



18TH ANNUAL

SPONSORSHIP PROSPECTUS

March 23 - 24, 2022

Hyatt Regency, Dallas, Texas

COMMITTEE CONTACTS

For nearly two decades the Texas ACG Capital Connection (TACC) has been the most significant private equity and debt capital event in Texas and the Southwest. Texas is hot—we've never been hotter! So it's fitting that as one of the largest and most prestigious ACG Capital Connections in the country, TACC welcomes more than 100 of the nation's leading private equity and mezzanine firms to the Lone Star State, representing more than \$100 billion of capital available for investment.

After deferring last year's event to keep attendees safe, anticipation for returning in-person has reached a fever pitch. As a result, we're expecting this year's happening in Dallas to be the BEST TACC ever!

To achieve this outcome, we have worked throughout the pandemic to implement upgrades. Most significantly, we've vetted and invested in a breakthrough software technology that will meaningfully expand the tools and resources each attendee will receive. The software is called ACG Access, and it will dramatically increase the efficiency and effectiveness of managing the most valuable asset at TACC, relationships. ACG Access will become a constant companion for weeks in advance as attendees plan and execute their own strategy for being 'in the room where it happens.' ACG Access further provides branding opportunities heretofore unparalleled in our history.

Our sponsors will be featured in new and exciting ways, for longer periods of time, multiplying advertising exposure and increasing the return on your partnership dollar. And in the final analysis, TACC is the shining star it is because of dedicated partners. Your commitment to lead the way makes it possible for those of us who volunteer to serve and support our industry. For that reason, we want to make your partnership with our 18th Annual TACC your best returning investment ever! See you in Dallas!

Best,



Tony Banks



CHAIR

Tony Banks
Director
Grant Thornton



CO-CHAIR

Dan Vermeire
Partner
Corporate Finance Associates

SPONSORSHIPS

Paul Gautier
Cary Street Partners

Doug Janowski
Lazear Capital

PRIVATE EQUITY EXHIBITORS

Mark Champion
Bank of America

Stephanie McNelis
Bridgepoint Consulting

John Romney
SBM Ventures

INVESTMENT BANK SPONSORS

Ross Mesquita
ZRG Partners

ACG DALLAS/FORT WORTH

Rachel Ludicke
Westwood Professional Services
ACG DFW President

Brittany Timmerman
Executive Director

Erika McLeod
Chapter Coordinator

ACG HOUSTON

Jen Sudduth
Sudduth Search
ACG Houston President

Morgan Stone
Executive Director

ACG AUSTIN/SAN ANTONIO

Corey Huffman
Catto & Catto
ACG ASA President

Sara Singer
Chapter Executive

DAY 1: WEDNESDAY, MARCH 23, 2022

General Attendee

11:30AM - 1PM	KICKOFF LUNCHEON: PRESENTED BY THE WOMEN OF ACG* (SEPARATE TICKET PURCHASE)	LOCATION TBD (SEPARATE TICKET PURCHASE)
1 - 5:30PM	DEALMAKER LOUNGE OPEN FOR MEETINGS	LANDMARK BALLROOM
2:30 - 3:15PM	CONTENT TRACK #1	LOCATION TBD
4 - 4:45PM	CONTENT TRACK #2	LOCATION TBD
5:30 - 8PM	OPENING RECEPTION*	LANDMARK BALLROOM

DealSource Attendee

11:30AM - 1PM	KICKOFF LUNCHEON: PRESENTED BY THE WOMEN OF ACG*	LOCATION TBD
1 - 5PM	DEALSOURCE MEETINGS (PRIVATE EQUITY EXHIBITORS & INVESTMENT BANK SPONSORS ONLY)	LANDMARK BALLROOM
5 - 5:30PM	DEALSOURCE RECEPTION (PRIVATE EQUITY EXHIBITORS & INVESTMENT BANK SPONSORS ONLY)	LANDMARK BALLROOM
5:30 - 8PM	OPENING RECEPTION*	LANDMARK BALLROOM

**All TACC attendees are invited*

DAY 2: THURSDAY, MARCH 24, 2022

All Attendees

8AM - 1PM	CAPITAL CONNECTION MARKETPLACE	LANDMARK BALLROOM
8AM - 9AM	NETWORKING BREAKFAST	LANDMARK BALLROOM
12 - 1PM	NETWORKING LUNCH	LANDMARK BALLROOM

OVERVIEW OF EVENTS



CAPITAL CONNECTION MARKETPLACE

The Capital Connection Marketplace provides an open format for exhibitors and sponsors to network, meet private equity exhibitors and investment bank sponsors, and do business.



DEALSOURCE MEETINGS & RECEPTION

(Private Equity Exhibitors & Investment Bank Sponsors ONLY)

DealSource meetings consists of pre-arranged, 20-minute private conversations between the private equity and investment banking sponsors.

DealSource reception will immediately follow DealSource meetings and is reserved for DealSource participants.



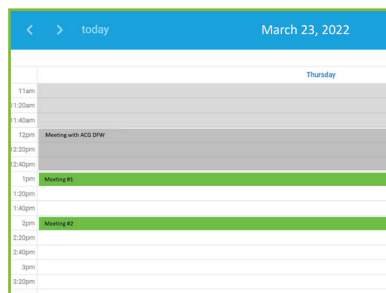
KICKOFF LUNCHEON

The Kickoff Luncheon is presented by the Women of ACG. With high-impact speakers who are at the top of their game, attendees will start developing connections from the very start of the conference, even while picking up actionable ideas and strategies.



OPENING RECEPTION

The opening reception is open to all attendees and sponsors, including Private Equity and Investment Bankers. Cocktails flow as business gets done over hors d'oeuvres, immediately following the DealSource Reception in the Capital Connection Marketplace.



ACG ACCESS

Replacing manual systems, ACG Access allows each attendee to plan the best use of their time at the event. Built-in functionality allows booking of meetings virtually, tracking scheduled meetings and managing contacts.



CONTENT TRACKS

The planning committee, focused on delivering incremental value through informative presentations and panels, is busy determining the topics most suitable, and recruiting the best possible presenters.



DEALMAKER LOUNGE

When it's time to get down to business, attendees visit the Dealmaker Lounge. Many deals are done over coffee. Will yours be next?

Separate Registration required for General Attendees.

EVENT SPONSORSHIP OPPORTUNITIES

Sponsorships:	Exclusivity:	Logo & Recognition:	Marketing:	Marketplace:	Registrations:	Additional:
PLATINUM: \$15,000 SOLD OUT	Industry (max of 5)	Premium logo display, Extensive Stage Acknowledgment	Business Journal Article, Extensive publicity	Prime location, 8x8' exhibit space	8 complimentary attendees	Sponsor Branding on ACG Access (software package), Full page ad in digital Program Guide, 8 Reserved seats for Kickoff Luncheon
GOLD: \$10,000 SOLD OUT		Prominent logo display, Stage Acknowledgment	Business Journal Article, Extensive publicity	Prime location, 6ft table space	8 complimentary attendees	Half page ad in digital Program Guide, 8 Reserved seats for Kickoff Luncheon
SILVER: \$5,000 SOLD OUT		Prominent logo display	Extensive publicity	Great location, 6ft table space	4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
DEALMAKER LOUNGE: \$10,000 SOLD	Exclusive	Branded Dealmaker lounge	Logo included	Great location, 6ft table space	4 complimentary attendees	Dealmaker Lounge available throughout event, 4 complimentary attendees for Kickoff Luncheon
OPENING RECEPTION: \$7,500 SOLD OUT		Prominent logo display during Reception	Logo included	Great location, 6ft table space	4 complimentary attendees	Host food/beverage during Opening Reception, 4 complimentary attendees for Kickoff Luncheon
DEALSOURCE: \$7,500 SOLD	Industry (max of 2)	Prominent logo display during DealSource	Logo included	6ft table space	4 complimentary attendees	Host table outside DealSource throughout event, 4 complimentary attendees for Kickoff Luncheon
WELLNESS: \$7,500 SOLD	Exclusive	Prominent logo display on all sanitation items	Logo included	6ft table space	4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
ON SITE WIRELESS: \$7,500 SOLD	Exclusive	Prominent logo display on WiFi page and signage	Logo included	6ft table space	4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
CHARGING STATION: \$7,500 SOLD	Exclusive	Prominent logo display on charging station	Logo included	6ft table space	4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
COFFEE BAR: \$7,500 SOLD	Exclusive	Prominent logo display on coffee bar set up	Logo included	6ft table space	4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
REFRESHMENT: \$7,500 SOLD	Exclusive	Prominent logo display on refreshment set up	Logo included	6ft table space	4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
BADGE LANYARD: \$7,500 SOLD	Exclusive	Prominent logo display of branded lanyards	Logo included		4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
SHOESHINE: \$7,500 SOLD	Exclusive	Prominent logo display on shoeshine set up	Logo included		4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
KICKOFF LUNCHEON: \$5,000 SOLD	Industry (max of 3)	Prominent logo display, Stage Acknowledgment	1 joint branded email, Logo included		4 complimentary attendees	4 complimentary attendees for Kickoff Luncheon
CONTENT TRACK: \$5,000 SOLD	Industry (max of 2)	Prominent logo display, Stage Acknowledgment			4 complimentary attendees	Prominent logo/moderator mention during track, 4 complimentary attendees for Kickoff Luncheon

*All sponsors receive attendee contact information.

IMPROVED SCHEDULING SOFTWARE!

We value your time and want to make sure every minute spent at TACC is productive. As such, we have made a number of changes this year, specifically as it relates to the private equity and investment banking experience.

- ▶ The DealSource only Reception will occur immediately following DealSource meetings in the Marketplace. You don't have to leave the room!
- ▶ Private Equity firms: your exhibit space will be available throughout the two days.
- ▶ Investment Banks: your DealSource table(s) will be available throughout the two days.

Investment Bank Sponsorship Benefits:	Early Bird: \$850* Regular: \$1,100
Complimentary conference registrations	2
Ability to have two separate DealSource meeting tables/scheduling accounts	✓
Attendance at DealSource Only Reception for all registered attendees	✓
Branded Meeting tables in DealSource area throughout conference	✓
Company profile included in Program Guide	✓
Company name included in advertising and conference literature	✓

Private Equity Exhibitor Benefits:	Early Bird: \$1,500* Regular: \$1,750
Complimentary conference registrations	2
Dedicated 8x8' exhibit with seating for meetings in Capital Connection Marketplace	✓
Participation in DealSource	✓
Attendance at DealSource Only Reception for all registered attendees	✓
Company profile included in Program Guide	✓
Company name included in advertising and conference literature	✓

*Early Bird expires on December 31, 2021

SPONSORSHIP REGISTRATION & CONTRACT



CONTACT INFORMATION

Company Name: _____

Website: _____

Address: _____

City: _____

State: _____ Zip: _____

Primary Contact: _____

Phone: _____

Email: _____

Marketing Contact: _____

Phone: _____

Email: _____

SPONSORSHIP OPPORTUNITIES

SOLD Platinum Sponsorship	\$15,000	SOLD Charging Station Sponsor	\$7,500
SOLD Gold Sponsorship	\$10,000	SOLD Coffee Bar Sponsor	\$7,500
SOLD Dealmaker Lounge Sponsor	\$10,000	SOLD Refreshment Sponsor	\$7,500
SOLD Opening Reception Sponsor	\$7,500	SOLD Shoeshine Sponsor	\$7,500
SOLD DealSource Sponsor	\$7,500	SOLD Silver Sponsor	\$5,000
SOLD Badge Lanyard Sponsor	\$7,500	SOLD Content Track Sponsor	\$5,000
SOLD Wellness Sponsor	\$7,500	SOLD Kick-Off Luncheon Sponsor	\$5,000
SOLD On Site Wireless Sponsor	\$7,500		
<input type="checkbox"/> Investment Bank Sponsor	\$850*	<input type="checkbox"/> Private Equity Sponsor	\$1,500*

**Early Bird expires on December 31, 2021*

We will invoice you, you can pay via check or online via a payment link.

AGREEMENT

Sponsorship commitments are fully earned and not refundable. No benefits other than those specifically stated in the prospectus are implied or promised.

Signature: _____ Date: _____

INSTRUCTIONS

To reserve your sponsorship, please email this completed form to Paul Gautier at paul.gautier@carystreetpartners.com.

Previous year's sponsors are given first right of refusal with openings granted on a first-come, first-serve basis thereafter. *Prior sponsors must respond by 11/30/2021 to preserve sponsorship status.*

All sponsor applications are subject to approval by the 2022 Texas ACG Capital Connection Committee. Please allow one week to receive confirmation of your sponsorship status.

If paying by check, make sure to send the registration form in first, to confirm the sponsorship. Then you will be invoiced.