

# 2021

ACG<sup>®</sup> Minnesota

## SPONSORSHIP PROSPECTUS

2021 Program Benefits



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## ABOUT US

ACG Minnesota is the place to raise your profile within the middle market and deal making communities. With events throughout the year focused on women's programming, young professionals, private equity, capital connection, socials, monthly luncheons and more, you are sure to find an opportunity that fits with your initiatives. We will help you to find the perfect event for your marketing and branding needs. Don't see what you are looking for? We'd love to collaborate with you to tailor a sponsorship program that aligns with your objectives. Throughout the process we welcome your feedback and participation to shape the direction of a custom event. Either way you can't go wrong with ACG Minnesota sponsorship. Offering the most diverse networking in the Twin Cities, our members span all industries and occupations. The mission of ACG Minnesota is to drive growth in the middle market. If you are tasked with growing your organization, ACG is the place to be. Let us help you achieve that growth and raise your profile through sponsorship.

## STAFF



**Nicki Vincent**  
Executive Director  
612.590.1041  
nicki@acgmn.org



**Mary Christensen**  
Membership/YP Liaison  
612.242.6800  
maryacg@acgmn.org



**Georgi Alexander**  
Marketing & Events Coordinator  
612.751.8886  
events@acgmn.org

## By The Numbers

### ACG NETWORK REACH

**304** LOCAL MEMBERS

**15,000** GLOBAL MEMBERS

**59** CHAPTERS

**46**  
Events

**84**  
Speakers

**46**  
Female  
Speakers

**3,366**  
Attendees

**700+**  
Companies  
in Attendance

**20%**  
Members  
10+ years

**55**  
PE firms  
engaged

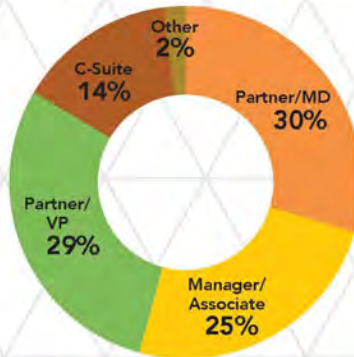
**75%**  
of members  
do business with  
other members

## Membership Has Its Benefits

### MEMBERS BY FUNCTION



### MEMBERS BY TITLE



### SEE THE POWER THAT MEMBERSHIP BRINGS:

**NETWORK** - Instantly be connected with influential middle-market M&A professionals worldwide, who are at all levels of their careers and span all industries.

**RESOURCES** - Members-only access to the membership directory of over 14,000 M&A professionals, ACG CapitalLink/Pitchbook, ACG JobSource & more.

**KNOWLEDGE** - Expand your knowledge of the latest trends & issues in M&A through events, networking, webinars, GrowthEconomy.org and more.

ACG IS THE **PREMIER GLOBAL NETWORK**, ESSENTIAL RESOURCE, AND INFLUENTIAL VOICE FOR MIDDLE-MARKET GROWTH.

ACG MEMBERS **EFFICIENTLY CONNECT** WITH THE EXPERTISE THEY NEED TO ADVANCE THEIR BUSINESS GOALS.

ACG PROVIDES AN INCLUSIVE ENVIRONMENT THAT **FOSTERS CONNECTIONS**, AMBITION, DIVERSITY, LEADERSHIP AND EXCELLENCE

## 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 300 members, there is value in the variety and consistency of attendees that makes for inspired event interaction. Outside of our members, during 2020 our events drew in attendees from over 700 companies!

In addition to virtual and 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 for more information and reach your target audience with effectively placed messaging and visuals, backed by these stats:

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

- 38,649 pageviews
- 14,193 number of unique users
- 13,078 number of new users
- 48.5% of our users are female

## 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.

2020 ACG Minnesota saw increased engagement across all social media platforms!



ACGMinnesota

368 followers  
16% increase from 2019  
318 likes  
14% increase from 2019



ACG\_Minnesota

202 followers  
242% increase from 2019



ACGMN

544 followers  
155% increase from 2019  
247 members  
10% increase from 2019



ACGMinnesota

787 followers  
9% increase from 2019



## **2020-2021 CALENDAR OF EVENTS**

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

### MONTHLY MEETINGS

NOVEMBER 17, 2020  
DECEMBER 15, 2020  
January 19, 2021  
March 16, 2021  
April 20, 2021  
May 18, 2021  
September 21, 2021  
October 19, 2021  
November 16, 2021  
December 21, 2021

### WOMEN'S LEADERSHIP SERIES

NOVEMBER 10, 2020 • Jean Taylor, Star Tribune  
MARCH 2021  
MAY 2021  
SEPTEMBER 2021  
NOVEMBER 2021

### YOUNG PROFESSIONALS

NOVEMBER 2020  
JANUARY 2021  
MARCH 2021  
MAY 2021  
AUGUST 2021

### SPECIAL EVENTS

DECEMBER 9, 2020 • Member Only Holiday Social  
JANUARY 7, 2021 • BOLD Awards Nominee Reception  
FEBRUARY 2, 2021 • Top Golf  
FEBRUARY 23, 2021 • BOLD Awards  
MARCH 2021 • Private Equity Social  
MAY 2021 • Twins Game  
JUNE 14/15, 2021 • Upper Midwest Capital Connection  
AUGUST 2021 • Summer Social Wine Tasting  
SEPTEMBER 2021 • Golf Tournament  
FALL 2021 • Private Equity Summit  
FALL 2021 • Fall Social  
OCTOBER 2021 • Owners Forum  
OCTOBER 21, 2021 • Sponsorship Kickoff  
DECEMBER 8, 2021 • Member Only Holiday Social



**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 3<sup>rd</sup> Tuesday of the month</i>			
<i>Average attendance: 100-150</i>			
		Investment Level	
BENEFITS	PLATINUM \$6,000	GOLD \$4,000	SILVER \$2,500
<b>BRANDING</b>			
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	•	•	
Logo displayed on email announcements	•	•	•
Logo displayed on event signage	•	•	
Logo on landing page (when applicable)	•		
<b>MEDIA</b>			
Social Media mention/event blasts	•	•	
Opportunity to submit feature article shared on ACG MN website and social media	•		
<b>EVENT</b>			
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)	•	•	•

“ACG is a great organization, supporting the local business community through the many events they host. I particularly enjoy the monthly meetings where I can network with other professionals and hear great speakers covering a variety of current and relevant topics. Nicki and her team do an exceptional job of fostering a dynamic and energetic group.”

*ACG MN Member, Wil B., Managing Director*

“ACG has impacted the growth trajectory of Arcspring; by providing access to a highly skilled network within the Twin Cities Investment Community. Over the course of our initial 12 months we have developed many key and influential partnerships including Oxbow Industries, Convergent Capital and NorthStar Capital”

*ACG MN Member, Corey T.*



**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>Spring and/or Fall 2021</i> <i>Average attendance: 200+</i>				
BENEFITS	PLATINUM \$10,000 <i>industry exclusive</i>	Investment Level GOLD \$6,500	SILVER \$3,500	
<b>BRANDING</b>				
Logo prominently displayed on Private Equity event page with hyperlink	•			
Logo displayed on digital and printed marketing materials	•	•	•	
Logo on event signage	•	•	•	
Logo on email announcements	•	•	•	
Logo on landing page (when available)	•	•	•	
Social Media mention/event blasts	•	•		
<b>EVENT</b>				
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)	•	•	•	

*“You did such an awesome job on the Ballard branding!”*

*ACG MN Sponsor, Emily V., Business Development Manager, Ballard Spahr*

*“Eide Bailly has sponsored various programs ACG Minnesota puts on annually and I have helped on a few committees in the past years. I have found both of these investments of time and money to be well worth our investments. The icing on the cake is attending these wonderfully organized events with fascinating professionals from around the upper Midwest. I cannot wait until 2021 when more in-person events can be held and I can see old connections and friends along with the opportunity to meet new ones.”*

*ACG MN Member, Kyle, CPA, Partner*



**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, including the ACG Cup</i>			
<i>Average attendance: 25-100</i>			
	<b>BEST VALUE</b>	Investment Level	
	<b>ANNUAL</b>	<b>NETWORKING</b>	<b>ACG CUP</b>
	All YP/ACG Cup	<b>PARTNER</b>	<b>PARTNER</b>
	\$2,500	Per event	\$500
<b>BENEFITS</b>			
<b>BRANDING</b>			
Logo prominently displayed on ACG MN YP event page with hyperlink	•	•	
Logo displayed on digital/printed marketing materials 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	•	•	•
<b>EVENT</b>			
Opportunity to host an invitation-only YP networking event	•		
Recognition from podium	•	•	•
Complimentary event registrations (2 registrations per 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)	•	•	•
<b>ACG CUP</b>			
Recognition from podium	•	•	•
Opportunity to provide judge at ACG Cup Competition Events	•		•
Opportunity to distribute marketing materials/host table at Cup Events when appropriate	•		•
Invitation to post-event reception	•		•

*“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.”*



Raise your profile  
**B.Y.O.E.**  
 BUILD YOUR OWN EVENT

**NEW! BUILD YOUR OWN EVENT**

**TURN YOUR SPONSORSHIP INTO FUN FOR THE ATTENDEES WITH SPECIAL ATTRACTIONS AND PROGRAMS**  
**Let's work together to create a memorable event!**

As much as we would all like to turn back the clock and resume to the traditional in person events we have become accustomed to, we know we cannot. At ACG Minnesota we are working around the clock to come up with new and inventive ways for our community to connect. We are offering a tailor-made sponsorship option where we work side by side with you to create a memorable experience for attendees. Come with your own ideas or let us take the wheel and design an event for you.

Events may be in person or virtual. However, if in person, we will need to stay within the guidelines from the CDC and local government. Below is a snapshot of ideas only, let us know how we can help you raise your profile with this new opportunity!

<i>Monthly throughout the year</i>	
<i>Average attendance: will vary based on in person or virtual event</i>	
<b>BENEFITS</b>	Investment Level Starting at \$2,000
<b>BRANDING</b>	
Logo prominently displayed on event page with hyperlink	•
Featured event designation on website	•
Logo displayed on digital and printed marketing materials	•
Logo on email announcements	•
Logo on event signage/virtual banner	•
<b>MEDIA</b>	
Social Media mention/event blasts	•
<b>EVENT</b>	
Complimentary event registrations	3
Pre-event registrant list for a one-time mailing	•
Sponsor ribbon on name badge (in person events only)	•





**SPECIAL EVENT: TOP GOLF**

February 2, 2021  
 Average attendance: 100  
 Venue: Brooklyn Center

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



**SPECIAL EVENT: MINNESOTA TWINS GAME**

May 2021  
 Average attendance: 250  
 Venue: Budweiser Deck, Target Field

BENEFITS		Investment Level EVENT SPONSOR \$3,500
<b>BRANDING</b>		
Logo prominently displayed on event page with hyperlink		•
Logo displayed on digital and printed marketing materials		•
Logo on email announcements		•
Logo on event signage		•
<b>MEDIA</b>		
Social Media mention/event blasts		•
<b>EVENT</b>		
Complimentary event registrations		<b>3</b>
Opportunity to hold a drawing and/or giveaway at the event		•

*“I have been a member of the Minnesota Chapter of the Association for Corporate Growth since 2003. Over the years, I have attended numerous lunches, teach-ins and social events – both in Minnesota and across the country. Through the ACG, I have connected with corporations, private equity firms, lenders, law firms, accountants and other investment bankers. ACG has proven to be very valuable – both personally and professionally. I look forward to connecting with my ACG friends for years to come.”*

*ACG MN Member, R.B. K., Managing Director*



**SPECIAL EVENT: PRIVATE EQUITY SOCIAL**

Once a year event, Spring 2021  
Average attendance: 25-30

		Investment Level <b>EVENT SPONSOR</b> <i>industry exclusive</i> <b>\$3,500</b>
BENEFITS		
BRANDING		
Logo prominently displayed on Corporate Connections event page with hyperlink		•
Logo displayed on digital and printed marketing materials		•
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)		•

*“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 2021  
Average attendance: 150

		Investment Level	
		PLATINUM <b>\$3,500</b>	GOLD <b>\$2,500</b>
BENEFITS			
BRANDING			
Logo prominently displayed on event page with hyperlink		•	
Rotating banner on event webpage		•	
Logo displayed on digital and printed marketing materials		•	•
Logo on email announcements		•	•
Logo on event signage		•	•
MEDIA			
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		•	•

# GOLF TOURNAMENT



## SPECIAL EVENT: FALL GOLF TOURNAMENT

Fall 2021

Average attendance: 100

BENEFITS	Investment Level*				4-SOME	
	TOURNAMENT SPONSOR	HOLE + 4-SOME	HOLE + INDIVIDUAL	GOLF HOLE		
	Industry exclusive	\$10,000	\$1,400	\$725	\$525	\$925
<b>BRANDING</b>						
Logo on event signage	•					
Logo on sponsored golf hole tee box		•	•	•		
Logo included on sidebar ad on Capital Connection event page	•					
Logo on email announcements	•					
<b>MEDIA</b>						
Social Media mention/event blasts	•					
<b>EVENT</b>						
Recognition from closing reception	•					
Opportunity to provide SWAG gift to golfers	•	•	•	•		
Golf play registrations	4	4	1			4

\*golf tournament investment level prices are for members. non member pricing available upon request.



## SPECIAL EVENT: FALL SOCIAL

September 2021

Average attendance: 100-150

BENEFITS	Investment Level	
	PLATINUM \$3,500	GOLD \$2,500
<b>BRANDING</b>		
Logo prominently displayed on event page with hyperlink	•	
Rotating banner on event webpage	•	
Logo displayed on digital and printed marketing materials	•	•
Logo on email announcements	•	•
Logo on event signage	•	•
<b>MEDIA</b>		
Social Media mention/event blasts	•	•
<b>EVENT</b>		
Complimentary event registrations	5	3
Pre-event registrant list for a one-time mailing	•	
Sponsor ribbon on name badge	•	•

## WOMEN'S LEADERSHIP SERIES

ACG Minnesota is committed to bring you top women leaders who speak on the challenges and successes they face in running their organizations.

Quarterly events Average attendance: Varies 35-50+		
BENEFITS	Investment Level	
	PLATINUM \$4,000	GOLD \$2,500
<b>BRANDING</b>		
Industry exclusive	•	
Logo prominently displayed on event page with hyperlink	•	
Rotating banner ad on event webpage	•	
Logo displayed on digital and printed marketing materials	•	•
Logo on email announcements	•	•
Logo on event signage	•	•
<b>MEDIA</b>		
Social Media mention/event blasts	•	•
<b>EVENT</b>		
Recognition from podium	•	
Complimentary event registrations	4	2
Opportunity to host an invitation-only women's leadership group event		
Opportunity to distribute marketing materials (when appropriate)	•	
Opportunity to distribute swag/giveaways (when appropriate)	•	•

*“Since joining ACG Minnesota 3 years ago, my network has more than tripled, both professionally and personally. I often come across start-ups and businesses looking for capital. Nicki and the ACG team have been helpful in connecting me with relevant resources to support my clients’ needs. Through the women’s luncheons, I’ve met many other working women who are caregivers like me, professionals balancing special needs children or caring for aging parents, and we’ve become a pseudo support group for one another to share how we are balancing careers and family needs while maintaining success. But of all the events, The Bold Awards remains my favorite event of the year. It is an excellent way to honor clients in my book of business who are being innovative and leading positive change, and it’s been a great place to meet new potential clients. The investment in the ACG community: with the variety of events; relationship building/networking; and value added resources for clients, has made the ACG one of my favorite associations in the Twin Cities.”*

*ACG MN Member, Genevieve C., Commercial Insurance Advisor*



## 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 23, 2021</i>				
<i>Average attendance: 300+</i>				
BENEFITS	PRESENTING SPONSOR	Investment Level		
	<i>limit one</i>	PLATINUM <i>industry exclusive</i>	GOLD	SILVER
	\$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	•	•	•	•
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 Gala 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	•	•	•	•

*“ACG MN is a welcoming and lively community! Between the BOLD Awards and social events, Carlson Private Capital has enjoyed the opportunity to expand our network with the broader deal community.”*

*ACG MN Member, Emma G.*

### BOLD AWARDS NOMINEE JUDGING RECEPTION

*BOLD Awards Nominee Judging Reception, Thursday, January 7, 2021*  
*Average attendance: 200+*

BENEFITS	Investment Level	
	EVENT SPONSOR*	VENUE SPONSOR
	\$12,500	\$6,000
<b>BRANDING</b>		
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	•	•
Logo displayed on email announcements	•	•
Logo on event signage	•	•
Logo on landing page	•	
<b>MEDIA</b>		
Logo included on ACG color ad	•	•
Logo included on digital banner and text ads in digital newsletters	•	
Social Media mention/event blasts	•	•
<b>EVENT</b>		
Recognition from podium	•	•
Complimentary BOLD Nominee Reception registrations	8	4
Sponsor ribbon on name badges	•	•
Complimentary BOLD Awards Judging Reception 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 23, 2021*  
*Average attendance: 300+*

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

*“For over 20 years, ACG MN has supercharged me and my firm through deal flow, their vast network of “A” players and resources keeping me up to the minute on the pulse of the market. I am especially gratified by the ACG BOLD Award’s impact in MN.*

*Surrounded by true M&A experts exchanging market intel and shaping our economy~ if you’re not involved with ACG, you are behind the curve.”*

*ACG MN Member, Julie T., CEO and Principal*

<i>BOLD Awards Gala, Tuesday, February 23, 2021</i> Average attendance: 300+	
	Investment Level <b>CORPORATE TABLE</b> <b>\$2,500</b>
<b>BENEFITS</b>	
<b>BRANDING</b>	
Company name on ACG MN BOLD Awards event sponsor page	•
Company name listed on event materials	•
Company name on event program	•
<b>MEDIA</b>	
Logo included as Table Sponsor in the BOLD supplement	•
<b>EVENT</b>	
Reserved table with company logo displayed on table	<b>1</b>
Complimentary BOLD Awards Gala registrations	<b>10</b>
Sponsor ribbons on name badges	•
Opportunity to provide SWAG in gift bags	•
	<b>PARTNERS IN BOLD</b> <b>\$500</b>
<b>BENEFITS</b>	
<b>BRANDING</b>	
Firm name on website and printed program	•
<b>MEDIA</b>	
Firm included in "Partners of BOLD" ad in the supplement	•
<b>EVENT</b>	
Two (2) complimentary BOLD Awards Gala registrations	<b>2</b>

*"In an age where there seem to be so many networking and meet up groups, ACG offered myself at American Express a ton of differentiated value in connecting with trusted business leaders here in the Twin Cities. Our focus was on understanding the stories as well as the people behind some of the fastest growing companies in Minnesota so we could build long-term relationships that were meaningful.*

*The really wonderful thing about being a sponsor was being able to connect with the owners directly in a setting where they felt comfortable to be themselves, share their stories but do it in an environment that was very comfortable. BOLD is fun, there's great energy and what I'm finding is that being a sponsor really opens the doors to relationships that expand much farther than just the year that you're a sponsor.*

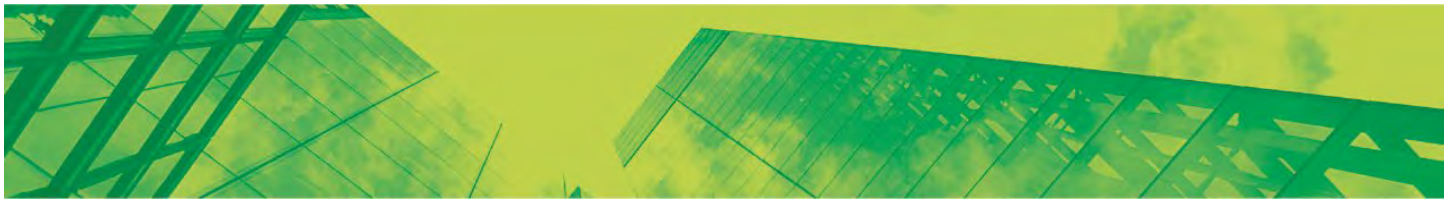
*One of my favorite quotes is "you won't be top of mind unless you're top of heart." BOLD is very personal and as a sponsor you get to be part of that journey. It's truly the best use of dollars that I can think of in today's restricted environment and I'd recommend any company serious about relationships with the future companies of MN to seriously consider it."*

*ACG MN Member, Ross M. Manager of Business Development*

*"FaegreDrinker had committed to the fall social in 2020. Due to the pandemic Nicki reached out to me to let me know that ACG Minnesota was going to reallocate our sponsor dollars to the Summer Social Virtual Wine Tasting event. At a time when many organizations didn't have a plan for sponsors it was refreshing to me and our marketing team that ACG Minnesota was moving ahead and not missing a beat. When it got closer to planning and they discussed their ideas we were impressed with what they came up with. Not only did we get incredible brand exposure directly into the hands of the attendees on all the promotional pieces, but they truly delivered a unique and fun experience in the new virtual world by delivering a complete wine tasting in a box, so no matter where you were, you had everything you needed. The 2019 event drew 100 attendees at the Minneapolis Club so we were thrilled to see 79 at our virtual event."*

*ACG MN Member, Ryan M., Partner*





## 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 14/15, 2021</i>			
<i>Average attendance: 450+</i>			
<i>Hybrid Event</i>			
	PLATINUM <i>industry exclusive</i>	Investment Level	
BENEFITS	\$12,500	GOLD \$6,500	SILVER \$4,000
<b>BRANDING</b>			
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	•	•	•
Logo on email announcements	•	•	•
Logo displayed on event signage	•	•	•
Logo on large-format presentation screens during keynote addresses	•	•	•
Logo on event bags	•		
<b>MEDIA</b>			
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			•
<b>EVENT</b>			
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**

*Industry exclusive, maximum of 3*

June 14, 2021  
Average attendance: 100  
Venue: Brookview

BENEFITS		EVENT SPONSOR
BRANDING		\$6,500
Logo prominently displayed on ACG MN pre event page		•
Logo displayed on digital and printed marketing materials		•
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**

*Players must be registered for the conference or be a guest of the tournament sponsor to be eligible for golf*

June 14, 2021  
Average attendance: 100  
Venue: Minneapolis Golf club

BENEFITS	TOURNAMENT SPONSOR	HOLE + 4-SOME	Investment Level* HOLE + INDIVIDUAL	GOLF HOLE	4-SOME
	<i>Industry exclusive</i>	\$10,000	\$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	•				
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

\*golf tournament investment level prices are for members. non member pricing available upon request.

**OPENING NIGHT RECEPTION**

June 14, 2021  
Average attendance: 350+

BENEFITS		Investment Level EVENT SPONSOR \$2,000
<b>BRANDING</b>		
Logo prominently displayed on ACG MN pre event page		•
Logo displayed on digital and printed marketing materials		•
Logo on email announcements		•
Logo included on event signage		•
<b>MEDIA</b>		
Acknowledgment in conference program book		•
Social Media mention/event blasts		•
<b>EVENT</b>		
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 15, 2021  
Average attendance: 200

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

<b>EXHIBITOR</b> <i>Private Equity Groups and Lenders</i>	
<i>June 15, 2021</i> <i>Average attendance: 200</i>	
<b>BENEFITS</b>	Investment Level <b>EVENT SPONSOR</b> <b>\$1,500</b> <i>Early bird pricing \$1,200 through May 1st</i>
<b>BRANDING</b>	
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	•
Name displayed on email announcements	•
<b>MEDIA</b>	
Full-page company description in conference program book	•
Social Media mention/event blasts	•
<b>EVENT</b>	
Draped display table with company sign	•
Opportunity to distribute marketing materials	•
Complimentary conference registrations	<b>2</b>
<b>DEALSOURCE</b> <i>Investment Bankers</i>	
<b>BENEFITS</b>	<b>EVENT SPONSOR</b> <b>\$700</b> <i>Early bird pricing \$500 through May 1st</i>
<b>BRANDING</b>	
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	•
Name displayed on email announcements	•
<b>MEDIA</b>	
Full-page company description in conference program book	•
Social Media mention/event blasts	•
<b>EVENT</b>	
Draped display table with company sign	•
Opportunity to distribute marketing materials	•
Complimentary conference registration	<b>1</b>

*"I have been a member of ACG for as long as I can remember. Success in our industry, like most, depends heavily on experiences and relationships. ACG-Minnesota provides a great opportunity to develop both. Round table discussions disseminate great learning experiences from some of our area's most respected leaders. Luncheons, Capital Connections, Intergrowth and social gatherings all provide great opportunities to build lasting and profitable relationships."*

*ACG MN Member, Michael M., Founder & Partner*

<b>MARKETING OPPORTUNITIES</b>	
<i>June 15, 2021</i> <i>Average attendance: 200</i> <i>Venue: Minneapolis Renaissance Hotel, The Depot</i>	
BENEFITS	Investment Level EVENT SPONSOR
<b>WIFI</b>	
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
<b>RESERVED MEETING SPACE</b>	
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
<b>MOBILE APP</b>	
Custom splash page ad exposed to <b>every</b> 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
<b>NETWORKING ROOM</b>	
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
<b>EXHIBITOR BOOTH</b> <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

*“For more than 11 years ACG MN has been much more than a simple networking association. ACG MN represents an opportunity to stay abreast of the happenings in our tight knit business community, create marketplace awareness and validity for my company’s products and services, generate new product enhancement ideas from trusted business partners, gain insights into competitor behavior as well as have the chance to meet the Who’s Who of the greater Minnesota business community.*

*I have created long lasting friendships and always enjoy the general fellowship with driven folks from vibrant backgrounds and experiences both within the ACG MN community and the broader ACG universe.”*

*ACG MN Member, Scott H., Sales Director*

## OWNERS FORUM

ACG Minnesota has historically partnered with other organizations for the Owners Forum, which launched in 2017. The programming includes: Discussion Panels, Breakout Sessions and Keynote Speakers. We believe the program has developed into one of the Twin Cities premier owners events. Sponsors will be given the opportunity to participate and lead a session.

<i>Once a year event, Fall 2021</i>	
<i>Average attendance: 100-150, of which 75-100 are expected to be business owners</i>	
	Investment Level <b>EVENT SPONSOR</b> Limit 2 per industry <b>\$3,500</b>
<b>BENEFITS</b>	
<b>BRANDING</b>	
Logo prominently displayed on website event page with hyperlink	•
Logo displayed on digital and printed marketing materials	•
Logo on event signage	•
Logo on email announcements	•
Logo on landing page (when available)	•
Social Media mention/event blasts	•
Logo prominently displayed on Private Equity event page with hyperlink	•
<b>EVENT</b>	
Recognition from podium	•
Opportunity to provide content specialists and participants	•
Complimentary event registrations	<b>2</b>
Sponsor discount code for registration*	unlimited
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)	•

*\*Sponsor discount code for registration fee to be used for client or prospect business owners and, if desired, to provide benefit to sponsor referral sources who want to offer their client owners discounted registration.*

*“ACG is a GREAT place to meet professionals in the Twin Cities who care about improving individual businesses as well as our entire community. I’ve met only quality, ethical professionals at ACG events. If you’re a business owner or you’re looking to meet bankers, lawyers, private equity and other professionals who are trusted advisors to the Twin Cities business community, look no further than ACG Minnesota.”*

*ACG MN Member, Bill E., Partner*

*“My ACG membership has provided me with many professional educational opportunities as well as business networking and unique social opportunities. The luncheon content and speaker series are always informative and well attended. Networking through ACG has resulted in many valuable new business introductions as well as introductions to talented professional services providers who have helped support several of the Encore One portfolio companies. I work in a small group in a suburban office complex, so socially it’s nice to get out and catch up with members face to face at different events.”*

*ACG MN Member, Paul M., Director of Business Development*

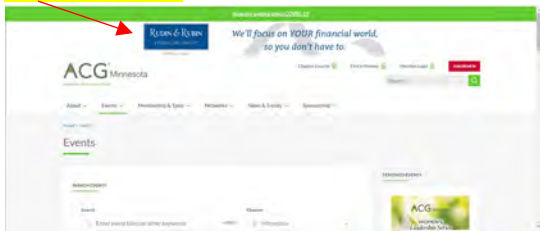
## ALA CARTE ADVERTISING

New this year is the monthly option for the digital opportunities. 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 and when appropriate.

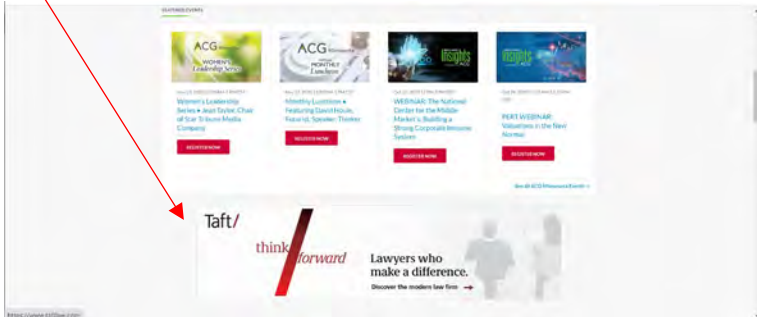
DIGITAL OPPORTUNITIES: WEBSITE		
<i>Limited to 5 per ad type, exclusive per industry per ad type</i>		
BENEFITS	Investment Level	
	MONTHLY	ANNUALLY
<b>BRANDING</b>		
Ad: Leaderboard 728x90 displays at the top of every page on ACG website*	\$150	\$1,500
Ad: Billboard 970x250 displays in the middle of the home page and section overview pages*	\$125	\$1,200
Ad: Skyscraper 240x400 displays below the left navigation on interior pages of the ACG website*	\$100	\$1,000

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

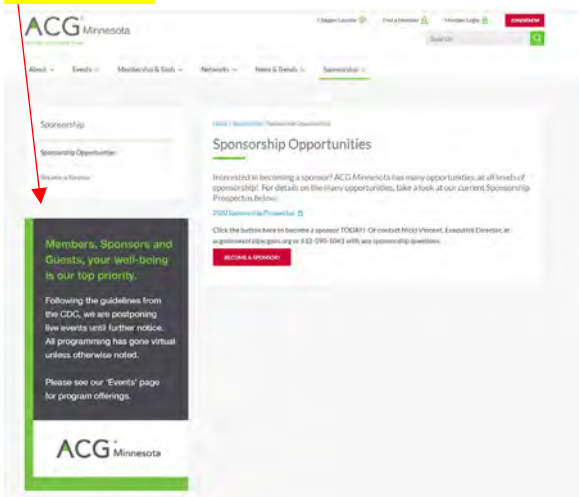
### LEADERBOARD



### BILLBOARD



### SKYSCRAPER





## 2021 COMMITMENT FORM

Your sponsorship is not accepted or secured until the signed form is received at: ACG Minnesota, Nicki Vincent, Executive Director at [nicki@acgmn.org](mailto:nicki@acgmn.org) or fax: 763-413-7328

**NOTE:** Sponsorship is offered on a first-come, first-served basis. 2020 Right of First Refusals **MUST** renew for 2021 by December 1, 2020

Upon receipt of the signed Commitment Form, ACG Minnesota will issue an electronic confirmation. Invoice and/or receipt for the sponsorship will be emailed to the primary contact in January. Payment is due in 30 days to guarantee sponsorship unless other arrangements have been made.

<b>Sponsorship Selection(s)</b>	
<b>ASK ABOUT MULTI-YEAR CONTRACT DISCOUNTS</b>	
Program	Investment Level
Program	Investment Level
Program	Investment Level
Program	Investment Level
Program	Investment Level
<b>Sponsor Information</b>	
Company Name (as should appear in print)	
Contact Name	Title
Email	Phone
Website URL	
<b>Payment for Sponsorship(s)</b>	
<b>By check:</b> mail to ACG MN, Attn. Nicki Vincent, 2920 183 <sup>rd</sup> Avenue NE, East Bethel, MN 55092	
<b>By Credit Card:</b> Credit Card Number	
Exp. Date	CVV
Name on Card (please print)	
Cardholder Signature	
<b>Please</b> submit a digital logo, hi-resolution file (both vector and jpg formats) to <a href="mailto:events@acgmn.org">events@acgmn.org</a>	
<b>TERMS</b>	
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.	
To discuss your investment, please <b>contact Nicki Vincent</b> , Executive Director 612-590-1041   <a href="mailto:nicki@acgmn.org">nicki@acgmn.org</a>	

*Dates and events are subject to change*