



ACG[®] Boston

SPONSORSHIP OPPORTUNITIES

Establishing brand awareness &
facilitating relationships with New
England's middle-market
M&A community.

ABOUT ACG BOSTON



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

40+ YEARS OF
HELPING DEAL PROFESSIONALS
FOSTER TRUSTED NETWORKS
IN THE NEW ENGLAND
MIDDLE-MARKET M&A COMMUNITY



ACG BOSTON EVENT SERIES

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



C-Series Networking Breakfasts - ACG Boston's signature bi-monthly member event, featuring C-level speakers from local companies or the deal community.

Networking Event Series - events designed to maximize attendee networking in unique venues or formats.

Annual Member Awards Night - Annual event to recognize and thank ACG Boston members and volunteers.

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

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

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

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

ACG Northeast Industry Tour: Healthcare Conference - co-hosted by ACG Boston, ACG New York & ACG Philadelphia, this half-day conference brings together over 120 M&A professionals for healthcare industry trends & updates.

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

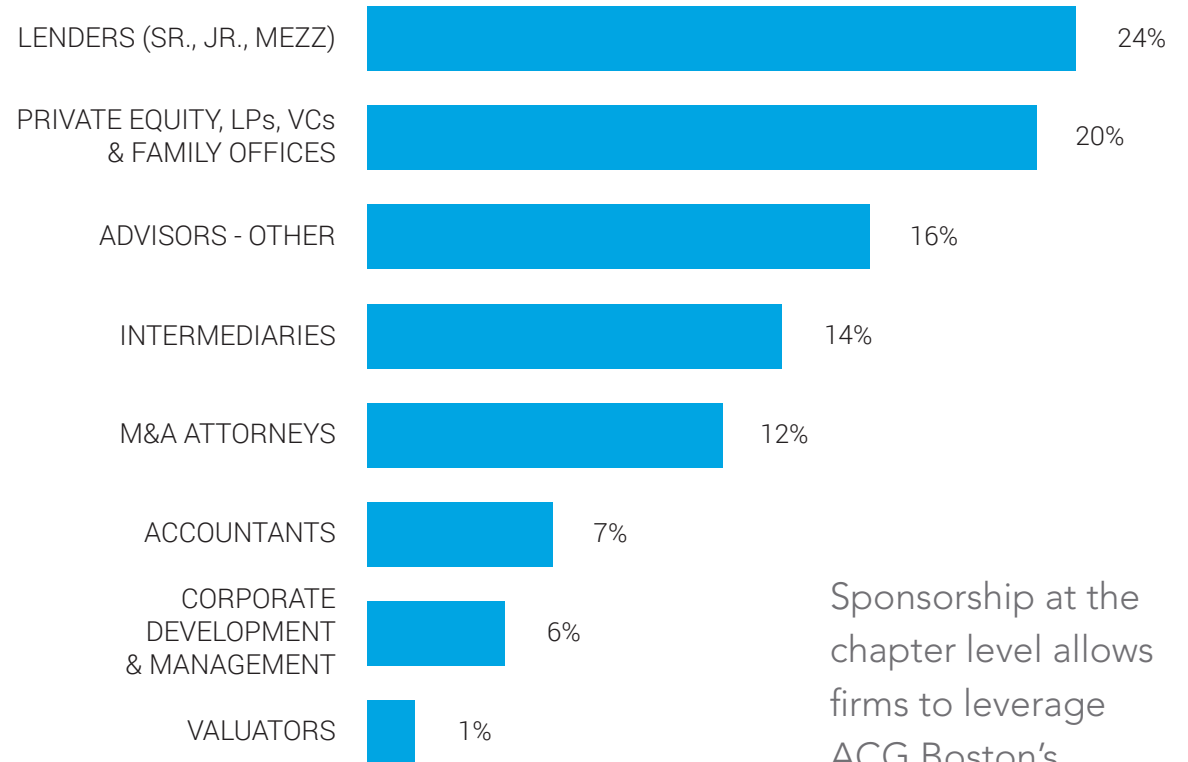
ACG Northeast Dealmaking at the Mountain - an annual three-day conference co-hosted by ACG's northeast chapters at Stowe Mountain Resort in Vermont that provides close-knit networking on and off the slopes.

ABOUT ACG BOSTON

550

MEMBERS

Our audience represents every segment of the deal:



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

3000

ANNUAL EVENT ATTENDEES

ANNUAL CHAPTER PARTNER & ANNUAL SPONSOR

The **Annual Chapter Partner** is the highest level of sponsorship with the ACG Boston chapter, designed to develop a deep partnership between your firm, ACG Boston, and our community of deal professionals. Your firm will experience **maximum exposure throughout the year** as we spotlight your brand and expertise, and allow your team to fully engage with the ACG Boston membership.

An **Annual Sponsorship** with ACG Boston allows your firm to **gain consistent exposure and visibility** within the new England deal community, throughout the entire year. It helps to elevate your firm above the competition, and allow your team to build a strong presence among the ACG Boston membership.

Sponsors can select from the list of events shown here (4 for Annual Chapter Partner, and 2 for Annual Sponsor), and receive all of the benefits for each selected event that are outlined on the following page, as well as additional benefits on an annual basis.

EVENTS	OCCURS IN
C-Series Breakfast Series	5x per year in: January, March, May, September & November
Networking Event Series: 2 Networking Events (fall and winter) 2 New Member Happy Hours 1 College Mentor Breakfast (January) 1 Annual Member Awards Night (spring)	6 events throughout the year
Deal Hunters (Young Professional) series, plus: + ACCELERATOR Program	4x per year + ACCELERATOR in August
Women's Connection Series	4x per year
M&A Outlook Conference	March
ACG Northeast Industry Tour Healthcare Conference (with ACG New York & ACG Philadelphia)	November
ACG Northeast Dealmaking at the Mountain (Stowe, VT)	January 26-28, 2020
DealFest Northeast (base level - upgrade levels available at additional cost; industry exclusivity does not apply)	June 16 & 17, 2020

(Please note that a "series" of events counts as 1 event; for ex. selecting the C-Series Breakfast series would leave you with three additional choices, as Annual Chapter Partner, and one additional choice as Annual Sponsor.)

Sponsorships are also available on a per event basis, and do not include any Annual Benefits. Contact Christy Dancause, Executive Director, ACG Boston for more information: cdancause@acgboston.org.

EVENT & ANNUAL BENEFITS

EVENT BENEFITS

ANNUAL BENEFITS

PRICING

Choice of events to sponsor (see list on previous page)

Industry exclusivity in category for all chosen events

Listing (logo and/or link) in:

- Signage for chosen events
- Email blasts for chosen events
 - C-Series: ~111,000 emails over the course of the marketing campaign
 - Member Networking Series: ~111,000 emails
 - Conferences: ~111,000 emails
 - Deal Hunters: ~9,000 emails
 - Women's Connection: ~9,000 emails
- Website registration pages for chosen events
- Onsite presentation screens (where applicable)
- Social media posts about the events

Tickets to each chosen event (all other employees of your company receive the member rate)

Attendee list with contact information for chosen events

Onsite presence for marketing material (table, seat drop or giveaway) for chosen events

Opportunity to say a few words at 1 of your chosen events (where applicable)

Personal sponsor concierge: ACG Boston will help facilitate introductions for sponsor at events during the sponsorship term

Logo displayed on ACG Boston homepage in Sponsor section from Jan. - Dec.

Thought Leadership piece on ACG Boston website & emailed to our membership

Article in the News & Trends section of the ACG Boston website

Banner ad (970x250) on ACG Boston homepage

Social media posts throughout the year

Member rate for all employees of your company to all ACG Boston events during sponsorship term*

ACG Boston memberships (new joins or renewals)

ANNUAL
CHAPTER
PARTNER

ANNUAL
SPONSOR

4

2

•

Prominent
location

•

2 for
Series Events &
Dealmaking
at the Mountain

2 for
Series Events &
Dealmaking
at the Mountain

5 for
Conferences &
DealFest

3 for
Conferences &
DealFest

•

•

Prominent
location

•

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•

Prominent
location

•

1

1

1

1 Month

24

10

•

•

2

1

\$25,000

\$15,000

* Applicable to events where employees are qualified to attend. Certain events may be excluded.