

ACG[®] St. Louis

SPONSORSHIP
OPPORTUNITIES

2021



2021 SPONSORSHIP OPPORTUNITIES



INTRODUCTION

On behalf of ACG St. Louis, we thank our sponsors, members, and the business community for making ACG St. Louis the premier organization for corporate growth in the St. Louis region.

Many of you have supported ACG St. Louis throughout the years and we hope that you will continue to be a part of this influential group of constituents. We look forward to many more years of partnership and your continued involvement with ACG St. Louis.

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ANNUAL SPONSORS

- Platinum: \$12,500
- Gold: \$5,000
- Silver: \$1,750

EMERGING LEADERS

- Event Sponsor: \$1,500
- STL Emerging 20
Program Sponsor: \$5,000

WOMEN'S PEER GROUP

- Event Sponsor: \$1,500

ANNUAL WINE TASTING

- Wine Table Sponsor:
\$2,250

GOLF TOURNAMENT

- Hole Sponsor: \$500
- Hole-in-One Sponsor:
\$1,500
- Vodka Bar Sponsor:
\$2,000

PRESIDENT

Patrick Nolan, Nolan &
Associates
pjnolan@nolanassoc.com
314-241-0707

SPONSORSHIP CHAIR

Mike Andrews, Husch Blackwell
mike.andrews@huschblackwell.com
314-345-6405

EXECUTIVE DIRECTOR

Amy Ruebsam, ACG St. Louis
aruebsam@acg.org
314-862-6751

THIS IS ACG[®] St. Louis



Monthly Breakfasts

1200+ attendees



Elite Speaker Series

Social Events:

- Wine Tasting
- Golf Tournament
- Holiday Party



Peer Groups



Annual Economic Forecast

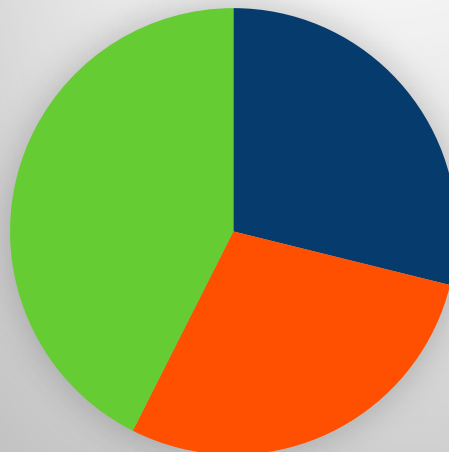
400+ attendees



STL Emerging 20 Leadership Program



Membership by Primary Function



- Corporates
- Capital Providers & Intermediaries
- Advisers



ACG[®] St. Louis

SPONSORSHIP

The Power of ACG

- Gain exposure to key dealmakers and business leaders in the St. Louis community
- Position your company as an industry leader
- 75% of ACG members do deals with other members
- Brand recognition: Annual and event sponsorships offer countless opportunities to showcase your brand to ACG members
- Curated audience: 40+ meetings and events offer the opportunity to network and build relationships

Relationships



Introductions



Deals



Visibility



ANNUAL PROGRAM SPONSORSHIPS

Platinum Sponsor: \$12,500

- One (1) Platinum sponsor per industry category
- Right of first refusal for all sponsorship opportunities
- Corporate sponsor for the Monthly Breakfast Meetings, Elite Speaker Series, Wine Tasting and Holiday Social
- One (1) attendee at each Corporate Peer Group event
- **NEW!** Exclusive access to sponsor only events with key leaders
- **NEW!** Middle Market Pulse Webinar Series-Showcase an expert from your organization directly to ACG members
- Leaderboard ad on the ACG St. Louis website
- Prominent logo on all ACG St. Louis meeting slideshows
- Prominent logo on banners used at all ACG St. Louis meetings and events
- Sponsor recognition at all monthly breakfast meetings
- Featured sponsor on the ACG St. Louis website and weekly e-mail newsletters
- Two (2) complimentary ACG memberships
- One (1) complimentary ACG membership for a corporate client
- One (1) foursome in the ACG St. Louis Golf Tournament
- Four (4) tickets to the Annual Wine Tasting
- Ten (10) breakfast meeting passes for guests
- Two (2) guest registrations for the Annual Economic Forecast

Gold Sponsor: \$5,000

- **NEW!** Exclusive access to sponsor only events with key leaders
- Billboard ad on the ACG St. Louis website
- Logo on monthly meeting slideshows
- Logo on banners used at monthly breakfast meetings
- Sponsor recognition at all monthly breakfast meetings
- Featured sponsor on the ACG St. Louis website
- One (1) complimentary ACG membership
- Two (2) golfers in the ACG St. Louis Golf Tournament
- Two (2) tickets to the Annual Wine Tasting
- Six (6) breakfast meeting passes for guests

Silver Sponsor: \$1,750

- Logo on monthly meeting slideshows
- Logo on banners used at monthly breakfast meetings
- Sponsor recognition at monthly breakfast meetings
- **NEW!** Skyscraper ad on the ACG St. Louis website
- Two (2) tickets to the Annual Wine Tasting
- Two (2) breakfast meeting passes for guests

ANNUAL SPONSORSHIP BENEFITS AT-A-GLANCE

| | Platinum | Gold | Silver |
|--------------------------------------|--|-------------------------------------|-------------------------------------|
| Industry Exclusivity | <input checked="" type="checkbox"/> | | |
| Logo on Meeting Slideshows | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo on Banners at Meetings & Events | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Annual Golf Tournament | Four (4) Golfers | Two (2) Golfers | |
| Annual Wine Tasting | Four (4) Tickets | Two (2) Tickets | Two (2) Tickets |
| Monthly Breakfast Meetings | Ten (10) Guest Passes | Four (4) Guest Passes | Two (2) Guest Passes |
| ACG St. Louis Annual Membership | Two (2) Annual Membership | One (1) Annual Membership | |
| Corporate Client Membership | One (1) Annual membership for a corporate client | | |
| Corporate Peer Group Participation | <input checked="" type="checkbox"/> | | |
| Website Advertisement | Prominent Leaderboard Ad | Billboard Ad | Skyscraper Ad |
| Podium Recognition | <input checked="" type="checkbox"/> | | |
| Sponsor Exclusive Events | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |

EMERGING LEADERS

Emerging Leaders group events are designed to allow professionals, 40 and under, to connect with their peers and form valuable relationships. Interested in getting your company name and logo in front of the rising stars in the St. Louis deal making community? This is your opportunity to sponsor a happy hour, golf outing or an executive roundtable.

Emerging Leaders Sponsor: \$1,500 per event

- Exclusive event sponsor
- Two (2) guest registrations
- Opportunity to address attendees on behalf of your firm
- Logo on e-mail invitation and website
- Company recognition in social media posts
- Ability to provide company-branded giveaway and brochure to be distributed at the event
- Attendee list provided for post event follow-up

STL EMERGING 20 LEADERSHIP PROGRAM

The STL Emerging 20 Leadership Program is geared towards rising young professionals in the M&A community. The three-part program offers participants educational sessions, networking opportunities and senior-level mentorship. The STL Emerging 20 class represents the next generation of deal-makers supporting corporate growth including private equity investors, intermediaries, corporate development professionals, lenders, M&A advisors and service providers.

STL Emerging 20 Program Sponsor: \$5,000

- Official sponsor to be promoted in all program correspondence and social media posts
- Exclusive Program Sponsor
 - Kick-off reception
 - Five (5) educational sessions
 - Three (3) social events
 - Closing reception



WOMEN'S PEER GROUP

WOMEN'S PEER GROUP

Women's Peer Group events are a highlight of membership in ACG St. Louis. Attendees comprise a similar professional demographic to the broader ACG membership, including executives, capital providers, attorneys, CPAs, investment bankers and other deal professionals. These quarterly events present women an authentic and often intimate opportunity for dialogue, business networking, and personal connections.

Learn more about the Women's Peer Group on our website under Networks.

Women's Peer Group Sponsor: \$1,500 per event

- Exclusive event sponsor
- Two (2) guest registrations
- Premium seating
- Opportunity to address attendees on behalf of your firm
- Logo on e-mail invitation and website
- Company recognition in social media posts
- Ability to provide company-branded giveaway and brochure to be distributed at the event
- Attendee list provided for post event follow-up

ACG[®] St. Louis

SPONSORSHIP

ACG St. Louis Events

ACG St. Louis is scheduled to host **40+** meetings and events in 2021. Through our strategic partnerships and investments in technology, we are prepared to offer a combination of in-person, virtual and hybrid options.

Our line-up of premiere events are designed to provide networking and educational opportunities to deal professionals directly involved in sourcing, financing and executing M&A transactions. Attendees are given the opportunity to meet business leaders in the St. Louis market and build the kinds of relationships that matter most.

In 2021, monthly breakfast meetings will feature speakers from the National Center for the Middle Market, Ballpark Village St. Louis, TriCor Braun, St. Louis CITY SC, ITR Economics and more.

View the most up to date calendar on our website at www.acg.org/stlouis/events.





ACG[®] St. Louis

ANNUAL WINE TASTING

April 29, 2021

Table Sponsor: \$2,250

- Host a wine table dedicated to your company. Enjoy premium visibility as you serve tastings of a pre-selected wine exclusive to your table.
- Logo on event signage and promotional materials including the ACG St. Louis website and weekly e-mail newsletters.
- Invitation for two (2) company representatives to attend the Pre-Event featuring a private tasting of food and wine presented by the sommelier of the Saint Louis Club.
- Two (2) complimentary tickets to the Wine Tasting Event.

ACG[®] St. Louis

ANNUAL GOLF TOURNAMENT

SEPTEMBER 2021

Sponsorship Opportunities

Hole Sponsor: \$500

- Logo on signage at the tee box and sponsor banner
- Logo advertisement on the live scoring app

Hole-In-One Sponsor: \$1,500

- Logo signage on the tee box
- Tent and table setup at the green
- Interact with golfers and pass out promotional items

Vodka Bar Sponsor: \$2,000
The Most Popular Spot on the Course!

- Exclusive host of the Vodka Bar with premium visibility
- Serve drinks to the golfers as they make the turn
- Prominent signage and recognition at the event



INDEX OF PROGRAM CONTACTS

| | Contact | Email |
|--------------------|--------------------------------------|---------------------------------|
| President | Patrick Nolan, Nolan & Associates | pjnolan@nolanassoc.com |
| Executive Director | Amy Ruebsam, ACG St. Louis | aruebsam@acg.org |
| Sponsorship | Mike Andrews, Husch Blackwell | mike.andrews@huschblackwell.com |
| Emerging Leaders | Joe Mantovani, Polsinelli | jmantovani@polsinelli.com |
| Women's Peer Group | Peggy Northcott, Capital Performance | peggyn@capitalperformance.net |
| Wine Tasting | Kevin Prunty, RGA | kprunty@rgare.com |
| Golf Tournament | Amy Ruebsam, ACG St. Louis | aruebsam@acg.org |

Grow your book of business. Build relationships.
Gain visibility.

It's all possible at ACG St. Louis
We look forward to your participation in our 2021 events.



ACG St. Louis 2021 Calendar of Events

| January | |
|-----------------------------------|-------------------|
| Corporate Peer Group | January 12, 2021 |
| Monthly Breakfast Meeting | January 15, 2021 |
| STL Emerging 20 Session | January 21, 2021 |
| February | |
| STL Emerging 20 Networking Event | February 4, 2021 |
| Elite Speaker Series | February 5, 2021 |
| Family Office Peer Group | TBD |
| Women's Peer Group | TBD |
| STL Emerging 20 Session | February 16, 2021 |
| Monthly Breakfast Meeting | February 19, 2021 |
| March | |
| STL Emerging 20 Session | March 4, 2021 |
| Middle Market Pulse | TBD |
| Corporate Peer Group | March 9, 2021 |
| Monthly Breakfast Meeting | March 19, 2021 |
| April | |
| Sponsor Wine Pre-Event | TBD |
| Family Office Peer Group | TBD |
| STL Emerging 20 Session | April 16, 2021 |
| Monthly Breakfast Meeting | April 20, 2021 |
| Women's Wine Pre-Event | April 29, 2021 |
| Annual Wine Tasting | April 29, 2021 |
| May | |
| Corporate Peer Group | May 11, 2021 |
| STL Emerging 20 Closing Reception | May 13, 2021 |
| Monthly Breakfast Meeting | May 21, 2021 |

ACG St. Louis 2021 Calendar of Events

June

| | |
|---------------------------|---------------|
| Family Office Peer Group | TBD |
| Monthly Breakfast Meeting | June 18, 2021 |

July

| | |
|----------------------|---------------|
| Corporate Peer Group | July 13, 2021 |
| Elite Speaker Series | TBD |

August

| | |
|--------------------------|-----|
| Family Office Peer Group | TBD |
| Women's Peer Group | TBD |
| Middle Market Pulse | TBD |

September

| | |
|---------------------------|--------------------|
| Annual Golf Tournament | September 13, 2021 |
| Corporate Peer Group | September 14, 2021 |
| Monthly Breakfast Meeting | September 17, 2021 |

October

| | |
|--------------------------|--------------|
| Family Office Peer Group | TBD |
| Annual Economic Forecast | October 2021 |

November

| | |
|---------------------------|-------------------|
| Elite Speaker Series | TBD |
| Corporate Peer Group | November 9, 2021 |
| STL Emerging 20 Kickoff | November 11, 2021 |
| Monthly Breakfast Meeting | November 19, 2021 |
| Women's Peer Group | TBD |

December

| | |
|--------------------------|-----|
| Holiday Social | TBD |
| Family Office Peer Group | TBD |