE EQUITY					
Platinum	\$7,500				
Gold	\$5,500				
Silver	\$3,500				
YOUNG PROFESSIONALS					
Annual (all events)	\$8,500				
Networking Partner	\$2,000				
ACG Cup	\$2,500				
MN TWINS GAME W/TMA					
Event Sponsor	\$1,200				
WOMEN'S LEADERSHIP GROUP					
Platinum	\$5,000				
Gold	\$2,500				
FALL SOCIAL					
Platinum	\$5,000				
Gold	\$2,500				
BOLD NOMINEE RECEPTION					
Event Sponsor	\$10,500				
BOLD AWARDS CEREMONY					
Presenting	\$20,000				
Platinum	\$12,500				
Gold	\$6,500				
Silver	\$4,500				
Technology	\$4,500				
Photo Memory	\$4,500				
BOLD-tini	\$4,500				
Corporate Table	\$2,500				
Partners in BOLD	\$500				
CAPITAL CONNECTION – SPONSORSHIPS (IF STILL AVAILABLE) ARE OPEN UNTIL THE CAPITAL CONNECTION CUTOFF DATE					
Platinum	\$12,500				
Gold	\$6,500				
Silver	\$4,000				
Capital Connection Exhibitor (PE) (Early Bird \$600)	\$750				
DealSource (Early Bird \$500)	\$600				
Golf Tournament					
Sponsor	\$15,000				
Hole Sponsor +4	\$1,300				
Hole Sponsor +1	\$700				
Hole Sponsor	\$525				
LAWN BOWLING					
Sponsor	\$5,500				
OPENING NIGHT RECEPTION					
Table Sponsor	\$2,000				
BREAKFAST KEYNOTE					
Sponsor	\$2,500				
LUNCH KEYNOTE					
Sponsor	\$3,500				
NETWORKING BREAK					
Sponsor	\$2,500				
WIFI					
Sponsor	\$2,500				
CONFERENCE APP					
Sponsor	\$2,500				
EXHIBIT BOOTH					
Exhibitor	\$2,500				
ACG APP					
Year-Round Visibility	\$9,000				
FULL DAY WOMEN'S LEADERSHIP CONFERENCE					
Platinum	\$8,000				
Gold	\$5,500				
Silver	\$2,500				
Bronze	\$1,500				
Corporate Table	\$2,500				
Lunch	\$4,000				
Closing Reception	\$4,000				
Networking Lounge	\$750				
Refreshment Break	\$750				

2018 Commitment Form

Your sponsorship will not be accepted or secured until this 2-page, signed form is submitted to:

Nicki Vincent Email: Nicki@acgmn.org or Fax: 763-413-7328

Due Date: January 5, 2018

2018 COMMITMENT FORM					
NAME					NOTE: Sponsorship is offered on a first-come, first-served basis. 2017 Right of First Refusals MUST renew for 2018 by December 1, 2017
TITLE					
COMPANY (As it should appear on all collateral material)					
ADDRESS					
CITY STATE ZIP					
PHONE					TERMS: Upon receipt of the signed commitment form, ACG Minnesota will issue an electronic invoice and/or receipt for the sponsorship, emailed to the primary contact. Payment due in 30 days to guarantee sponsorship.
EMAIL					
WEBSITE OR URL (To Link To)					
MARKETING CONTACT NAME					
PHONE					
EMAIL					
FIRM WEBSITE					CHECKS MAILED TO: ACG MINNESOTA ATTN: NICKI VINCENT 2920 183RD AVE NE EAST BETHEL MN 55092
FIRM TWITTER HANDLE					
PAYMENT INFO	<input type="checkbox"/>	CREDIT CARD	<input type="checkbox"/>	CHECK	
CREDIT CARD #					
NAME ON CARD					
EXPIRATION DATE		3 DIGIT CODE			
AUTHORIZED SIGNATURE					
BILLING ADDRESS					