



ACG[®] Boston

2021 SPONSORSHIP OPPORTUNITIES

ABOUT ACG

Founded 1954, the Association for Corporate Growth has 59 chapters globally representing 15,000 members. ACG serves more than 90,000 investors, industry executives, lenders and advisers to growing middle-market companies. ACG's mission is to drive middle-market growth.



15,000 Total Members



29% U.S. Private Equity Deal Flow



\$187.4B Investable Capital



1290 Deals Done (as of 12/2019)

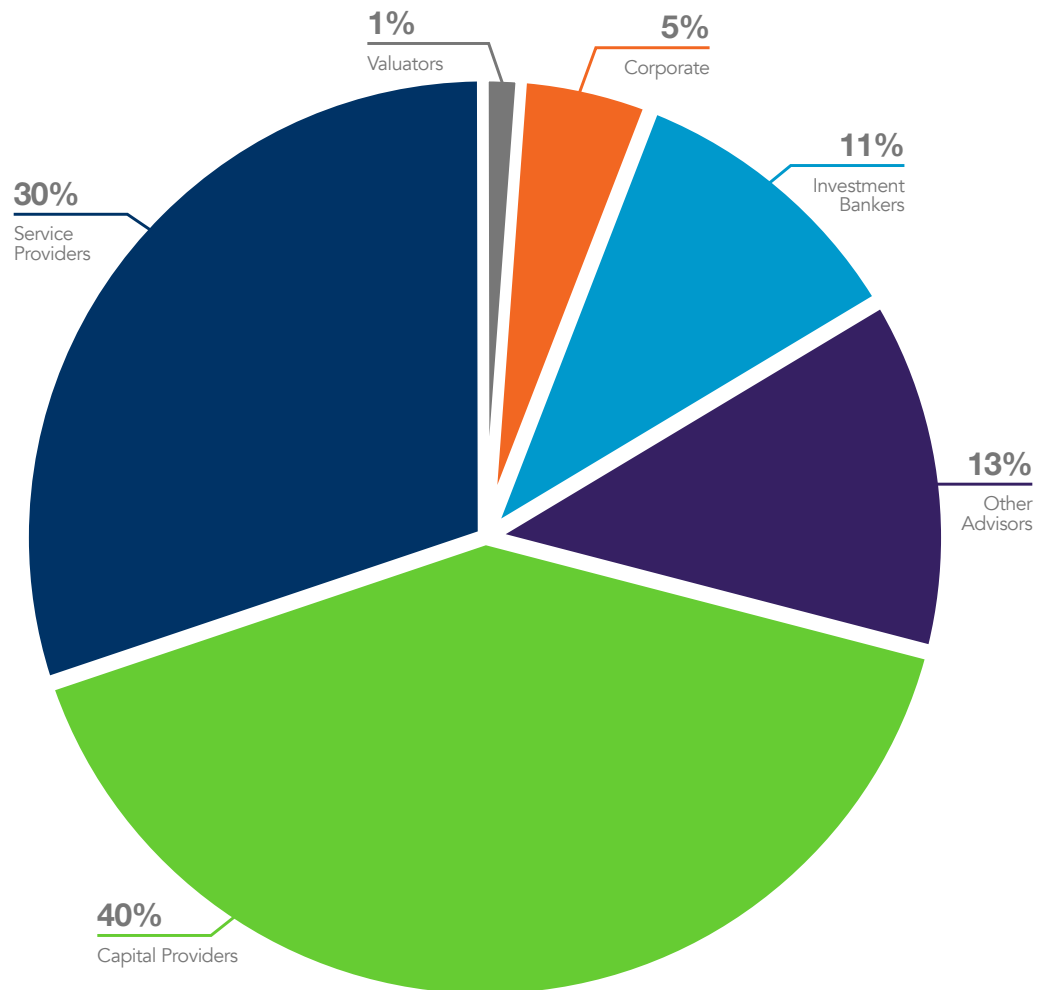


75% of ACG members state that they have done business with fellow members

ABOUT ACG BOSTON



550+
MEMBERS



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

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

SPONSORSHIP OPPORTUNITIES

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.

	SERIES SPONSORSHIP BENEFITS
Industry exclusive sponsorship within selected series	●
Logo and/or company name included in all marketing for the series throughout the year (email blasts, registration page & social media)	●
Logo and/or company mention at each event included in the series	●
Complimentary tickets to each event included in the series	●
Attendee lists with contact information pre and post event	●
Opportunity to share thought leadership article related to series focus in monthly newsletter	● x2
Participation in thought leadership video about series focus (video produced by ACG Boston)	●
Opportunity to address the audience where appropriate throughout the series as breakout room facilitator, virtual table host, speaker introductions, etc.	●

LEARN MORE

Contact ACG Boston Executive Director Christy Dancause at cdancause@acgboston.org for more information on sponsorship opportunities

SERIES SPONSORSHIPS

<p>C-SERIES BREAKFAST Sponsor of C-Series Breakfasts, ACG Boston's signature bi-monthly event, featuring C-level speakers from local companies and/or the deal community (5 Events)</p>	<p>\$10,000</p>
<p>WOMEN'S CONNECTION Sponsor of quarterly events & initiatives for women in the M&A industry</p>	<p>\$7,500</p>
<p>DEAL HUNTER'S (YOUNG PROFESSIONALS) & ACCELERATOR PROGRAM Sponsor of quarterly events & initiatives for young & mid-level professionals in the M&A industry, including our annual leadership development program - ACG Boston ACCELERATOR - and related alumni events</p>	<p>\$5,000</p>
<p>FAMILY OFFICE & FOUNDERS ROUNDTABLE Sponsor of nine (9) events and initiatives for family offices (included monthly event series)</p>	<p>\$7,500</p>
<p>PRIVATE EQUITY-BACKED CEO ROUNDTABLE (PEER) NEW! Coming soon! Sponsor of events and initiatives for private equity backed company executives - contact Executive Director Christy Dancause at cdancause@acgboston.org for more information</p>	
<p>DEALSOURCING SERIES (PE:IB & PE:PE) NEW! Includes sponsorship of DealSource events featuring 1:1 meetings between PE & IB firms. More information coming soon - contact Executive Director Christy Dancause at cdancause@acgboston.org for more information</p>	
<p>PE OPERATING PARTNERS NEW! Coming soon! Sponsor of events and initiatives for private equity operating partners - contact Executive Director Christy Dancause at cdancause@acgboston.org for more information</p>	
<p>INDUSTRY INSIDER SPONSORSHIPS NEW! ACG is developing industry insider membership groups to target and engage members who are focused in specific verticals. We will design specific, targeted programming, content and networking opportunities for these insider members throughout the year, facilitated together with other chapters across the country. If you're interested in exploring sponsorship for one of the industries listed below, contact Executive Director Christy Dancause at cdancause@acgboston.org for more information.</p> <ul style="list-style-type: none"> • Business Services • Consumer • Healthcare • Industrial/Manufacturing • Software/Technology 	

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SPECIAL EVENT SPONSORSHIPS

THE BIG DEAL

\$5,000

ACG Boston's most exclusive invitation and members only networking event, The BIG Deal, will take place virtually this year, hosted within a unique virtual ballroom allowing for more natural networking. Attendees and sponsors will also have the opportunity to schedule 1:1 meetings on January 19 & 20, 2021, via the ACG Access platform, which provides private, secure virtual meeting rooms for dedicated discussions. The BIG Deal is by invitation only for senior level (VP and above) PE & family office investors, investment bankers & strategic acquirers, and typically attracts more than 200 people from across the country each year. Event sponsors have exclusive category access to this event, allowing your firm maximum branding and visibility.

Benefits include:

- Industry exclusivity as event sponsor
- Logo included in event email blasts, registration page and social media mentions
- Logo included in virtual platform
- Exclusive virtual table hosted by and branded to sponsor firm
- 4 tickets to the event
- Access to scheduling tool to request meetings with attendees
- Shout outs and announcements about your firm during the reception
- Attendee list with contact information shared pre and post event



The Remo Platform

M&A OUTLOOK CONFERENCE

MORE INFORMATION COMING SOON!

The M&A Outlook Conference is an annual, half-day event that will take place November 2021 and feature industry experts who examine today's M&A market with a focus on where the dealmaking is likely to be hottest in the future.

HEALTHCARE CONFERENCE

MORE INFORMATION COMING SOON!

The Healthcare Conference is an annual, half-day event that will take place in Autumn 2021 and feature industry experts who examine the current and future trends in the healthcare industry, with a focus on where the best deals are to be had.

DEALFEST NORTHEAST

MORE INFORMATION COMING SOON!

DealFest Northeast is the largest M&A block party in the northeast, bringing together **700+ middle-market deal professionals** — capital providers, intermediaries, transaction advisors and strategics — from all over the country to network, discover new partners, and identify untapped sources of dealflow.

At **DealFest**, New England's top private equity and investment banking firms host and share the region's finest craft beers as attendees connect and strengthen their well-established networks of active investment community relationships, as well as create and build new relationships that can help source new quality investment opportunities.

DealSource Select takes place on the 2nd day of DealFest Northeast: 350+ capital providers, intermediaries, family offices, and corporate development professionals conduct one-on-one meetings with each other, prescheduled through DealSource Select's innovative and private online networking tool, making it the most efficient and concentrated way to source dealflow for the middle-market M&A community.



ANNUAL SPONSORSHIP

An Annual Sponsorship 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.

If your firm selects 2 or more Series Sponsorships, or 1 Series and 1 Special Event (excluding The BIG Deal), we will upgrade your firm to an Annual Sponsor at no additional cost, and you will get the following additional benefits:

- Logo displayed on ACG Boston homepage as Annual Chapter Sponsor during the 2021 calendar year
- Member rate for all sponsor company employees to all ACG Boston events during the 2021 calendar year (*excludes invite only events that sponsor firm would not normally qualify to attend*)
- 1 complimentary ACG Boston membership (new or renewal)

**Must be a minimum total spend of \$15,000 to qualify for complimentary upgrade, excluding The BIG Deal sponsorship, which is a stand-alone sponsorship.*

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