

2020

ACG[®] Minnesota

SPONSORSHIP PROSPECTUS

2020 Program Benefits



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WELCOME

ACG Minnesota is 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. We have a vibrant M&A community and seek educate members and dealmakers on current trends and best practices.

This year we will continue to concentrate on Minnesota's middle and lower middle markets. 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 also collaborate with local complimentary organizations to engage and foster new relationships and members. Our corporate only sessions 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 400 members locally, 15,000 globally, and over 90,000 dealmakers in our network. Locally we have roughly 10,000 contacts who are active in the Midwest deal-making community. This vast exposure to dealmakers and those who work on corporate transactions will be impactful to you and your organization. Please join ACG MN and raise your profile with us.

ABOUT US

Our membership consists of over 400 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 private equity folks, investment bankers, owner/operators and all the professionals service partners including but not limited to accountants, attorneys, advisors, commercial real estate, insurance, talent search firm, educators as well as c-suite individuals.

- Over 10,000 contacts in mailing list.
- Over 136,519 ACG emails have been opened in the past year, which is a 18.51% open rate.
- 50+ events are hosted each year including a dozen partner events with local organizations.
- Monthly event attendance averages over 325 persons.
- 2019 Upper Midwest Capital Connection hosted over 425 attendees with 40 exhibiting private equity firms, and 20 investment banking firms participating in DealSource.
- Our partnership and collaboration with local organizations gives your firm even more exposure and brand awareness in the deal making community.

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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 to reach our target audience.

Finance & Commerce	<u>Stats:</u> <ul style="list-style-type: none"> • Page views 150,000 • Unique visitors 125,000 • Twitter followers 27,500 • Email Opens 40,500 • Daily newspaper readership 4,500 	<u>Benefits:</u> <ul style="list-style-type: none"> • ACG's partnership gives access to Top Women in Finance • Estimated value of average reader portfolio \$1.2MM • Partnerships with Rising Young Professionals • Partnership with Minnesota Icons
Middle Market Growth Magazine	<u>Stats:</u> <ul style="list-style-type: none"> • Official ACG Magazine • Over 14,500 national ACG members plus an additional 75,000 non-member subscriber base 	<u>Benefits:</u> <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 been featured • ACG Minnesota events included on events calendar
Minneapolis St Paul Business Journal ("MSPBJ")	<u>Stats:</u> <ul style="list-style-type: none"> • Print subscriber circulation is 13,723 • Web traffic 2.2M page views • Web traffic 745,591 visits • Unique Visitors 400,000 • 80-90% open rate 	<u>Benefits:</u> <ul style="list-style-type: none"> • 37% subscribers are dual print & digital • National Reach • Subscribers are engaged across multiple industries
Minnesota Precision Manufacturing Association ("MPMA")	<u>Stats:</u> <ul style="list-style-type: none"> • 21,000 Readership • Print Circulation 7,000 • Over 1000 monthly website visitors • Facebook & Twitter followers 2,200 	<u>Benefits:</u> <ul style="list-style-type: none"> • 71% of readers are executives or management level staff • 52% of readers use MPMA to assist in purchasing decisions
Twin Cities Business Magazine:	<u>Stats:</u> <ul style="list-style-type: none"> • 52,000 unique website visitors • Over 30,000 subscribers • Monthly readership of 110,000 • 15,000 Briefcase subscribers • 120,000-150,000 monthly impressions 	<u>Benefits:</u> <ul style="list-style-type: none"> • BOLD Awards ads received over 228,000 impressions • E-Newsletter is delivered to over 15,000 inboxes • BOLD Special Supplement in over 30,000 copies
Other media partners include: <ul style="list-style-type: none"> • StarTribune.com • Buyouts Magazine • PEHubwire.com • M&A Magazine • Themiddlemarket.com • Pitchbook 		

ONLINE AND SOCIAL MEDIA EXPOSURE

ACG Minnesota hosts a variety of events so our members have the opportunity to learn from the experts and connect to each other in person. Our average member attends 9 events per year and with over 400 members, there is value in the variety and consistency of attendees that makes for inspired event interaction.

In addition to in-person events, our online and social media content provides members with a great deal of value. Our website and social media are all ways members stay informed, plan ahead to attend our events and keep engaged even when they can't be present. Here's how your company or organization can tap into ACG Minnesota's audience.

WEBSITE: Our website features our calendar of events, membership benefits, news and trends, awards and event recaps. See our website advertising rates on page 24 and reach your target audience with effectively placed messaging and visuals, backed by these stats:

WEBSITE STATS acg.org/minnesota

- 7th most visited ACG Chapter website
- 32,486 Pageviews (1/1/19-8/31/19)
- 9,424 unique users
- 30.1% new users
- 59.76% of our users are from the Minneapolis/St. Paul area
- 18.29% of our users are from other large U.S. metro areas

SOCIAL MEDIA: We have so many amazing connections to make between our members, sponsors, partners, collaborators and the local business media! Through our social media, we connect everyone who touches ACG MN, we highlight our events, member achievements and opportunities and make it shareable and accessible. We've invested in photographers and storytellers to create compelling content that is about our members, and we elevate that for the public and business community. As part of your sponsorship, you'll be included in our content on all social media channels and content types will vary by level.

SOCIAL MEDIA STATS

				
ACGMinnesota 318 followers 280 likes	ACG_Minnesota 59 followers	ACGMN 213 followers 225 members	ACGMinnesota 135 followers 56% increase from 2018	ACGMinnesota 721 followers 18% increase from 2018

2020 CALENDAR OF EVENTS

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



2019-2020 PROGRAMMING SCHEDULE

MONTHLY MEETINGS

- OCTOBER 15, 2019 • Opportunity Zones and What You Need to Know
- NOVEMBER 19, 2019 • Evolution of Private Capital Financing Decisions
- DECEMBER 17, 2019 • Workspace Strategies for Today
- JANUARY 21, 2020 • Economist Benjamin Tal, CIBC
- MARCH 17, 2020 • Growing Your Brand
- APRIL 21, 2020 • Trends in Corporate Strategy
- MAY 19, 2020 • BIG Data: Making it Work for You
- SEPTEMBER 15, 2020 • TBD
- OCTOBER 20, 2020 • TBD
- NOVEMBER 17, 2020 • TBD
- DECEMBER 15, 2020 • TBD

WOMEN'S LEADERSHIP SERIES

- NOVEMBER 12, 2019 • Emily Pritchard, The Social Lights
- JANUARY 28, 2020 • Wendy Nelson, Carlson and the Carlson Family Foundation
- MARCH 5, 2020 • AIM Women's Leadership Conference
- APRIL 28, 2020 • Dayna Frank, First Avenue Productions
- SEPTEMBER 15, 2020 • Kristin Tombers, Clancey's
- NOVEMBER 10, 2020 • Jean Taylor, Star Tribune Media Company

CORPORATE CONNECTIONS BREAKFASTS

- DECEMBER 5, 2019 • John Hacker, Design Ready Controls
- MARCH 12, 2020 • Jennifer Smith, Innovative Office Solutions
- JUNE 4, 2020
- SEPTEMBER 10, 2020
- DECEMBER 3, 2020



2019-2020 PROGRAMMING SCHEDULE

YOUNG PROFESSIONALS

- NOVEMBER 7, 2019 • Networking Social
- FEBRUARY 2020 • Timberwolves Suite
- APRIL 23, 2020 • Mixology Event
- JUNE 2020 • Padelford Riverboats
- NOVEMBER 2020 • Networking Social

SPECIAL EVENTS

- OCTOBER 10, 2019 • Owners Forum
- OCTOBER 24, 2019 • Sponsorship Kickoff
- DECEMBER 11, 2019 • Members Only Holiday Social
- JANUARY 9, 2020 • BOLD Awards Nominee Reception
- FEBRUARY 25, 2020 • BOLD Awards
- MAY 2020 • Twins Game
- JUNE 8/9, 2020 • Upper Midwest Capital Connection
- AUGUST 5, 2020 • Summer Social
- SEPTEMBER 10, 2020 • Fall Social
- FALL 2020 • Private Equity Summit
- OCTOBER 8, 2020 • Sponsorship Kickoff
- DECEMBER 9, 2020 • Member Only Holiday Social

CORPORATE DEVELOPMENT FORUM

2020 DATES TO COME

CONNECT WITH US ON SOCIAL MEDIA



*Dates subject to change.

100119

GET INVOLVED!



ANNUAL SPONSORSHIPS

We appreciate your ongoing support and will reciprocate by providing maximum brand exposure at our events, on our website, social media and on other published media shared with our members, guests, business media and business audiences. 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.

<i>Year-round visibility, typically 3rd Tuesday of the month</i>			
<i>Average attendance: 100-150</i>			
<i>Venue: Windows on Minnesota, IDS Center and other various locations</i>			
		Investment Level	
BENEFITS	PLATINUM \$6,000	GOLD \$4,000	SILVER \$2,500
BRANDING			
Logo prominently displayed on ACG MN website homepage w/hyperlink	•		
Logo displayed on ACG MN website sponsor page	•	•	•
Logo displayed on digital and printed marketing materials and mailings	•	•	
Logo displayed on email announcements	•	•	•
Logo displayed on event signage	•	•	
Logo on landing page (when applicable)	•		
MEDIA			
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	•		
EVENT			
Recognition from podium	•		
Complimentary event registrations per year (for use at monthly luncheons)	8	6	3
Sponsor ribbons on name badges	•	•	•
Opportunity to distribute marketing material (when appropriate)	•		
Opportunity to distribute swag/giveaways (when appropriate)	•	•	•

Testimonials

"Within 6 months of joining ACG Minnesota, I have not only received a positive ROI, but have made connections that have led to new opportunities in volunteering, social connections, networking and new business development. In one quarter, my team had the opportunity to bring on 4 new clients that were introduced to our team through our membership in ACG Minnesota. The events are engaging, the networking is on purpose, and every time I walk out of an ACG event I am in disbelief that it was better than the last. Thank you to the team at ACG Minnesota for hosting events that people want to come to."

"I live in Arizona and we are expanding our services to the Southwest. Your introduction to the AZ ACG Leadership Team has been very instrumental to starting our relationship building. I want to thank you very much for making a DIFFERENCE!"



CORPORATE CONNECTIONS

Executives explore best practices and share insights for growth at our Corporate 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.

<i>Sponsorship per event, held quarterly</i> <i>Average attendance: 15-30</i> <i>Venue: Golden Valley Country Club and other various locations</i>	
	Investment Level CORPORATE SPONSOR \$3,000
BENEFITS	
BRANDING	
Logo prominently displayed on Corporate Connections event page 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)	•
MEDIA	
Logo included in monthly ad in local business publication (when available)	•
Social Media mention/event blasts	•
EVENT	
Recognition from podium	•
Complimentary event registrations (for use at Corporate Roundtable)	2
Sponsor ribbon on name badge	•
Opportunity to distribute marketing material/giveaways (when appropriate)	•

Testimonials ...

“Before discovering ACG MN, I had no idea groups like this existed. I am thrilled to be a part of this amazing network and community of resources and experts to navigate the complicated business of being a business owner.”

“One day after attending the Owners Forum, I sat down and wrote out my businesses core values to ‘live, breathe, hire and fire by’ in about 10 minutes. This has been on my to do list for 12 years”

“I want to tell you how great the corporate events are and how much I appreciate everything you/ACG does for me and really everyone, it is an amazing group of sincere, dedicated and supportive professionals willing to lift each other up in the pursuit of corporate growth”



PRIVATE EQUITY SUMMIT

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.

<i>Once a year event, Fall 2020</i>			
<i>Average attendance: 200+</i>			
<i>Venue: Windows on Minnesota, IDS Center</i>			
		Investment Level	
BENEFITS	PLATINUM \$10,000	GOLD \$6,500	SILVER \$3,500
BRANDING			
Logo prominently displayed on Private Equity event page 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 available)	•	•	•
Logo included on ad in business publication (as available)	•		
Social Media mention/event blasts	•	•	
EVENT			
Recognition from podium	•		
Opportunity to provide content specialists and participants	•		
Complimentary event registrations (PE event only)	8	5	3
Pre-event registrant list for a one-time mailing	•		
Sponsor ribbon on name badge	•	•	•
Opportunity to distribute marketing materials (when appropriate)	•		
Opportunity to distribute swag/giveaways (when appropriate)	•	•	•

Testimonials ...

“I loved hearing the owners stories at the private equity summit. How they navigated the sale of their companies to private equity when they didn't know what they were doing.”

“It's so refreshing to hear from real business owners walk through what was probably the biggest transaction of their life.”



YOUNG PROFESSIONALS

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.

<i>Multiple events throughout the year, ACG Cup February 13, 2020</i> <i>Average attendance: 25-100</i> <i>Venues: Vary</i>			
	BESTVALUE	Investment Level NETWORKING	ACG CUP
BENEFITS	ANNUAL All YP/ACG Cup \$2,500	PARTNER Per event \$500	PARTNER \$500
BRANDING			
Logo prominently displayed on ACG MN YP event page with hyperlink	•	•	
Logo displayed on digital/printed marketing materials, mailings and email announcements	•	•	•
Logo on event signage	•	•	•
Opportunity to author featured article shared on ACG MN YP webpage and social media	•		
Social Media mention/event blasts	•	•	•
EVENT			
Opportunity to host an invitation-only YP networking event	•		
Recognition from podium	•	•	•
Complimentary event registrations (per year – Diamond /per event for YP Networking Partner for use at YP events)	4	2	
Pre-event registrant list for a one-time mailing	•	•	
Sponsor ribbon on name badge	•	•	•
Opportunity to distribute marketing material/giveaways (when appropriate)	•	•	•
ACG CUP			
Recognition from podium	•	•	•
Opportunity to provide judge at ACG Cup Competition Events	•		•
Opportunity to distribute marketing materials/host table at Cup Events	•		•
Invitation to post-event reception	•		•

Testimonials ...

“ACG is the best place to meet today’s top professionals and grow your network. I’ve been impressed by every person I meet. I’m excited to continue meeting more quality professionals at future ACG events. “

“I have been a member of ACG for several years now and have been a part of the YP committee since it started. In my opinion, it is one of the best networking opportunities to meet new and old members of ACG. It’s a place where people can come to network at all stages of their career and feel welcome and involved. The YP of ACG has definitely had an impact on my personal life and professional career.”

“It’s where exceptional Young Professionals come to socialize and build their professional network.”



SPECIAL EVENT: MINNESOTA TWINS GAME

May 2020
 Average attendance: 250
 Venue: Budweiser Deck, Target Field

		Investment Level EVENT SPONSOR \$3,000
BENEFITS		
BRANDING		
Logo prominently displayed on event page with hyperlink		•
Logo displayed on digital and printed marketing materials and mailings		•
Logo on email announcements		•
Logo on event signage		•
MEDIA		
Social Media mention/event blasts		•
EVENT		
Complimentary event registrations		3
Opportunity to hold a drawing and/or giveaway at the event		•



SPECIAL EVENT: PRIVATE EQUITY SOCIAL

Once a year event, Spring 2020
 Average attendance: 25-30
 Venue: Mercy Restaurant, The Library Lounge

		Investment Level EVENT SPONSOR <i>industry exclusive</i> \$3,500
BENEFITS		
BRANDING		
Logo prominently displayed on Corporate Connections event page 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)		•
MEDIA		
Logo included in monthly ad in local business publication (when available)		•
Social Media mention/event blasts		•
EVENT		
Recognition from podium		•
Complimentary event registrations (for use at Corporate Roundtable)		2
Sponsor ribbon on name badge		•
Opportunity to distribute marketing material/giveaways (when appropriate)		•

Testimonial ...

“The TWINS game is one event I never miss! The networking is great in a relaxed environment and fun crowd.”



SPECIAL EVENT: SUMMER SOCIAL

August 5, 2020
 Average attendance: 150
 Venue: The Minneapolis Club

BENEFITS	Investment Level	
	PLATINUM \$3,500	GOLD \$2,500
BRANDING		
Logo prominently displayed on event page 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	•	•
MEDIA		
Logo included in local business publication ad prior to event	•	
Social Media mention/event blasts	•	•
EVENT		
Complimentary event registrations	5	3
Pre-event registrant list for a one-time mailing	•	
Sponsor ribbon on name badge	•	•



SPECIAL EVENT: FALL SOCIAL

September 10, 2020
 Average attendance: 150
 Venue: Seven Steakhouse Sushi & Rooftop Ultra Lounge

BENEFITS	Investment Level	
	PLATINUM \$3,500	GOLD \$2,500
BRANDING		
Logo prominently displayed on event page 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	•	•
MEDIA		
Logo included in local business publication ad prior to event	•	
Social Media mention/event blasts	•	•
EVENT		
Complimentary event registrations	5	3
Pre-event registrant list for a one-time mailing	•	
Sponsor ribbon on name badge	•	•

Testimonial ...

“The hospitality at ACG Minnesota is unmatched at any other event in the Twin Cities.”



WOMEN'S LEADERSHIP SERIES

ACG Minnesota and Corvus North partner together to bring you top women leaders who speak on the challenges and successes they face in running their organizations.

<i>Bi-monthly events</i> <i>Average attendance: 50-350</i> <i>Venues: Vary</i>			
		Investment Level	
	BEST VALUE		
	DIAMOND WLS/AIM <i>industry exclusive</i>	PLATINUM	GOLD
BENEFITS	\$12,500	\$5,500	\$3,000
BRANDING			
Industry exclusive	•	•	
Logo prominently displayed on event page 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	•	•	•
MEDIA			
Social Media mention/event blasts	•	•	•
Local business publication ad opportunities (when available)	•	•	
EVENT			
Recognition from podium	•	•	
Complimentary event registrations (for use at Women's events excluding conference)	4	4	2
Opportunity to host an invitation-only women's leadership group event	•		
One (1) reserved table for 10 at AIM Conference with logo prominently displayed	•		
Pre-event registrant list for a one-time mailing	•	•	
Opportunity to distribute marketing materials (when appropriate)	•	•	
Opportunity to distribute swag/giveaways (when appropriate)	•	•	•

Testimonials ...

"This was my first time attending this event and I thought it would just be a networking opportunity but turned out to be so much more. I didn't think I would be inspired in a way that brought me to tears."

"Great, inspiring speakers who were also real, honest, vulnerable. So refreshing and inspiring!"



AIM: A WOMEN'S LEADERSHIP CONFERENCE

ACG Minnesota's Women's Leadership Initiative will partner with Corvus North to hold a full-day Women's Leadership Conference on March 5, 2020.

<i>AIM Full Day Women's Leadership Conference, March 5, 2020</i>					
<i>Average attendance: 300+</i>					
<i>Venue: Minneapolis Hyatt Regency</i>					
BENEFITS	Investment Level				
	BEST VALUE DIAMOND WLS/AIM industry exclusive	PLATINUM industry exclusive	GOLD	SILVER	BRONZE
<i>to build your brand awareness and visibility at the event</i>	\$12,500	\$8,000	\$6,000	\$3,000	\$2,000
BRANDING					
Industry exclusive	•	•			
Logo prominently displayed on event page with hyperlink	•	•			
Logo prominently displayed on event sponsor page	•	•	•	•	
Logo on digital and printed marketing materials and mailings	•	•	•		
Company name listed on event materials				•	•
Logo on event signage	•	•	•		
Logo on large-format presentation at event	•	•	•		
MEDIA					
Advertising in a local business publication	•	•			
Social Media mention/event blasts	•	•	•	•	•
EVENT					
Recognition from podium	•	•			
Complimentary event registrations	10	8	6	4	2
One reserved table with company logo displayed on table	•	•			
Pre-event registrant list for a one-time mailing	•	•			
Opportunity to provide company marketing material	•	•			
Opportunity to host an invitation-only women's leadership 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	•	•	•	•	•

Testimonials ...

"As a business owner, there are few activities where I can commit to a full day away from my work. This event was more than worth it!! The speakers were so engaging and I left feeling like my brain (and heart!) got bigger."

"Great speaker lineup! Valuable and diverse content!"

"The diversity panel was what I expected the whole day to be. It was amazing, inspiring and insightful."

[DAY OF CONFERENCE OPPORTUNITIES]

AIM Full Day Women's Leadership Conference, March 5, 2020
 Average attendance: 300+
 Venue: Minneapolis Hyatt

BENEFITS <i>to build relationships and bring attendees</i>	Investment Level			
	CORPORATE TABLE \$3,000	BREAKFAST \$2,500	LUNCH \$3,000	CLOSING RECEPTION \$3,500
BRANDING				
Logo prominently displayed on event page		•	•	•
Logo on digital and printed marketing materials and mailings		•	•	•
Logo on event signage		•	•	•
Logo on landing page (if applicable)		•	•	•
Logo included in event program		•	•	•
Company name listed in event program	•			
MEDIA				
Social media mention/event blast		•	•	•
EVENT				
Recognition from podium		•	•	•
Complimentary event registrations	10	3	3	3
Reserved table with company name displayed on table	1	1	1	1
Sponsorship ribbon on name badge	•	•	•	•
Opportunity to provide SWAG gift in gift bags	•	•	•	•
BENEFITS	REFRESHMENT BREAK \$1,000	NETWORKING LOUNGE \$1,000	NURSING NOOK \$1,000	SPEAKER LOUNGE \$1,500
BRANDING				
Company name listed in event program	•	•	•	•
Company name printed on event signage	•	•	•	•
Signage in respective spaces	•	•	•	•
Logo prominently displayed on event sponsor page	•	•	•	•
MEDIA				
Social media mention/event blast	•	•	•	•
EVENT				
Sponsorship ribbon on name badge	•	•	•	•
Opportunity to provide SWAG gift in gift bags	•	•	•	•
One (1) complimentary event registration	•	•	•	•
BENEFITS	NON-PROFIT \$250	MEMBER \$500	NON-MEMBER \$650	
EXHIBITOR				
Company name listed in event program	•	•	•	
Skirted table in exhibitor area with company name on table signage	•	•	•	
Opportunity to provide SWAG gift in gift bags	•	•	•	
Opportunity to sell your product(s)	•	•	•	
One (1) complimentary event registration*	•	•	•	

*additional registrations may be purchased at the early bird member rate

Testimonials ...

“This year's event exceeded my expectations. Absolutely loved hearing from local business owners and local celebrities. All were incredibly interesting and inspiring.”

“I liked how it was a collaborative effort between panelists and audience during every part of the day. The speakers were great! Loved the exercise after lunch!”



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 showcase 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.

<i>BOLD Awards Gala, Tuesday, February 25, 2020</i>				
<i>Average attendance: 300+</i>				
<i>Venue: Metropolitan Club & Ballroom</i>				
	PRESENTING SPONSOR <i>limit one</i>	PLATINUM <i>industry exclusive</i>	Investment Level	
			GOLD	SILVER
BENEFITS	\$20,000	\$12,500	\$6,500	\$4,500
BRANDING				
<i>Exclusivity: Presenting Sponsor (limited to one firm)</i>	•			
Platinum Sponsor (industry exclusive)		•		
Logo prominently displayed on ACG MN BOLD Awards event page with hyperlink	•	•		
Rotating banner on ACG MN BOLD Awards event page with hyperlink	•	•		
Logo displayed on ACG MN BOLD Awards event page			•	•
Logo on presentation landing page	•	•	•	•
Logo displayed on digital and printed marketing materials and mailings	•	•	•	•
Logo on event signage	•	•	•	•
Logo on email announcements	•	•	•	•
MEDIA				
Full page ad in the BOLD Awards supplement	•	•		
Half page ad in the supplement			•	
1/4 page ad in the supplement				•
Social Media mention/event blasts	•	•	•	•
EVENT				
Recognition from podium	•	•		
Opportunity to give opening/closing remarks & introduce the BOLDest of the BOLD	•			
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	3
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 in gift bags	•	•	•	•

Testimonials ...

“There is no corporate awards program in the entire Twin Cities that has more energy or excitement than the ACG Minnesota BOLD Awards – it is unique and BOLD on it’s own!”

BOLD AWARDS NOMINEE JUDGING RECEPTION

BOLD Awards Nominee Judging Reception, Thursday, January 9, 2020
 Average attendance: 200+
 Venue: Varies

BENEFITS	Investment Level	
	EVENT SPONSOR*	VENUE SPONSOR
	\$12,500	\$7,000
BRANDING		
Prominent ad displayed on ACG MN BOLD Nominations webpage with hyperlink	•	•
Logo prominently displayed on event page with hyperlink	•	
Logo displayed on digital and printed marketing materials and mailings	•	•
Logo displayed on email announcements	•	•
Logo on event signage	•	•
Logo on landing page	•	
MEDIA		
Logo included on ACG color ad	•	•
Logo included on digital banner and text ads in digital newsletters	•	
Social Media mention/event blasts	•	•
EVENT		
Recognition from podium	•	•
Complimentary BOLD Nominee Reception registrations	8	4
Sponsor ribbon on name badges	•	•
Complimentary BOLD Awards registrations	4	2
Pre-event registrant list for a one-time mailing	•	

*right of first refusal applies

BOLD AWARDS GALA OPPORTUNITIES

BOLD Awards Gala, Tuesday, February 25, 2020
 Average attendance: 300+
 Venue: Metropolitan Club & Ballroom

BENEFITS	Investment Level		
	TECHNOLOGY	PHOTO MEMORY	BOLD-TINI (ICE LUGE)
	\$4,500	\$4,500	\$4,500
BRANDING			
Logo displayed on ACG MN BOLD Awards event page with hyperlink	•	•	•
Logo displayed on digital and printed marketing materials and mailings	•	•	•
Logo printed on event signage	•	•	•
Logo on landing page	•	•	•
Logo on email announcements	•	•	•
MEDIA			
Logo included on ACG ad	•	•	•
Social Media event blasts	•	•	•
EVENT			
Recognition from podium	•	•	•
Complimentary BOLD Nominee Reception registrations	2	2	2
Complimentary BOLD Awards Ceremony registrations	2	2	2
Sponsor ribbons on name badges	•	•	•
Opportunity to provide SWAG in gift bags	•	•	•

BOLD Awards Gala, Tuesday, February 25, 2020

Average attendance: 300+

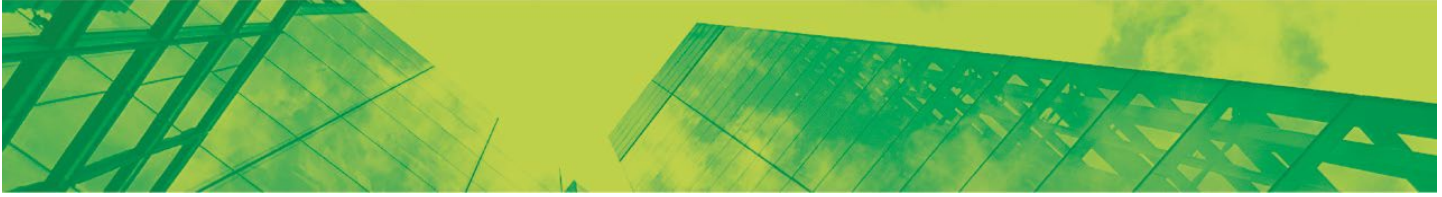
Venue: Metropolitan Club & Ballroom

BENEFITS		Investment Level CORPORATE TABLE \$2,500
BRANDING		
Company name on ACG MN BOLD Awards event sponsor page		•
Company name listed on event materials		•
Company name on event program		•
MEDIA		
Logo included as Table Sponsor in the BOLD supplement		•
EVENT		
Reserved table with company logo displayed on table		1
Complimentary BOLD Awards Gala registrations		10
Sponsor ribbons on name badges		•
Opportunity to provide SWAG in gift bags		•
BENEFITS		PARTNERS IN BOLD \$500
BRANDING		
Firm name on website and printed program		•
MEDIA		
Firm included in "Partners of BOLD" ad in the supplement		•
EVENT		
Two (2) complimentary BOLD Awards Gala registrations		2

Testimonials ...

"Last night's event was awesome. Very nice venue, good food, good drinks and great turn out. It just gets better and better every time I attend an ACG event. Kudos to all of you.!!!!"

"The Bold Awards is the celebration of the year to attend. Dynamic companies, extraordinary people, and the BOLDEST party to celebrate them all!"



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.

2019 Event Stats:

- Over \$264 Billion in Assets Under Management (AUM)
- Over 40 PE Firms
- 20 Intermediaries
- Over 425 Attendees

<i>Upper Midwest Capital Connection, June 8/9, 2020</i>			
<i>Average attendance: 450+</i>			
<i>Venue: Minneapolis Renaissance Hotel, The Depot</i>			
	PLATINUM <i>industry exclusive</i>	Investment Level	
BENEFITS	\$12,500	GOLD \$6,500	SILVER \$4,000
BRANDING			
Rotating banner on ACG MN event page with hyperlink	•		
Logo prominently displayed on ACG MN event sponsor page	•	•	•
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	•	•	•
Logo on event bags	•		
MEDIA			
Logo to appear in local business publication ads	•	•	
Logo included on full-page ad in National publications 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			•
EVENT			
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	•	•	

[PRE EVENT SOCIAL ACTIVITIES]					
LAWN BOWLING					
<i>Industry exclusive, maximum of 3</i>					
June 8, 2020 Average attendance: 100 Venue: Brits Pub, Minneapolis					
BENEFITS					EVENT SPONSOR \$6,500
BRANDING					
Logo prominently displayed on ACG MN pre event page	•				
Logo displayed on digital and printed marketing materials and mailings	•				
Logo on email announcements	•				
Logo included on event signage	•				
MEDIA					
Acknowledgment in conference program book	•				
Social Media mention/event blasts	•				
EVENT					
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				
Complimentary conference registrations	2				
GOLF TOURNAMENT					
<i>Players must be registered for the conference or be a guest of the tournament sponsor to be eligible for golf</i>					
June 8, 2020 Average attendance: 100 Venue: Town & Country Club					
	TOURNAMENT SPONSOR	HOLE + 4-SOME	Investment Level HOLE + INDIVIDUAL	GOLF HOLE	4-SOME
BENEFITS	\$17,000	\$1,400	\$725	\$525	\$925
BRANDING					
Logo on event signage	•				
Logo on sponsored golf hole tee box		•	•	•	
Logo included on sidebar ad on Capital Connection event page	•				
Logo on printed marketing materials and mailings	•				
Logo on email announcements	•				
MEDIA					
Logo included in local business publication prior to event	•				
Logo included on full-page ads in National publication's May/June issue	•				
Acknowledgment in conference program book	•				
One (1) full-page ad included in program book	•				
Social Media mention/event blasts	•				
Logo included in local business publication prior to event	•				
EVENT					
Recognition from closing reception	•				
Opportunity to provide SWAG gift to golfers	•	•	•	•	
Golf play registrations	4	4	1		4

OPENING NIGHT RECEPTION

June 8, 2020
 Average attendance: 350+
 Venue: Minneapolis Renaissance Hotel, The Depot

BENEFITS		Investment Level EVENT SPONSOR \$2,000
BRANDING		
Logo prominently displayed on ACG MN pre event page		•
Logo displayed on digital and printed marketing materials and mailings		•
Logo on email announcements		•
Logo included on event signage		•
MEDIA		
Acknowledgment in conference program book		•
Social Media mention/event blasts		•
EVENT		
Sponsored table shared with local brewery/distillery/winery		•
Opportunity to distribute marketing materials (if space is available)		•
Complimentary conference registrations		2

[DAY OF CONFERENCE OPPORTUNITIES]

BREAKFAST KEYNOTE SPEAKER

Maximum of 3 industry exclusive sponsors

June 9, 2020
 Average attendance: 200
 Venue: Minneapolis Renaissance Hotel, The Depot

BENEFITS		Investment Level EVENT SPONSOR \$2,500
BRANDING		
Logo displayed on large-format event signage		•
Logo listed in sponsor section of Capital Connection event page		•
MEDIA		
Acknowledgment in conference program book		•
Company mention included with keynote speaker advertising material (when available)		•
Social Media mention/event blasts		•
EVENT		
Recognition from podium		•
Reserved table during keynote presentation with company name prominently displayed		•
Complimentary conference registrations		2

LUNCH KEYNOTE SPEAKER

BENEFITS		EVENT SPONSOR \$3,500
BRANDING		
Logo displayed on large-format event signage		•
Logo listed in sponsor section of Capital Connection event page		•
MEDIA		
Acknowledgment in conference program book		•
Company mention included with keynote speaker advertising material (when available)		•
Social Media mention/event blasts		•
EVENT		
Recognition from podium		•
Reserved table during keynote presentation with company name prominently displayed		•
Complimentary conference registrations		2

EXHIBITOR <i>Private Equity Groups and Lenders</i>	
June 9, 2020 Average attendance: 200 Venue: Minneapolis Renaissance Hotel, The Depot	
BENEFITS	Investment Level EVENT SPONSOR \$1,500 <i>Early bird pricing \$1,200 through May 1st</i>
BRANDING	
Name displayed on event signage	•
Name included in Capital Connection section of the conference app	•
Name listed on agenda/event section of Capital Connection event page	•
Name displayed on digital and printed marketing materials and mailings	•
Name displayed on email announcements	•
MEDIA	
Full-page company description in conference program book	•
Social Media mention/event blasts	•
EVENT	
Draped display table with company sign	•
Opportunity to distribute marketing materials	•
Complimentary conference registrations	2
DEALSOURCE <i>Investment Bankers</i>	
BENEFITS	EVENT SPONSOR \$700 <i>Early bird pricing \$500 through May 1st</i>
BRANDING	
Name displayed on event signage	•
Name included in Capital Connection section of the conference app	•
Name listed on agenda/event section of Capital Connection event page	•
Name displayed on digital and printed marketing materials and mailings	•
Name displayed on email announcements	•
MEDIA	
Full-page company description in conference program book	•
Social Media mention/event blasts	•
EVENT	
Draped display table with company sign	•
Opportunity to distribute marketing materials	•
Complimentary conference registration	1

Testimonial ...

“The ACG Upper Midwest Capital Connection continues to be a very effective event Baker Tilly and Baker Tilly Capital. We’re able to meet with a broad array of private equity sponsors, lenders and family offices from across the country who keep us up-to-date on their respective activities, while also providing insights into emerging transaction trends in the middle market.”

MARKETING OPPORTUNITIES

June 9, 2020

Average attendance: 200

Venue: Minneapolis Renaissance Hotel, The Depot

BENEFITS	Investment Level EVENT SPONSOR
WIFI	
Event signage displaying logo with Wi-Fi instructions Wi-Fi password tied to company name / you pick the password! Draped display table in main activity area of conference to distribute marketing materials Acknowledgment in conference program book Social Media mention/event blasts Two (2) Complimentary Registrations	\$2,500
RESERVED MEETING SPACE	
One (1) reserved table in networking lounge for duration of conference for private meetings Company name prominently displayed on reserved table One (1) complimentary conference registration Access to one-on-one networking software for ease of scheduling	\$1,500
MOBILE APP	
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 Two (2) complimentary registrations	\$3,000
NETWORKING ROOM	
Company name and logo on table signage Acknowledgment in conference program book Social Media mention/event blasts Two (2) complimentary registrations Company name and logo in private meeting space and networking room	\$3,000
EXHIBITOR BOOTH <i>Limited to 5</i>	
Skirted 6' table in main conference area Opportunity for representatives to provide marketing materials Exposure to 400+ attendees during breakfast, lunch and networking events Included in vendor section of the conference app Company name listed in conference program book Two (2) Complimentary Registrations	\$2,500

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 an ad where appropriate.

DIGITAL OPPORTUNITIES: WEBSITE	
<i>Limited to 5 per ad type, exclusive per industry per ad type</i>	
BENEFITS	Investment Level ANNUALLY
BRANDING	
Ad: Leaderboard 728x90 displays at the top of every page on ACG website*	\$1,700
Ad: Billboard 970x250 displays in the middle of the home page and section overview pages*	\$1,100
Ad: Skyscraper 240x400 displays below the left navigation on interior pages of the ACG website*	\$800

*ACG Minnesota and ACG Global reserve the right to use prominent ad locations on webpages at any time. Event sponsors will always take precedence.

2020 SPONSORSHIP FORM

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

Nicki Vincent, Executive Director, nicki@acgmn.org or Fax: 763-413-7328 **Due Date: December 31, 2019**

Company Name:									
6	ANNUAL SPONSORSHIPS			Platinum \$6,000		Gold \$4,000		Silver \$2,500	
7	CORPORATE CONNECTIONS			Per Event \$3,000		Preferred Month(s)			
8	PRIVATE EQUITY SUMMIT			Platinum \$10,000		Gold \$6,500		Silver \$3,500	
9	YOUNG PROFESSIONALS			Annual \$2,500		Networking \$500		ACG Cup \$500	
10	MINNESOTA TWINS GAME			Event \$3,000					
10	PRIVATE EQUITY SOCIAL			Event \$3,500					
11	SUMMER SOCIAL			Platinum \$3,500		Gold \$2,500			
11	FALL SOCIAL			Platinum \$3,500		Gold \$2,500			
12	WOMEN'S LEADERSHIP SERIES			Diamond \$12,500		Platinum \$5,500		Gold \$3,000	
13	AIM: A WOMEN'S LEADERSHIP CONFERENCE								
13	Diamond \$12,500		Platinum \$8,000		Gold \$6,000		Silver \$3,000		Bronze \$2,000
14	Corp Table \$3,000			Breakfast \$2,500		Lunch \$3,000		Recep \$3,500	
14	Refresh Break \$1,000			Networking \$1,000		Nurse Nook \$1,000		Speaker \$1,500	
14	EXHIBITORS			Non-Profit \$250		Member \$500		Non-Member \$650	
15	BOLD AWARDS								
15		Presenting 20,000		Platinum \$12,500		Gold \$6,500		Silver \$4,500	
16	NOMINEE JUDGING RECEPTION:			Event \$12,500		Venue \$6,000			
16	GALA:			Technology \$4,500		Photo \$4,500		Bold-tini \$4,500	
17				Corp Table \$2,500		Partners Bold \$500			
18	UPPER MIDWEST CAPITAL CONNECTION								
18				Platinum \$12,500		Gold \$6,500		Silver \$4,000	
19	PRE EVENT SOCIAL ACTIVITIES:					Lawn Bowling \$6,500			
19	Tournament \$17,000		Hole + 4some \$1,400		Hole + Ind \$725		Golf Hole \$525		4some \$925
20	Open Night Recep \$2,000								
20	DAY OF OPPORTUNITIES:			Breakfast Keynote \$2,500		Lunch Keynote \$3,500			
21				Private Equity Exhibitor \$1,500		Investment Banker DealSource \$700			
22	WiFi \$2,500		Mtg Space \$1,400		Mobile App \$725		Network Rm \$3,000		Exhibitor \$2,500
23	DIGITAL OPPORTUNITIES: WEBSITE			Leaderboard \$1,700		Billboard \$1,100		Skyscraper \$800	

ACG[®] Minnesota
2020 COMMITMENT FORM

Your sponsorship will not be accepted or secured until the signed form is submitted to:
 Nicki Vincent, Executive Director at nicki@acgmn.org or fax: 763-413-7328

NOTE: Sponsorship is offered on a first-come, first-served basis. 2019 Right of First Refusals MUST renew for 2020 by December 1, 2019

Name			
Title			
Company Name (as it should appear in print)			
Address			
City, State, Zip			
Phone	Email		
website or URL			
Marketing Contact Name	Marketing Contact Phone		
Marketing Contact Email			
Please provide all social media handles			
Firm Website			
Firm Facebook			
Firm Instagram			
Firm LinkedIn			
Firm Twitter			
Payment Information	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">Check</td> <td style="width: 50%; text-align: center;">Credit Card</td> </tr> </table>	Check	Credit Card
Check	Credit Card		
Credit Card Number			
Name on Card			
Expiration Date	3 Digit Code		
Authorized Signature			
Billing Address			

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 unless other arrangements have been made.

Please mail checks to: ACG Minnesota, Attn. Nicki Vincent, 2920 183rd Avenue NE, East Bethel, MN 55092