



ACG[®] Boston

2022 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



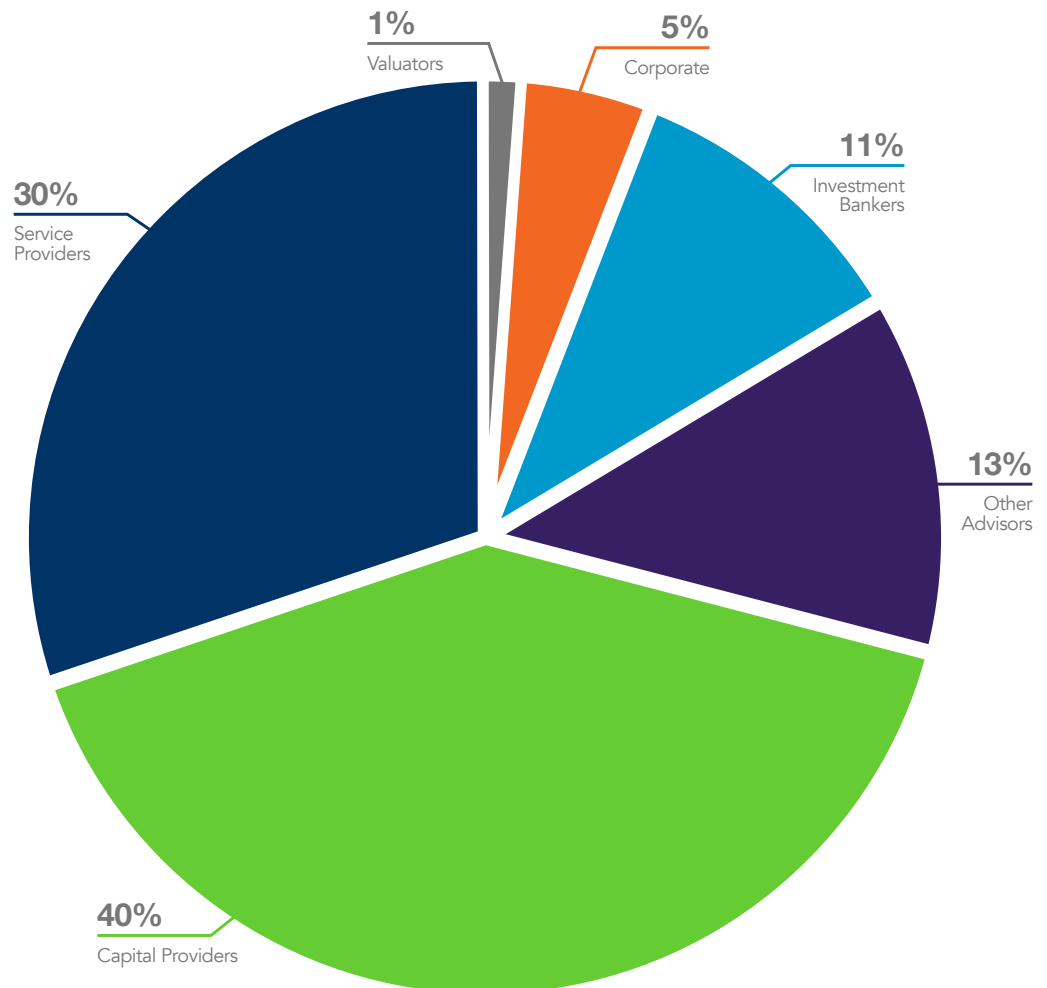
1290 Deals Done (as of 12/2019)



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

ABOUT ACG BOSTON


450+
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 firms expertise, or something as simple as a referral, our goal of over-delivering is our driving force.

SERIES SPONSORSHIPS

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.

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)	\$10,000
WOMEN'S CONNECTION Sponsor of quarterly events & initiatives for women in the M&A industry	\$7,500
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	\$5,000
FAMILY OFFICE SERIES Sponsor of quarterly events and initiatives for Family Offices	\$7,500
PROVIDENCE DEALMAKERS SERIES Sponsor of networking & content events in the Providence, RI area (3 Events)	\$6,000
STRATEGIC ACQUIRER ROUNDTABLE SERIES Sponsor of events and initiatives for corporate development professionals of middle market companies (2-3 Events)	\$6,000
PE OPERATING PARTNERS Sponsor of events and initiatives for PE operating partners	\$7,500
PRIVATE EQUITY BACKED EXECUTIVES ROUNDTABLE (PEER) Sponsor of events and initiatives for private equity backed company executives - coming soon!	\$7,500

LEARN MORE

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

SERIES SPONSORSHIP BENEFITS

	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	2-4
Attendee lists with contact information pre and post event	●
Opportunity to share thought leadership article related to series focus in monthly newsletter	●
Opportunity to address the audience where appropriate throughout the series to introduce your firm or event speaker	●
Opportunity for marketing table, seat drop or attendee giveaway where applicable throughout events in the series	●

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SPECIAL EVENTS & CONFERENCE SPONSORSHIPS

THE BIG DEAL

\$5,000

January 19, 2022 | 6:00PM - 8:30pm | Davio's Seaport

ACG Boston's most exclusive invitation and members only networking event, The BIG Deal, will take place at Davio's Seaport this year. 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
- Signage and table onsite for marketing materials or attendee giveaway
- 4 tickets to the event
- Attendee list with contact information shared pre and post event

DEALMAKING AT THE MOUNTAIN

January 30 - February 1, 2022 | Stowe Mountain Resort, Vermont

An annual three-day conference co-hosted by ACG's northeast chapters at Stowe Mountain Resort in Vermont that provides close-knit networking on and off the slopes.

	BLACK DIAMOND	WELCOME BAG	MONDAY BREAKFAST	MONDAY NIGHT BONFIRE	SUNDAY NIGHT RECEPTION & DINNER	NASTAR FUN RACE
Ticket(s) to the event (\$500+ value - does not include lift tickets or lodging)	1		1	1	1	2
Logo & link in email marketing to 10k+ recipients across 5 ACG chapters (Boston, CT, NJ, NY & Philadelphia)	●	●	●	●	●	●
Logo & link on ACG Boston event webpage	●	●	●	●	●	●
Social media mentions	●	●	●	●	●	●
Attendee list with contact information	●	●	●	●	●	●
Sponsorship exclusivity at special event		●	●	●	●	●
Podium mention at special event	●	●	●	●	●	●
Logo on signage at special event	●	●	●	●	●	●
Opportunity to provide branded giveaway at special event	●	●	●	●	●	●
Opportunity to introduce firm during special event					●	●
	\$2,500	\$1,500	\$3,000	\$3,000	\$3,500	\$3,500
		plus purchase of bag & contents				plus purchase of prizes for top racers

ST. PATRICK'S DAY WHISKY TASTING

\$2,000

March 16, 2022 | Boston Harbor Distillery | Boston, MA

A whisky tasting and networking reception on March 16, 2022 to celebrate St. Patty's Day, held at the female-owned local distillery Boston Harbor Distillery, for a unique Boston experience! Benefits include:

- Industry exclusivity among event sponsors
- Logo and/or company included in all marketing for the event (email blasts, registration page & social media)
- Signage and table onsite for marketing materials or attendee giveaway
- 4 complimentary tickets to the event
- Attendee list with contact information pre and post event

MANUFACTURING/INDUSTRIAL CONFERENCE

April 2022

An annual half day event in April 2022, featuring industry experts who will examine the current and future trends in the manufacturing & industrial sectors, with a focus on hot topics, deal activity and networking among peers focused in the space.

SUPPORTING SPONSORSHIP

\$3,500

- Industry exclusivity among supporting sponsors
- Signage onsite & opportunity for marketing table
- Company logo included in all event emails, registration page & conference handout, social media mentions
- 3 tickets to the event, discounted rate for additional attendees
- Attendee list with contact information

PE / IB 1:1 MEETING SPONSORSHIP

\$3,500

- Logo in conference marketing leading up to the event as 1:1 meeting sponsor (email blasts, registration page, social media mentions, etc.)
- Industry exclusivity in this sponsor category
- Signage onsite at the 1:1 meetings and logo in conference attendee handout
- 2 comp tickets to the conference
- Attendee list with contact information for conference & 1:1 attendees
- Sponsor of the PE/IB 1:1 meetings & lunch - access to the 1:1 meetings and lunch for 2 people (ability to request meetings with participants outside of their pre-scheduled meetings)

LEAD SPONSORSHIP

\$6,000

- Industry exclusivity among lead sponsors
- Prominent signage onsite & opportunity for marketing table and seat drop
- Prominent company logo included in all event emails, registration page & conference handout, social media mentions
- 5 tickets to the event, discounted rate for additional attendees
- Attendee list with contact information
- Participation on planning committee to help shape content
- Opportunity to say a few words about firm and/or introduce a speaker

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HEALTHCARE CONFERENCE

October 2022

The Healthcare Conference is an annual, half-day event that will take place in October 2022 and feature industry experts who will examine the current and future trends in the healthcare industry, with a focus on where the best deals are to be had.

SUPPORTING SPONSORSHIP

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- Industry exclusivity among supporting sponsors
- Signage onsite & opportunity for marketing table
- Company logo included in all event emails, registration page & conference handout, social media mentions
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DEALFEST NORTHEAST

\$4,000 - \$20,000

June 2022

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. More information coming soon!

1ST ANNUAL WOMEN'S CONNECTION GOLF OUTING

July 2022

Women from across the deal community will gather for a half day of clinics and 9 holes of golf, followed by a reception in July 2022. More information & sponsor details coming soon.

1ST ANNUAL ACG BOSTON GOLF OUTING

September 2022

To be held September 2022 - more information and sponsor details coming soon.

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 2022 calendar year
- Member rate for all sponsor company employees to all ACG Boston events during the 2022 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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