

# 2021 SPONSORSHIP PROSPECTUS

We are BACK in-person in 2021!

**ACG** Florida  
Capital Connection®  
[www.acgflorida.com](http://www.acgflorida.com)

The Florida ACG Capital Connections® are hosted each year in November and are the collective efforts of the four Association for Corporate Growth chapters spanning Florida:

- ▲ ACG Orlando
- ▲ ACG North Florida
- ▲ ACG Tampa Bay
- ▲ ACG South Florida



**2021 Florida ACG Capital Connection – November 16 - 18, 2021**  
JW Marriott Orlando Bonnet Creek Resort & Spa

Since 2005, the Florida chapters of ACG have been hosting one of the Southeast's premier conferences for the middle market. Our 16<sup>th</sup> Florida ACG Capital Connection® will be held on November 16-18, 2021 at the new JW Marriott Orlando Bonnet Creek & Spa. We missed seeing everyone in 2020 but are planning on being back in-person this year, providing our attendees the opportunity to fill their pipelines by meeting and networking with over 600 attendees and exhibitors from 26 states. Our attendees are representatives of private equity firms, commercial and investment banks, growth-oriented companies, accounting and law firms, and other professionals all focused on middle-market deal making.

Just like in previous years, we are planning 2-1/2 fun, luxurious and efficient days, including:

- Early Arrivals Reception on Tuesday, Nov 16th
- Annual Golf and Tennis Tournaments as well as our Women's Forum
- Welcome Reception/Capital Connection "Wine Tasting"
- A schedule to give you maximum time to network

***The Florida ACG Capital Connections are just the right size for making worthwhile connections!***

This year's event is hosted by ACG Orlando and our Conference Chairs are:



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# 2021 Florida ACG Capital Connection

JW Marriott Orlando Bonnet Creek Resort & Spa, Orlando, FL

November 16 – 18, 2021

## **Platinum Sponsors - \$15,000 (unlimited number but industry exclusive)**

- 10 conference registrations (**valued up to \$7,000**)
- 5 golf or tennis registrations (**valued up to \$975**)
- 6' table in sponsor area of attendee deal lounge or in capital connection/deal source (if PEG/IB)
- Reserved table at breakfast and lunch
- Ad in onsite guide
- Recognition on conference APP
- Logo on website with hyperlink
- Leaderboard Ad (728x90) displayed on the top of every page on [www.acg.org/florida](http://www.acg.org/florida) from the date ad received through February of the following year
- Signage throughout venue
- Promotional item and brochure in conference bags (sponsor to provide)
- Prominent placement of logo link on email blasts and social media postings
- 2 booth staff passes to conference
- Visibility on A/V at podium at all conference events
- Sponsor ribbons on attendee badges
- Discounted registration price for additional company attendees (only \$495)

## **GOLD Sponsors - \$10,000 - \$11,500 *Please select one event or item to sponsor.***

- 6 conference registrations (**valued up to \$4,000**)
- 3 golf or tennis registrations (**valued up to \$585**)
- 6' table in sponsor area of attendee deal lounge or in capital connection/deal source (if PEG/IB)
- Reserved table at breakfast and lunch
- Leaderboard Ad (728x90) displayed on the top of every page on [www.acg.org/florida](http://www.acg.org/florida) from the date ad received through February of the following year
- Ad in onsite guide
- Recognition on conference APP
- Logo on website with hyperlink
- Signage at sponsored event
- Promotional item and brochure in conference bags (sponsor to provide)
- Logo on email blasts and social media postings
- 1 booth staff passes to conference
- Sponsor ribbons on attendee badges
- Discounted registration price for additional company attendees (only \$495)

## **Lunch/Keynote Speaker - \$11,500**

Our conference luncheon provides a forum on the main conference day where ALL attendees will be gathered. Sponsor will have an opportunity to welcome attendees from the podium and introduce our keynote speaker.

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## **Capital Connection/Welcome Reception/Wine Tasting - \$10,500**

This MUST ATTEND event is open to all conference attendees, where private equity groups and investment bankers will have their tables set up to meet and greet all of our attendees! Sponsors will have prominent signage as well as prominent table placement in the room during the Welcome Reception.

## **Rest & Reset Lounge - \$10,000**

Attendees have an opportunity "rest & reset" in our ACG Florida lounge. Have a NEW headshot taken for use on Facebook, Linked In and company websites. Have your shoes shined, get a quick neck massage or enjoy a smoothie (separate sponsorship available).

## **SILVER Sponsors - \$7,000 - \$8,500 Please select one event or item to sponsor.**

- 4 conference registrations (**valued up to \$2,500**)
- 1 golf or tennis registration (**valued up to \$195**)
- 6' table in sponsor area of attendee deal lounge or in capital connection/deal source (if PEG/IB)
- Billboard Ad (970x250) displayed on the top of every page on [www.acg.org/florida](http://www.acg.org/florida) from the date ad received through February of the following year
- Ad in onsite guide
- Recognition on conference APP
- Logo on website with hyperlink
- Signage at sponsored event
- Promotional item and brochure in conference bags (provided by sponsor)
- Logo on email blasts and social media postings
- 1 booth staff passes to conference
- Sponsor ribbons on attendee badges
- Discounted registration price for additional company attendees (only \$495)

## **Conference Bag - \$8,500**

Sponsor logo is imprinted on the conference bag which is provided to all conference attendees at the time of registration. Attendees use the bag to collect literature and giveaways from our exhibitors and sponsors.

## **Golf Tournament - \$7,500**

One of the highlights of coming to the Florida ACG Capital Connection® is the opportunity to play golf in November! Annual attendance at the tournament typically exceeds 80 players, and sponsor receives signage and recognition throughout the day. Sponsor will have the opportunity to welcome the golfers and announce the award winners.

## **Room Keys - \$7,500**

Sponsor logo is imprinted on room keys presented to each guest upon hotel check-in.

## **Badge Lanyard - \$7,000**

Sponsor logo is imprinted on the lanyard, which is worn by all conference attendees throughout the event and contains the conference agenda.

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## **Water Bottle - \$7,000**

Sponsor logo is imprinted on water bottle labels and will be placed at multiple stations throughout the conference.

## **Welcome Speaker - \$7,000**

Before the Capital Connection/Wine Tasting on Wednesday evening, attendees will have the opportunity to hear our welcome speaker on a "timely" middle-market topic.

## **Breakfast Speaker - \$7,000**

Begin Thursday morning with our breakfast speaker presenting on a "timely" middle-market topic.

## **Charging Stations - \$7,000**

Looking for a great way to "connect" your company with conference attendees? Sponsor the charging station (located in a high traffic area) and offer attendees the opportunity to charge their mobile devices without missing networking opportunities.

## **BRONZE Sponsors - \$4,000-\$6,000 *Please select one event or item to sponsor.***

- 2 conference registrations (**valued up to \$1,400**)
- 6' table in sponsor area of attendee deal lounge or in capital connection/deal source (if PEG/IB)
- Skyscraper Ad (240x400) displayed on the top of every page on [www.acg.org/florida](http://www.acg.org/florida) from the date ad received through February of the following year
- Ad in onsite guide
- Recognition on conference APP
- Logo on website with hyperlink
- Signage at sponsored event
- Promotional item and brochure in conference bags (sponsor to provide)
- Logo on email blasts
- Sponsor ribbons on attendee badges
- Discounted registration price for additional company attendees (only \$495)

## **Early Arrivals Reception - \$6,000**

Start the event in style by sponsoring the "Early Arrivals Reception". Meet those attendees that will arrive on Tuesday to begin their networking as well as early golfers! This has become one of ACG Florida's premier networking opportunities.

## **Late Night After Party/Poker Room - \$6,000**

After dinner on your own or at one of the sponsor events on Tuesday evening, join us onsite and continue your networking. Dessert, coffee and cocktails will be provided, and you can even play a little poker, darts, foosball and more.

## **Conference App - \$6,000**

Sponsor will receive premier visibility and advertising/logo placements on the mobile app which is available for iPhone, Android, BlackBerry, and any smartphone that has web-enabled browser capability.

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## **Women's Forum Lunch - \$6,000**

One of our optional events, started in 2018, the ACG Florida Women's Forum luncheon will take place on Wednesday, 11/17. Attendees will enjoy networking and a high impact speaker/panel with some other special perks.

## **Registration - \$5,500**

Sponsor will have an exhibit table near the registration location with the opportunity to meet ALL attendees as they register for the conference. **Be the first to welcome the attendees!**

## **Attendee Deal Lounge - \$5,500**

The Deal Lounge is where all the action will take place. Set outside the main ballroom where meetings will be taking place with exhibitors/attendees, and everyone can check their emails, recharge cell phones, and more. Sponsors will have signage and their exhibit booth in the area.

## **Breakfast Buffet - \$5,000**

Enjoy a full breakfast buffet on Wednesday, 11/20 and start the day off right. Attendees can grab breakfast and network or choose our breakfast breakout session.

## **Roundtables - 3 at \$5,000**

The 2021 conference will feature up to 3 Roundtable discussions with industry experts in smaller rooms for more intimate conversations. Program content is determined by the 2021 Planning Committee (we encourage potential sponsors to submit program ideas).

## **On-Site Guide - \$5,000**

In addition to the conference app, we still plan to print an on-site guide to be distributed to all attendees at registration, for those who prefer a printed copy to take home.

## **WI-FI - \$5,000**

Provide a personalized code for important WI-FI available in all meeting spaces during the conference.

## **Coffee - \$5,000**

We all love our coffee! Sponsor the popular coffee stations throughout the venue with personalized coffee sleeves (provided by ACG Florida)

## **Lite Lunch - \$5,000**

If you aren't golfing, playing tennis or attending our Women's Forum on Wednesday, enjoy a lite lunch onsite while you begin your networking.

## **Refreshment Break 1 (Wed, 11/17 in the PM) - \$4,000**

Attendees can grab juice, soda and snacks at our refreshment station.

## **Refreshment Break 2 (Thurs, 11/18 in the AM) - \$4,000**

Attendees can grab juice, soda and snacks at our refreshment station.

## **Tennis Tournament - \$4,000**

Sponsor our annual Florida ACG Capital Connection® tennis tournament, another optional event for attendees on Tuesday, 11/19.

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## Shoe Shine - \$4,000

As part of our Rest & Reset Lounge, attendees can enjoy a quick shoe shine.

## Massage Chairs - \$4,000

As part of our Rest & Reset Lounge, attendees can enjoy a neck massage.

## Smoothie Break - \$4,000

Smoothies are always a popular item at a conference!

## AGENDA (subject to change)

<b>Tuesday, November 16, 2021</b>	
	Early Arrivals Networking Events (TBD)
3:00 pm	Registration begins
5:00 to 7:00 pm	Early Arrival's Reception
<b>Wednesday, November 17, 2021</b>	
7:00 am	Registration begins
8:30 am to 1:00 pm	Golf Tournament (optional event)
10:00 am to 1:00 pm	Tennis Tournament (optional event)
11:00 am	Attendee Deal Lounge/Sponsor Area Open
11:00 am to 1:30 pm	Women's Forum Lunch (optional event)
2:00 pm	Breakout Sessions
2:00 to 4:00 pm	<b><u>DealSource/Exhibit Hall Opens</u></b> - PEG and IB exhibitors
4:00 to 5:00 pm	Welcome Speaker/Panel
5:30 to 7:30 pm	<b>Capital Connection/All-Invited Welcome Reception/Wine Tasting with PEGs/IB exhibitors pouring wine</b>
8:00 to 9:30 pm	Attendees on own for dinner
9:30 to 11:30 pm	Late Night Dessert/After Party/Poker/Games
<b>Thursday, November 18, 2021</b>	
7:30 am to 3:00 pm	<b><u>DealSource/Exhibit Hall Opens</u></b> - PEG and IB exhibitors
7:30 am to 3:00 pm	Attendee Deal Lounge/Sponsor Area Open
7:30 to 9:00 am	Breakfast Buffet
8:00 to 9:00 am	Breakfast Speaker
9:15 to 10:15 am	Breakout/Roundtable
10:15 to 11:15 am	Breakout/Roundtable
11:15 to 12:15 am	Breakout/Roundtable
12:00 to 1:30 pm	Keynote Speaker/Lunch
1:30 to 3:00 pm	<b><u>DealSource/Exhibit Hall Opens</u></b> - PEG and IB exhibitors

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	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
	<b>\$10,000 - \$11,500</b>	<b>\$7,000 - \$8,000</b>	<b>\$4,000 - \$6,000</b>
<b>Conference Registrations</b>	<b>6</b>	<b>4</b>	<b>2</b>
<b>6' table in sponsor area or in capital connection/exhibit hall (if PEG/IB)</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
<b>Digital Ad on <a href="http://www.acgflorida.com">www.acgflorida.com</a></b>	<b>Leaderboard 782x90</b>	<b>Billboard 970x250</b>	<b>Skyscraper 240x400</b>
<b>Print Ad in onsite guide</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>
<b>Recognition on conference APP</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
<b>Logo on website with hyperlink</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
<b>Promotional Item in conference bags</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
<b>Logo on email blasts and social media posts</b>	<b>✓</b>	<b>✓</b>	<b>Email only</b>
<b>Signage at Conference</b>	<b>Throughout venue</b>	<b>Throughout venue</b>	<b>At sponsored event</b>
<b>Extra conference pass for staff to man booth</b>	<b>1</b>	<b>1</b>	
<b>Golf/Tennis/Women's Forum Registrations (pick one)</b>	<b>3</b>	<b>1</b>	
<b>Reserved table at breakfast and lunch</b>	<b>✓</b>		
<b>Speaking opportunity at an event</b>	<b>✓</b>		