

ACG<sup>®</sup> Boston

SPONSORSHIP  
OPPORTUNITIES



ESTABLISHING BRAND AWARENESS AND FACILITATING RELATIONSHIPS  
WITH NEW ENGLAND'S MIDDLE-MARKET M&A COMMUNITY

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# ABOUT ACG BOSTON



OVER 35 YEARS OF HELPING DEAL PROFESSIONALS FOSTER TRUSTED NETWORKS IN THE NEW ENGLAND MIDDLE-MARKET M&A COMMUNITY.

At ACG Boston, we pride ourselves on our commitment to providing our sponsors with a concierge sponsorship experience. We treat every sponsor as a unique partner, and we work with them to identify their marketing needs, recommend the best channel to meet those needs, and then determine what else we can do to exceed their expectations. By taking the time to truly understand our sponsor partners' marketing objectives, we are better able to make recommendations as unique opportunities become available. Be it a hosting opportunity for a new event, a speaking role that highlights the firm's expertise, or something as simple as a referral, our goal of over-delivering is our driving force.



# ABOUT ACG BOSTON

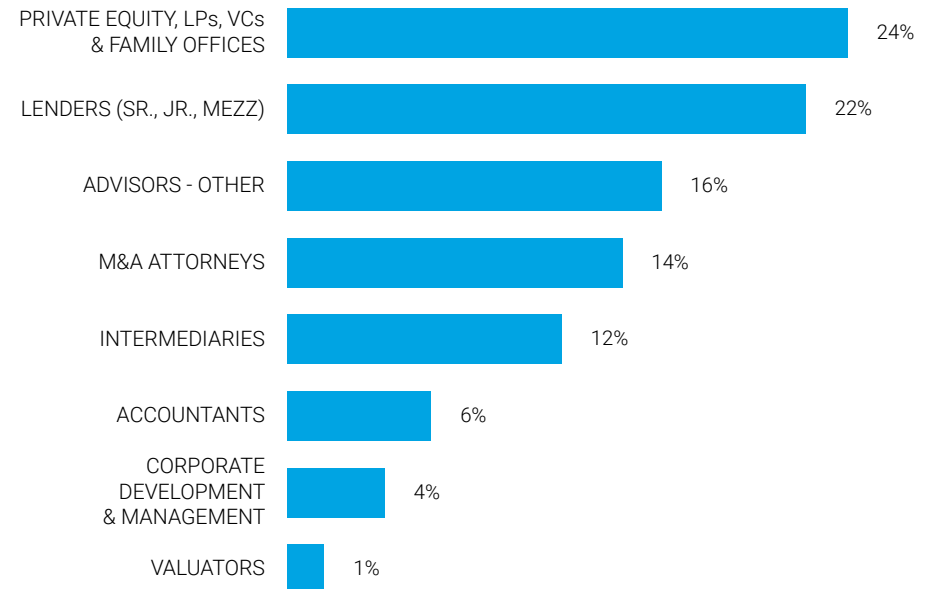
Our audience represents every segment of the deal:



Sponsorship at the local chapter level allows firms to leverage ACG Boston's targeted network, establish a strong presence in the community and build mutually beneficial relationships that can lead to valuable new business opportunities.



OVER 500 MEMBERS  
3000 ANNUAL EVENT ATTENDEES



Membership as of 10/2017

# ACG BOSTON EVENT SERIES

ACG Boston events are designed to provide educational and networking opportunities to deal professionals directly involved in sourcing, financing or executing M&A transactions. Our event attendees have more opportunities to meet other dealmakers in the New England area and build the kinds of relationships that matter most.



**Networking Breakfasts & Nights** - the signature ACG Boston events that bring together attendees for bi-monthly speaker breakfasts and evening networking.

**Deal Hunters Events** - a series of networking events geared toward young and mid-level professionals who are directly involved in M&A transactions.

**Women's Connection Events** - a series of networking and speaker events connecting women in New England's M&A community.

**The BIG Deal** - an annual, invitation- and members-only networking reception for 200+ senior-level investment bankers, private equity investors and corporate development professionals.

**ACCELERATOR** - a three day leadership development program for rising leaders in the M&A community to develop the skills needed to be strong future leaders, and jump start the growth of their networks of M&A peers.



**M&A Outlook Conference** - a half-day event featuring industry experts who examine today's M&A market with a focus on where the dealmaking is likely to be hottest in the future.

**ACG New England Fall Conference** - a two day event co-hosted by ACG Boston & ACG Connecticut in Newport, RI, bringing together over 130 M&A professionals from across New England for industry updates & intimate networking after the summer.

**DealFest Northeast** - a two-day event that includes DealFest, the largest M&A beer tasting in the Northeast, and DealSource Select, a day of meetings for select capital providers, investment bankers and corporate development professionals.

**ACG Northeast Dealmaking at the Mountain** - an annual three-day conference co-hosted by ACG's northeast chapters at the exclusive Hermitage Club in Vermont that provides more intimate networking on and off the slopes.

# ANNUAL SPONSORSHIP

Maximum exposure to the ACG Boston audience over the course of the year (January to December). Annual sponsors receive prominent recognition on our website and social media, in marketing materials, and at our Networking Breakfasts and Networking Nights, which attract 100+ deal professionals each month. *Industry exclusive. Limit 5 total annual sponsors.*

	BENEFITS	ANNUAL
ANNUAL EXPOSURE (JANUARY - DECEMBER)	Seat on Networking Breakfast planning committee	•
	Logo & link in 45 email blasts sent to 8000+ recipients (~360,000+ emails in total)	•
	Logo & link on homepage and event pages	•
	Social media mentions	4
	Article (press release, thought leadership piece, article, etc.) in ACG Boston News & Trends section of website	1
	1 year membership	1
	Member rate to events for all firm employees*	•
ONSITE RECOGNITION & VIP CONNECTIONS	Sponsorship of C-Series Breakfast & Networking Night series (5 breakfasts & 4 networking events):	•
	- Personal Sponsor Concierge: senior leadership member assigned to sponsor firm to facilitate introductions in ACG community & help firm maximize overall sponsor value	•
	- Logo on signage & multimedia screens	•
	- Event tickets for firm	2 / event
	- VIP speaker access (breakfasts)	•
	- Attendee list with contact info	•
	Featured C-Series Breakfast Sponsor (1 per year):	•
	- Separate space for marketing materials	•
	- Exclusive recognition in event handout (logo, company description, contact info)	•
	- Opportunity to address the audience / intro speaker	•
ADDITIONAL ACCESS	Negotiable rate for additional sponsorships	•
ANNUAL PRICING		\$15,000

\* Does not include by-invitation-only events organization would not normally be qualified to attend.

# EXCLUSIVE MEMBERS-ONLY EVENT

**The BIG Deal (January 16, 2018)** - ACG Boston's most exclusive event, The BIG Deal is an annual invitation- and members-only networking reception for senior-level investment bankers, family offices, private equity investors and corporate development professionals. Event sponsors have exclusive category access to this event, which draws 200+ attendees annually.

BENEFITS		LEVEL	
		PREMIUM	SPONSOR
PRE-EVENT EXPOSURE	Right of first refusal for the subsequent year's event sponsorship renewal	•	
	Industry exclusivity as event sponsor	•	•
	Logo & link in email blasts to 700+ recipients	Prominent Logo	•
	Logo & link on event page	Prominent Logo	•
	Social media mentions	2	2
ONSITE RECOGNITION & VIP CONNECTIONS	Dedicated space for marketing materials	Prominent Location	•
	Logo on signage	Prominent Logo	•
	Event tickets for firm	6	4
POST-EVENT ACCESS	Attendee list with contact info	•	•
PRICING		\$7,000	\$5,500

*Premium Package is a limited time offer: Premium Package pre-sale begins (October 20, 2017) and expires 2 weeks after sales opening date. Available on a first-come, first-serve basis. Sponsorship Package goes on sale once Premium Package pre-sale period expires (on November 3, 2017). Available on a first-come, first-serve basis. If Premium Package is already sold within industry category, Sponsorship Package will no longer be available for that industry.*

# REGIONAL WINTER EVENT

**ACG Northeast Dealmaking at the Mountain (January 28-30, 2018 | The Hermitage Club, VT)** - an annual regional event with 120+ attendees from ACG Boston, New York, Connecticut, New Jersey & Philadelphia at the Hermitage Club in Wilmington, Vermont.

BENEFITS		LEVEL				ACTIVITY (ONLY AVAIL. AS ADD-ON)
		PE/IB 1:1 MEETINGS (INDUSTRY EXCL.)	EXTREME NASTAR (INDUSTRY EXCL.)	BLACK DIAMOND	SUPPORTING	
PRE-EVENT EXPOSURE	Logo & link in email blasts to 10,000+ recipients across 5 ACG chapters	•	•	•	•	<p>Sponsor of non-skiing activity of your choice (snow mobile tours, snow shoeing tour, onsite ski waxing/sharpening etc.).</p> <p>Invite select attendees of your choice to join you in an organized winter activity.</p> <p>Only available as add-on to other sponsor level.</p>
	Logo & link on ACG Boston & ACG New York event pages	•	•	•	•	
	Social media mentions	•	•	•	•	
ONSITE RECOGNITION & VIP CONNECTIONS	Exhibitor table to display marketing materials or branded giveaway	•	•	•		
	Logo on signage, print materials & multimedia screens onsite	•	•	•	•	
	Brief speaking opportunity		•			
	Complimentary passes to event, incl. lift tickets (lodging not included)	2 (\$1,000 value!)	2 (\$1,000 value!)	1 (\$500 value!)	1 (\$500 value!)	
	Extreme NASTAR sponsorship includes: signage/branding at race & opportunity to announce winners of race & award grand prize		•			
Activity sponsorship includes: signage/branding at activity & opportunity to provide activity to attendees						
PE/IB Meetings sponsorship includes: exclusive sponsor of invite only PE/IB 1:1 meetings, signage/branding in room & opportunity to participate in meetings w/ PEs & IBs on Monday	•					
POST-EVENT ACCESS	Attendee list with contact info	•	•	•		
PRICING		\$3,500	\$3,000 + PURCHASE OF NASTAR GRAND PRIZE	\$2,000	\$1,000	ACTIVITY COST RESPONSIBILITY OF SPONSOR

# NEW ENGLAND CONFERENCE

**ACG New England Fall Conference (September 2018 | Newport, RI)** - an annual regional event hosted by ACG Boston and ACG Connecticut in Newport, RI, featuring a traditional New England clambake, exclusive events and more, with 120+ attendees.

BENEFITS		LEVEL			
		SILVER	GOLD	CLAMBAKE SPONSOR	PE/IB/FAMILY OFFICE INVITATION ONLY BREAKFAST SPONSOR
EVENT EXPOSURE	Logo & link in all pre-event marketing materials & emails (both ACG Boston & ACG Connecticut)	•	•	•	•
	Tickets to the conference	1	2	2	2 <i>(includes access to VIP breakfast for 2)</i>
	Signage onsite	•	•	• <i>(at clambake)</i>	• <i>(and at VIP breakfast)</i>
	Logo in onsite multimedia screens	•	•	•	•
	Marketing table onsite		•	• <i>(at clambake)</i>	•
	Opportunity for giveaway item or branded item		•	• <i>(at clambake)</i>	• <i>(at breakfast)</i>
	Attendee list with contact information	•	•	•	•
	Industry exclusivity			•	• <i>(as VIP breakfast sponsor, co-hosted with ACG Boston)</i>
PRICING		\$1,500	\$2,500	\$3,500	\$3,500



# LEADERSHIP DEVELOPMENT PROGRAM

**ACCELERATOR Program (August 1-3, 2018 | Portsmouth, NH)** - ACCELERATOR is a three day leadership development program for rising leaders in the M&A community to develop the skills needed to be strong future leaders, and jump start the growth of their networks of M&A peers. Participants must be nominated by a senior-level member of their firm or the M&A community.

BENEFITS		ANNUAL
EVENT EXPOSURE	Logo on website, in email marketing, and onsite in signage, program & multimedia screens	•
	Opportunity to provide giveaway item / hotel welcome bag to participants	•
	Includes 1 spot for qualified candidate to participate in the program (\$975 value)	•
	Opportunity to have company representative address participants at welcome dinner	•
	Work with planning committee to develop curriculum & recruit speakers (senior-level professional from firm can be considered as possible speaker, subject to committee approval)	•
	Attendee list with contact information	•
	Sponsor industry exclusivity	•
PRICING		\$2,500

# ANNUAL CONFERENCE

**M&A Outlook Conference (March 7, 2018 | The UMass Club)** - The M&A Outlook Conference is a half-day event featuring industry experts who examine today's M&A market, how the current economic climate is affecting dealmaking, and where the deals will be coming from in the future.

BENEFITS		LEVEL	
		PRESENTING	SUPPORTING
PRE-EVENT EXPOSURE	Industry exclusivity at sponsor level	•	
	Seat on planning committee to help shape content	•	
	Name or logo & link in email marketing, event page & social media	•	•
	Article or ad on ACG Boston website	1	
ONSITE RECOGNITION & VIP CONNECTIONS	Opportunity to briefly mention firm on stage & introduce a speaker	•	
	Dedicated space for marketing materials onsite	Prominent	•
	Company profile in onsite handout	•	
	Complimentary conference tickets	6	3
POST-EVENT ACCESS	Attendee list with contact information in excel format	•	•
PRICING		\$6,500	\$3,500

# TARGETED EVENT SERIES

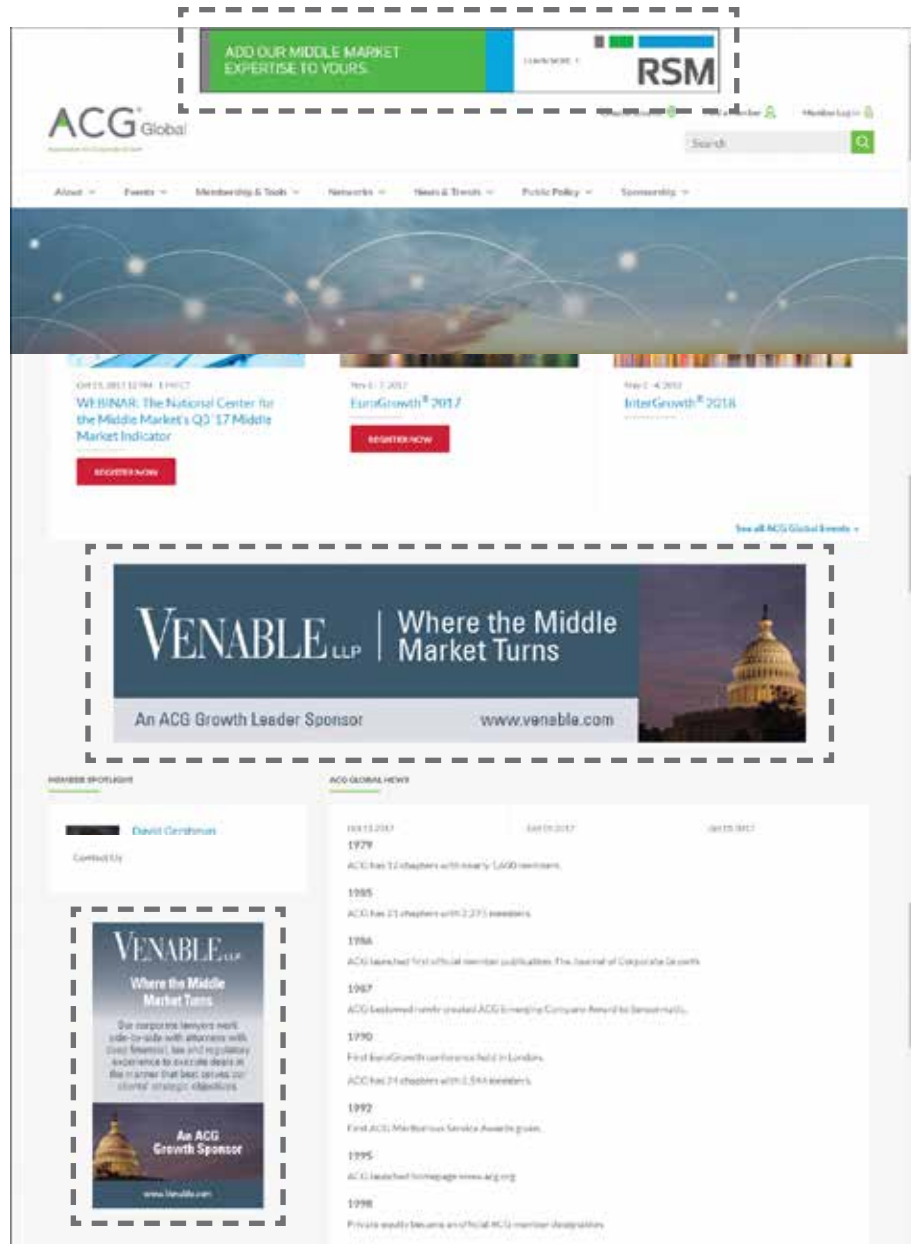
**Deal Hunters** - an event series for young and mid-level professionals offering 4 events throughout the year. Draws 40-100 attendees, depending on format.

**Women's Connection** - a networking and speaker event series connecting the women in New England's middle-market M&A community.

BENEFITS		DEAL HUNTERS SERIES SPONSOR	WOMEN'S CONNECTION EVENT SPONSOR
PRE-EVENT EXPOSURE	Seat on planning committee	•	•
	Logo & link in email blasts (DH: 1000+ recipients / WC: 700+)	•	•
	Logo & link on event page	•	•
	Social media mentions	4	2
ONSITE RECOGNITION & VIP CONNECTIONS	Dedicated space for marketing materials / or opportunity for giveaway item	•	•
	Logo on signage	•	•
	Event tickets for firm	2	2
	1 year membership for a young professional at firm	1	n/a
	Tickets to other ACG Boston events for firm's young professionals	4	n/a
	Brief opportunity to address audience	n/a	When Hosting
	Sponsor of ACCELERATOR Program	•	n/a
	Category exclusivity	•	•
POST-EVENT ACCESS	Attendee list with contact info	•	•
PRICING	1 YEAR	\$7,500	HOST IN SPACE AND/OR COVER FOOD & BEVERAGE COSTS

# DIGITAL ADVERTISING

Leverage your brand and enhance your exposure to New England's middle-market M&A community by advertising digitally across ACG Boston's website, emails and social media platforms.



## WEBSITE (WWW.ACGBOSTON.ORG)

Ad: Billboard - 970x250 \$350/month

*Displays in middle of homepage & middle of all section overview pages*

Ad: Leaderboard - 728x90 \$300/month

*Displays at the top of every page of the website*

Ad: Skyscraper - 240x400 \$250/month

*Displays below the left navigation on interior pages*

## NEWS & TRENDS SECTION

Article Post \$750/article

*Includes posts on Twitter, Facebook and LinkedIn*

## LINKEDIN GROUP

Article Post \$450/post

*Includes posts on Twitter & Facebook*

ACG<sup>®</sup> Boston

# DEALFEST

N O R T H E A S T

JUNE 13 & 14, 2018 | THE CYCLORAMA & STATE ROOM | BOSTON, MA

DealFest Northeast is the largest M&A block party in the northeast, bringing together **over 600 middle-market deal professionals** – capital providers, intermediaries, transaction advisors and strategics – from all over the country to network, discover new partners, and identify untapped sources of dealflow.

**Download the DealFest Northeast 2018 Sponsorship Brochure at:**

**<https://goo.gl/8yXfpo>**