

**ACG<sup>®</sup> Houston**

**2022 MASTER SPONSORSHIP PROSPECTUS**

# About ACG Houston

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Dear ACG Sponsors and Prospective Sponsors:

The value in sponsoring ACG events is all about the connections you make within the middle market community.

At ACG Houston, we want to be an extension of your marketing department. We will work with you to tailor your sponsorship to meet your marketing and branding objectives and we welcome your feedback and participation to help shape the direction of our events. It is with your help that we can reach our common goal of growing your business and other middle market businesses in Houston and the surrounding areas.

We look forward to partnering with you throughout our 2022 calendar year.

Sincerely,



Jen Sudduth

President, Association for Corporate Growth Houston

Managing Partner, Sudduth Search  
[jen@sudduthsearch.com](mailto:jen@sudduthsearch.com)



# ACG Board Members

## EXECUTIVE COMMITTEE



### President

**Jen Sudduth**  
Managing Partner  
Sudduth Search



### President Elect / Treasurer

**Chuck Johnson**  
Senior Vice President  
Fifth Third Bank



### Secretary

**Jessica Seff**  
Vice President  
Statesman Business Advisors

## DIRECTORS



**Tron Allen**  
Executive Managing Director  
Encina Business Credit



**Bill Cornelius**  
Managing Director  
Crutchfield Capital



**Barry Donovan**  
Managing Director  
FMI Capital Advisors, Inc.



**Chris Drakey**  
Managing Partner  
1530, LLC



**Carlos Elizondo**  
Senior Vice President  
PNC



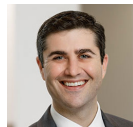
**Jason Ferguson**  
Managing Partner  
Calvetti Ferguson



**Sarah Frazier**  
Partner  
Blank Rome



**Melinda Jackson**  
Executive Vice President  
Cadence Bank



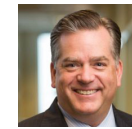
**Grant Jungeblut**  
Director  
Mighty Equities



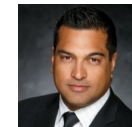
**Vik Kalra**  
Senior Vice President  
Platform Partners



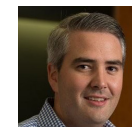
**Jason Lloyd**  
Partner  
Porter Hedges LLP



**Colt Luedde**  
Managing Director  
GulfStar Group



**Pavan Mediratta**  
Vice President  
SolomonEdwards



**Tanner Moran**  
Managing Director  
Hasting Equity Partners



**Michael Muhs**  
Vice President  
Lockton Companies



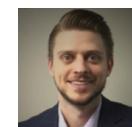
**Brock Niezgoda**  
Partner  
Gray Reed



**Todd Parsapour**  
Managing Director  
Stout investment Banking



**Sanjiv Shah**  
Co-Head of Energy IB  
Piper Sandler



**Ryan Sheppard**  
Director of Corporate Development  
NCS Multistage

# A Look Back at 2021

**20 total events**  
10: Virtual events  
10: In-person events

- January 20, 2021: 2021 Industrials and Energy Uncorked Virtual DealSource
- January 21, 2021: 2021 Healthcare: M&A Perspectives Across the Nation (Houston, San Diego, Tennessee, DFW, Austin / San Antonio)
- January, 28, 2021: Young Professionals Speakers Series: Alix Partners
- February 23, 2021: Young Professionals Speakers Series: Code Red
- February 25, 2021: Virtual Program: Energy Transition featuring Jeff Eaton (Eaton Partners), Jessica Keiser (Targa Resources), Sean O'Donnell (Quantum), Kaitlyn Allen (Global Affairs Associates)
- April 27-29, 2021: ACG Texas Virtual DealSource
  - April 20, 2021: Deal of the Year Virtual Ceremony
- March 30, 2021: March Virtual Program Featuring Paul Hobby and Gina Luna
- March 25, 2021: Young Professionals Speakers Series: Jones Capital
  - May 10, 2021: Women in Energy Joint Event with ACG Denver
- June 16, 2021: Young Professionals Happy Hour
- June 30, 2021: Women's Forum Happy Hour
- July 14, 2021: Summer Social
- September 22, 2021: New Member, Board and Sponsor Happy Hour
- September 29, 2021: 1st Annual Young Professionals Bowling Tournament
  - October 6, 2021: Industrials & Energy Uncorked Wine Tasting
  - October 14, 2021: October Luncheon: The Important of CyberSecurity in Middle Market M&A
  - October 29, 2021: Women's Forum Fall Luncheon: Featuring Women's on Boards
- November 9, 2021: November Luncheon: Omair Tariq, CEO of Cart.com, and Jeremy Radcliffe, Co-Founder of Valedor Partners
- December 8, 2021: Member Only Holiday Happy Hour

# A Look Back at 2021



# 2022 Events

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ACG Houston is the region's premier association focused on middle market corporate growth. Our goal is to help business professionals in the M&A community do more business with the right partners.

ACG Houston hosts a variety of events throughout the year to provide our local business leaders an opportunity to gain visibility and connect with people and ideas to strategically grow companies. Some of the key events held throughout the year include:

- ▶ **Monthly Guest Speaker Luncheons**
- ▶ **Deal of the Year Awards**
- ▶ **Energy & Industrials Uncorked, Private Equity Marketplace & Wine Tasting**
- ▶ **Women's Forum Series**
- ▶ **Young Professional Series**
- ▶ **Happy Hour Socials**
- ▶ **Texas ACG Capital Connection ("TACC")\***

\* TACC is not included in the ACG Houston annual sponsorship. For more information on 2022 TACC sponsorships, please visit [TXACG.ORG](https://www.txacg.org).

## **OVER 75% OF ACG MEMBERS REPORT THEY HAVE DONE BUSINESS WITH FELLOW MEMBERS**

**ACG IS A TRUSTED AND RESPECTED RESOURCE  
FOR MIDDLE-MARKET DEAL MAKERS AND BUSINESS  
LEADERS, PROVIDING ROI THROUGH:**

- ▶ Structured deal-making opportunities
- ▶ Online tools
- ▶ Exclusive member benefits
- ▶ Member only events and opportunities
- ▶ Sponsorship and leadership opportunities

# Annual Sponsorships

Annual sponsorship opportunities through ACG Houston provide your organization maximum and consistent branding awareness and access to the entire ACG Houston audience throughout the year.

Sponsorships include high visibility at ACG Houston events, branding and marketing benefits year long, complimentary memberships, and sponsorship discounts on specialty events throughout the year.

ACG Houston hosts six networking lunches throughout the year at the River Oaks Country Club. With around 150 M&A professionals in attendance, our luncheons consist of networking, a plated lunch and a presentation from a top business leader or panel of experts with insight on the Houston economy and / or the middle market community.



## ANNUAL SPONSORSHIP OPPORTUNITIES

	Platinum \$15,000	Gold \$10,000	Silver \$5,000
<b>Available Sponsorships</b>	5	10	Unlimited
Industry exclusivity	✓	✓	
Priority for content speaking opportunity	✓		
First right of refusal for series sponsorships (e.g. Young Professionals, Womens)	✓		
<b>Branding and Marketing</b>			
Logo recognition on ACG Houston website	✓	✓	✓
Inclusion in sponsor slide show at luncheons	✓	✓	✓
Logo recognition in luncheon brochures	✓	✓	✓
Logo recognition on email announcements	✓	✓	✓
Option to provide marketing materials at events	✓		
<b>Memberships / Event Discounts</b>			
ACG memberships (\$375 value)	4	3	2
Complimentary ticket per monthly luncheon (\$50 value)	5	3	1
Discount on other event sponsorships	20%	15%	10%
<b>Special Event Inclusion</b>			
Prepaid sponsorship for Energy Uncorked (\$1,500 value)	✓		
Prepaid sponsorship for Deal of the Year	Table	1/2 Table	
Discount on other event sponsorships	20%	15%	10%

# Deal of the Year

ACG Houston's 5th Annual Deal of the Year event is focused on celebrating Houston's booming middle-market deal community. We'll be honoring the deals and dealmakers who drive middle market growth – resulting in job growth, capital formation and the advancement of meaningful business relationships.

ACG Houston is recognizing deals with closing dates between January 1, 2021 – December 31, 2021. Transactions should have a reasonable relationship to the Greater Houston area (Katy, Woodlands, Kingwood, etc.) – e.g. where the buyer, seller, PE sponsor, company division or assets are located.

## DEAL OF THE YEAR SPONSORSHIP OPPORTUNITIES

	Event Sponsor	Table Sponsor	1/2 Table Sponsor
	PLATINUM	GOLD	SILVER
	\$5,000	\$2,500	\$1,500
Available Sponsorships	10	Unlimited	Unlimited
Logo recognition on email announcements	✓		
Logo recognition on ACG Houston website	✓		
Logo recognition on social media announcements	✓		
Profile and sponsor recognition in event brochure, slides and video	✓		
Logo recognition in advertisements to local media	✓		
Front row table placement at event	✓		
Sponsor-designated badges for company representatives	✓		
Number of attendees included for member pricing	10	10	5
Prominent name recognition and signage at your own table	✓	✓	✓

### AWARD GUIDELINES:

- ▶ Closing: Deal closing between January 1, 2021 - December 31, 2021
- ▶ Region: Transactions should have a reasonable relationship to the Greater Houston area (Katy, Woodlands, Kingwood, etc.) – e.g. where the buyer, seller, PE sponsor, company division or assets are located.

### IMPORTANT DATES:

- ▶ Nomination Deadline: February 2022
- ▶ Eligible Award Candidates: Deals closing between January 1, 2021 – December 31, 2021
- ▶ Finalists Announced: April 2022



**April 2022**  
6:00 pm– 9:00 pm

**FOR MORE INFO, VISIT:**  
[acghoustondeals.com](http://acghoustondeals.com)





# Industrials & Energy Uncorked Wine Tasting

The 17th Annual Energy & Industrials Uncorked, ACG Houston's Marketplace & Wine Tasting, is an exceptional networking opportunity that provides direct exposure to professionals across the energy and industrial sectors who are involved in M&A, finance, fundraising, corporate growth and strategic development. First held in January 2006, the event was a tremendous success and has now grown to more than 400 attendees.

Event sponsors are invited to join the pre-party for an exclusive networking opportunity to quietly discuss new deals while sipping on cocktails. Attendees can coordinate pre-arranged meetings or engage

in impromptu side meetings during this time. There will be ample seating for a more intimate networking session before the main event.

## SPONSOR BENEFITS

- ▶ High level exposure to 400+ executive attendees
- ▶ Interaction with industry peers, partners, prospects and clients
- ▶ Extensive publicity: direct e-mailings, website and program materials
- ▶ Industry exclusivity for service providers
- ▶ Registered sponsor attendees will receive a copy of the registration list two weeks prior to the event with email addresses



**DATE**

**October 2022**  
5:30 pm– 9:00 pm



## ENERGY & INDUSTRIALS UNCORKED SPONSORSHIP OPPORTUNITIES

	Private Equity	Corporate Development	Investment Banks	Commercial Banks	Service Providers
	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Available Sponsorships	Unlimited	Unlimited	Unlimited	5	5 per industry
Logo recognition on ACG Houston website	✓	✓	✓	✓	✓
Logo recognition on email announcements	✓	✓	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓	✓	✓
Option to provide marketing materials at events	✓	✓	✓	✓	✓
Prominent name recognition and signage at your own wine table	✓	✓	-	-	-
15 bottles of premium wine for your table from a pre-selected list*	✓	✓	-	-	-
Complimentary tickets to event (\$200 value per ticket)	4	4	4	2	2
Sponsor-designated badges for company representatives	✓	✓	✓	✓	✓
Access to DealSource	Unlimited	Unlimited	Unlimited	-	-
Access to Sponsor Happy Hour Pre-Party	Unlimited	Unlimited	Unlimited	2	2

# Women's Forum

The purpose of ACG Women's Forum is to inspire, encourage and educate women through networking and support from their professional female peers. In 2022, ACG Houston Women's Forum plans to host 3 in-person events. In addition to marketing and branding recognition before and during the event, top level sponsors will have a reserved lunch table for invited guests at the front of the room during the presentation.

**SPRING LUNCHEON:** Our spring luncheon will focus on "Beauty in Business" featuring a keynote speaker presentation. The networking hour will feature a market of women-owned beauty businesses for attendees to shop while enjoying a mimosa, apps and great company.

**SUMMER SOCIAL:** Our summer social is always a fun escape from the office to bring together a great group for not only a little networking, but also a little bit of fun! Plans are underway for a summer tea or business brunch. Details coming soon!

**FALL LUNCHEON:** In 2021, our fall luncheon took place at The Houstonian featuring a panel on Women in Business. This event continuously garners roughly 120-150 attendees. Sponsors and attendees have an hour of networking followed by lunch and a panel presentation or speaker.



## COMMITTEE

**CO-CHAIR:**  
Sarah Frazier  
Blank Rome

**CO-CHAIR:**  
Alicia Strickland  
Bank of Texas

Rachel Broussard  
Woodforest National Bank

Lilly Cullen  
BB&T

Margaret Ceconi  
Encina Business Credit

Kim Denney  
Newport Board Group

Michelle Lewis  
The CapStreet Group

Lori Morales  
Calvetti Ferguson

Eva Pawelek  
Texas Capital Bank

Dara Smith  
GulfStar Group

Aubrey Surovik  
Insperity

## WOMEN'S FORUM SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
	\$3,000	\$2,000	\$1,000
Available Sponsorships	3	5	7
<b>Branding and Marketing</b>			
Logo recognition on email announcements	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓
Profile and sponsor recognition in slide show	✓	✓	✓
Advance PDF attendee list upon request	✓	✓	✓
<b>In-Person Perks</b>			
Complimentary tickets for the year	8	4	2
Sponsor-designated badges for company representatives	✓	✓	✓

# Young Professionals

ACG Houston Young Professionals seeks to attract young professionals serving the middle market industry to the ACG Houston networking community. With a reduced membership fee and event registration costs, our goal is to encourage young professionals to get involved with ACG and to provide our future leadership with the resources needed for professional growth and development.

Our mission is to bridge the gap between young professionals and the greater ACG Houston membership to encourage networking, mentorship and middle market growth. In 2022, ACG Houston Young Professionals plans to host 3 events. A spring and fall networking luncheon as well as our 2nd Annual Bowling Tournament.



## COMMITTEE

### CHAIR:

**Michael Muhs**  
Lockton Companies

**Annie Curley**  
The CapStreet Group

**Braden Eddy**  
Hastings Equity Partners

**William Kemp**  
Republic Business Credit

**Emily Martin**  
Calvetti Ferguson

**Tabitha Payton**  
BKD

**Derek Russell**  
Bancorp South

**Fernando Sanchez**  
Bank of Texas

**Laura Thompson**  
Platform Partners

## YOUNG PROFESSIONALS SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
	\$2,000	\$1,500	\$1,000
Available Sponsorships	3	5	7
<b>Branding and Marketing</b>			
Logo recognition on email announcements	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓
Profile and sponsor recognition in slide show	✓	✓	✓
Advance PDF attendee list upon request	✓		
<b>In-Person Perks</b>			
Prepaid team of 4 at 2nd Annual Bowling Tournament	✓		
Complimentary tickets for the year	6	4	2
Sponsor-designated badges for company representatives	✓	✓	✓