

ACG<sup>®</sup> St. Louis

SPONSORSHIP  
OPPORTUNITIES

2022



# 2022 SPONSORSHIP OPPORTUNITIES

## ANNUAL SPONSORS

- Platinum: \$15,000
- Gold: \$6,000
- Silver: \$2,100

## 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
- Drink Cart Sponsor:  
\$1,500
- Vodka Bar Sponsor:  
\$1,500



## 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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### PRESIDENT

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Holleyway Capital Partners  
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### SPONSORSHIP CHAIR

**Mike Andrews,**  
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### EXECUTIVE DIRECTOR

**Amy Ruebsam,**  
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# THIS IS ACG<sup>®</sup> St. Louis



## Monthly Breakfasts

1200+ attendees



## Elite Speaker Series

### Social Events:

- Wine Tasting
- Golf Tournament
- Holiday Social



## Peer Groups



## Annual Economic Forecast

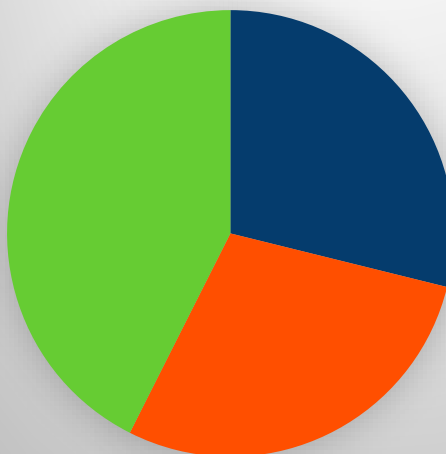
300+ attendees



## STL Emerging 20 Leadership Program



## Membership by Primary Function



■ Corporates

■ Capital Providers & Intermediaries

■ Advisers

# ACG<sup>®</sup> 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**



**ACG<sup>®</sup>**  
**St. Louis**

## ANNUAL PROGRAM SPONSORSHIPS

### Platinum Sponsor: \$15,000

- 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: \$6,000

- **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: \$2,100

- 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<sup>®</sup> St. Louis

## SPONSORSHIP

### ACG St. Louis Events

ACG St. Louis is scheduled to host **40+** meetings and events in 2022. 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.

Past monthly breakfast speakers include the National Center for the Middle Market, Barry Wehmiller, Enterprise Holdings, TricorBraun, Emerson and more.

View the most up to date calendar on our website at [www.acg.org/stlouis/events](http://www.acg.org/stlouis/events).





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## ANNUAL WINE TASTING

May 5, 2022  
Saint Louis Club

**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.
- Two (2) complimentary tickets to the Wine Tasting Event.

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## ANNUAL GOLF TOURNAMENT

SEPTEMBER 12, 2022

### Sponsorship Opportunities

Hole Sponsor: \$500

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

Drink Cart Sponsor: \$1,500

- Logo signage on the drink carts
- Prominent signage and recognition at the event
- Interact with golfers and pass out promotional items

Vodka Bar Sponsor: \$1,500  
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	Holly Huels, Holleway Capital Partners	hhuels@holleway.com
Executive Director	Amy Ruebsam, ACG St. Louis	aruebsam@acg.org
Sponsorship	Mike Andrews, Husch Blackwell	mike.andrews@huschblackwell.com
Emerging Leaders	Kelsey McGonigle, Greensfelder	kmcgonigle@greensfelder.com
Women's Peer Group	Peggy Northcott, Capital Performance	peggyn@capitalperformance.net
Wine Tasting	Kevin Prunty, RGA	kprunty@rgare.com
Golf Tournament	Nick Chambers, UHY	NChambers@uhy-us.com

**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 2022 Calendar of Events

## January

STL Emerging 20 Session	January 11, 2022
DealSource	January 27, 2022
Craft Beer & Spirits Tasting	January 27, 2022
Corporate Peer Group Dinner	January 27, 2022
Private Equity Perspectives Breakfast	January 28, 2022

## February

STL Emerging 20 Session	February 2, 2022
Women's Event	February 8, 2022
Family Office Peer Group	February 15, 2022
February Monthly Meeting	February 18, 2022
STL Emerging 20 Social Event	February 23, 2022

## March

Corporate Peer Group	March 8, 2022
March Monthly Meeting	March 18, 2022
STL Emerging 20 Session	March 29, 2022

## April

Elite Speaker Series	April 11, 2022
STL Emerging 20 Session	April 19, 2022
April Monthly Meeting	April 22, 2022
Intergrowth – Las Vegas, NV	April 25-27, 2022

## May

Wine Tasting	May 5, 2022
Corporate Peer Group Meeting	May 10, 2022
STL Emerging 20 Closing Reception	May 12, 2022
May Monthly Meeting	May 20, 2022

# ACG St. Louis 2022 Calendar of Events

## June

Emerging Leaders Golf Outing	TBD
Family Office Peer Group	June 14, 2022
Monthly Breakfast Meeting	June 17, 2022

## July

Corporate Peer Group	July 12, 2022
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## August

Women's Peer Group	August 18, 2022
Middle Market Pulse	TBD

## September

Annual Golf Tournament	September 12, 2022
Corporate Peer Group	September 13, 2022
Monthly Breakfast Meeting	September 16, 2021

## October

Leadership Appreciation	TBD
Elite Speaker Series	TBD
Family Office Peer Group	October 11, 2022
Annual Economic Forecast	October 21, 2022

## November

Corporate Peer Group	November 8, 2022
STL Emerging 20 Kickoff	November 10, 2022
Monthly Breakfast Meeting	November 11, 2021
Women's Peer Group	TBD

## December

Holiday Social	TBD
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