

ACG[®] Los Angeles

SPONSORSHIP BROCHURE 2023



Michael Rivera

MICHAEL RIVERA

CEO, West Region & Los Angeles National Chapter

WHAT'S YOUR OPPORTUNITY COST?

An opportunity cost is the cost of a missed opportunity. It is the opposite of the benefit that would have been gained had an action, not taken, been taken—the missed opportunity. It should be considered whenever circumstances are such that scarcity necessitates the election of one option over another. Opportunity cost is usually defined in terms of money, but it may also be considered in terms of any finite resource.

The scarcity of your sponsorship dollars necessitates careful consideration. Your most precious finite resource is your time.

How do you minimize your opportunity cost and maximize your time?

The Association for Corporate Growth Los Angeles is the premiere middle market finance association in Southern California. With hundreds of members, thousands of event attendees, and tens of thousands of media impressions, ACG Los Angeles places you firmly at the epicenter of the largest, most dynamic middle market in the United States.

As an ACG Los Angeles sponsor, you become a trusted partner. Please review the 2023 ACG Los Angeles sponsorship opportunities. I am confident that the right opportunity exists for you, and we are ready to craft a custom sponsorship package that fits your goals.

THIS IS ACG LOS ANGELES



50+ YEARLY
Chapter Events (in-person + virtual)



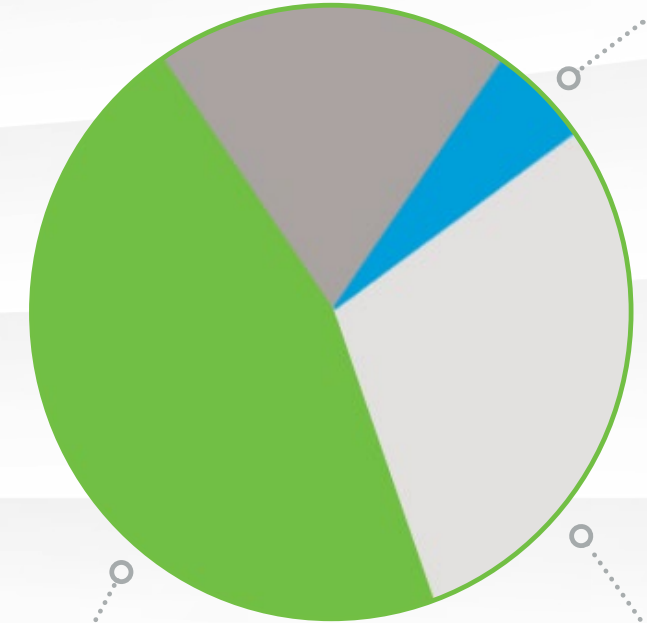
20,000
Email Database



1,200+
Attendees at Annual Conference

Attorneys,
Accountants &
Advisors
15%

Corporate
Executives
5%



45%
Investment Banks

35%
Private Equity,
Banks & Lenders

CHAPTER MAKEUP

ANNUAL PROGRAM SPONSORSHIPS

PLATINUM \$30,000

Industry Panels (3 events)

The State of Investment Banking

The State of Private Equity

The State of Private Equity in the Lower Middle Market/Family Office

- Pre-event invitation-only VIP reception featuring the panelists, moderator, invited VIP guests, and other Platinum sponsors (5 invitations)
- Two seats per Platinum sponsor for the exclusive President's Dinner after each panel discussion. The President's Dinner includes the panelists, moderator, select ACG board members (President and/or other officers), VIP guests and Platinum sponsors (2 invitations)
- Preferred logo placement on all signage before, during, and after the panels. Preferred logo placement includes digital marketing prior to the event (email, social media, etc.), onsite signage at the event, and digital marketing post-event.

Private Equity Roundtable Series (3 events)

- Private Equity/Investment Banker Poker Tournament
- Private Equity/Investment Banker DealSource
- Private Equity/Investment Banker Golf Invitational

The only way professional service providers may attend the exclusive Private Equity Roundtable events is through sponsorship.

Presenting Sponsor at choice of one ACG Los Angeles Meeting

(Excludes the ACG Los Angeles Business Conference)

- ACG Los Angeles Consumer Trends Summit
- ACG Los Angeles Transaction Solutions Symposium
- ACG Los Angeles Transportation/Logistics Conference
- ACG Los Angeles Aerospace & Defense Middle Market Leadership Forum
- ACG Los Angeles Breaking Barriers Summit (DEI)

Supporting Sponsor

- ACG Los Angeles Rising Stars
- ACG Los Angeles NextGEN Socials
- ACG Los Angeles Uncorked Summer Wine Tasting Event
- ACG Los Angeles Holiday Party

Additional Benefits

- Eight (8) complimentary ACG Los Angeles annual memberships
- Five (5) complimentary passes for each sponsored event (excludes Private Equity Roundtable events)
- Sponsor may nominate a member of their firm for the highly successful "Rising Stars" program
- Member of the firm to be interviewed on the ACG Los Angeles podcast, *Middle Market Culture*

ANNUAL PROGRAM SPONSORSHIPS

DIAMOND \$20,000

Industry Panel (Choice of 1)

The State of Investment Banking

The State of Private Equity

The State of Private Equity in the Lower Middle Market/Family Office

- Pre-event invitation-only VIP reception featuring the panel speakers, moderator, invited VIP guests, and other Platinum sponsors (3 invitations)
- Preferred logo placement on all signage before, during, and after the panel. Preferred logo placement includes digital marketing prior to the event (email, social media, etc.), onsite signage at the event, and digital marketing post-event.

Expanded Brand Awareness Sponsor at choice of one ACG Los Angeles Meeting

(Excludes the ACG Los Angeles Business Conference)

ACG Los Angeles Consumer Trends Summit

ACG Los Angeles Transaction Solutions Symposium

ACG Los Angeles Transportation/Logistics Conference

ACG Los Angeles Aerospace & Defense Middle Market Leadership Forum

ACG Los Angeles Breaking Barriers Summit (DEI)

or

Private Equity Roundtable Series (3 events)

Private Equity/Investment Banker Poker Tournament

Private Equity/Investment Banker DealSource

Private Equity/Investment Banker Golf Invitational

The only way professional service providers may attend the exclusive Private Equity Roundtable events is through sponsorship.

Supporting Sponsor

- ACG Los Angeles Rush Hour Happy Hours
- ACG Los Angeles Uncorked Summer Wine Tasting Event
- ACG Los Angeles Holiday Party

Additional Benefits

- Six (6) complimentary ACG Los Angeles annual memberships
- Three (3) complimentary passes for each sponsored event (excludes Private Equity Roundtable events)
- Sponsor may nominate a member of their firm for the highly successful “Rising Stars” program
- Member of the firm to be interviewed on the ACG Los Angeles podcast, *Middle Market Culture*

ANNUAL PROGRAM SPONSORSHIPS

SILVER \$10,000

Benefits

- Firm logo to be included on all ACG Los Angeles digital communications (emails, newsletters, etc.).
- Firm logo to be included in ACG Los Angeles social media. Firm to be tagged in social media via “@firm” and related tools.
- Featured at ACG Los Angeles Uncorked Summer Wine Tasting Event with a table.
- Featured at ACG Los Angeles Holiday party through pre-, onsite, and post-event marketing (physical and digital signage).
- Four (4) complimentary ACG Los Angeles annual memberships.
- Two (2) complimentary guest passes for each of the three Industry Panels.
- Sponsor may nominate a member of their firm for the highly successful “Rising Stars” program.
- Member of the firm to be interviewed on the ACG Los Angeles podcast, *Middle Market Culture*



2023 CALENDAR OF MAJOR EVENTS

JANUARY

Thursday, 26
The State of
Investment Banking

FEBRUARY

Wednesday, 22
New Member
Breakfast

Saturday, 25
Family Day @ Sofi
Stadium

MARCH

Thursday, 16
PE/IB Poker
Tournament

Wednesday, 22
Women of ACG
Spring Event

Thursday, 30
NextGen Spring
Mixer

APRIL

Tuesday, 18
The State of Private
Equity

Thursday, 27
Consumer Trends
Summit

MAY

Tuesday, 9 and
Wednesday, 10
DealMAX (Las Vegas)

Wednesday, 17
New Member
Breakfast

Thursday, 18
ACG LA Tennis
Tournament

JUNE

Thursday, 8
PE/IB DealSource

Thursday, 22
Transaction Solutions
Symposium (TSS)

Tuesday, 27
State of Private
Equity in the Lower
Middle Market

JULY

Thursday, 13
NextGen Summer
Soiree

Thursday, 27
Women of ACG
Summer Luncheon

AUGUST

Thursday, 3
Transportation &
Logistics Conference

Wednesday, 9
New Member
Breakfast

Thursday, 17
LA Uncorked

SEPTEMBER

Tuesday, 12 and
Wednesday, 13
LA Business
Conference

Thursday, 28
A&D Middle Market
Leadership Forum

OCTOBER

Wednesday, 11
ACG Annual
Awards Gala

Tuesday, 17
Women of ACG
Fall Mixer

Thursday, 19
ACG LA Fall Tennis
Tournament

Wednesday, 25
Breaking Barriers
Summit (DEI)

NOVEMBER

Thursday, 2
PE/IB Golf
Invitational

Wednesday, 8
New Member
Breakfast

Tuesday, 14
NextGen Fall Mixer

DECEMBER

Wednesday, 6
ACG Los Angeles
Holiday Party

PRIVATE EQUITY / INVESTMENT BANKER ROUNDTABLE

ACG LA's Private Equity Roundtable events are invitation-only engagements for private equity firms, investment banks and other select M&A professionals. These specialty curated events create focused networking opportunities for PE and IB professionals and our event sponsors. The quality and exclusivity of these 50-200 person events attracts local, regional and national participants and creates unparalleled value for sponsors.

As a professional service provider, you may only gain access to this premier ACG LA event series through sponsorship.

Schedule of Events for 2023*

MARCH 2023 11th Annual PE/IB Poker Tournament [view this event](#)

Your sponsorship will include two comp passes for your firm and two comp passes for PE/IB guest

JUNE 2023 Annual PE/IB Dealsource [view this event](#)

Your sponsorship will include two comp passes for your firm and two comp passes for PE/IB guest

Ability to participate in dealsource private one-on-one PE/IB meetings

NOVEMBER 2023 13th Annual PE/IB Golf Invitational

Your sponsorship will include one foursome for a round of golf at a marquee course (to be filled with your firm's representative and PE/IB guests)

For more information or sponsorship inquiries, please contact Tuan Hoang at TMHoang@BDO.com or 310.557.8233

*dates subject to change

Private Equity Roundtable: Annual Sponsor

Three Events: \$12,000

Single Event: \$5,000

Sponsors will be promoted, and logo will appear in event marketing

Public acknowledgement at the start of each event

Sponsor signage prominently displayed at each event

Sponsor representatives will be allowed to attend the event

Sponsors will receive complimentary passes for their PE or IB guest

SPECIAL EVENTS

Transaction Solutions Symposium

PE funds and strategics rely on representations and warranties insurance as a tool to mitigate risk and facilitate deals. The Transaction Solutions Symposium focuses on networking and education in this space. Sponsorships include an opportunity for a speaking role as a panelist or a moderator (when applicable), branding throughout the event, full attendee list with names and email addresses, and registration for two. Packages can be scaled to include additional branding and sponsorship opportunities (limited number of sponsorships available and category exclusivity may apply). Support and engage with this unique audience and valuable professional group.

ACG Los Angeles Aerospace & Defense Middle Market Forum

The ACG Los Angeles Aerospace and Defense Middle Market M&A Conference is the place to network with the brightest minds and most active dealmakers. You will be among the most respected A&D industry leaders at all levels, from OEMs to private equity investors – with an emphasis on middle market companies and their C-suite executives. Through the timely content and insightful panels, you will gain exclusive intelligence, enabling you to keep a competitive advantage in today's ever-changing market.

 [view this event](#)

ACG Los Angeles Transportation & Logistics Conference

The global economy depends on connection – flowing pathways through which people, goods, and services move across skies, roads, rails, and oceans with speed, safety, and efficiency. The rapid sophistication of the transportation and logistics sectors has fueled global economic growth, while revealing significant weaknesses. Middle market leaders face new challenges brought on by evolving technologies, the aftermath of an unforeseen pandemic, and a recognized responsibility to keep vital supply chains operational. Whether you work in this sector or you are impacted by this dynamic space, the ACG Los Angeles Transportation & Logistics Conference is an opportunity to hear from leading dealmakers and value-creators.

Breaking Barriers To Capital Access

Although ACG Los Angeles cannot create investment vehicles to invest directly in minority- and women-owned businesses, we can build infrastructure to enable the marketplace of business leaders and capital mechanisms to connect. At Breaking Barriers to Capital Access, ACG Los Angeles helps the community by building people infrastructure, information infrastructure, and knowledge infrastructure.

 [view this event](#)

PANEL EVENTS

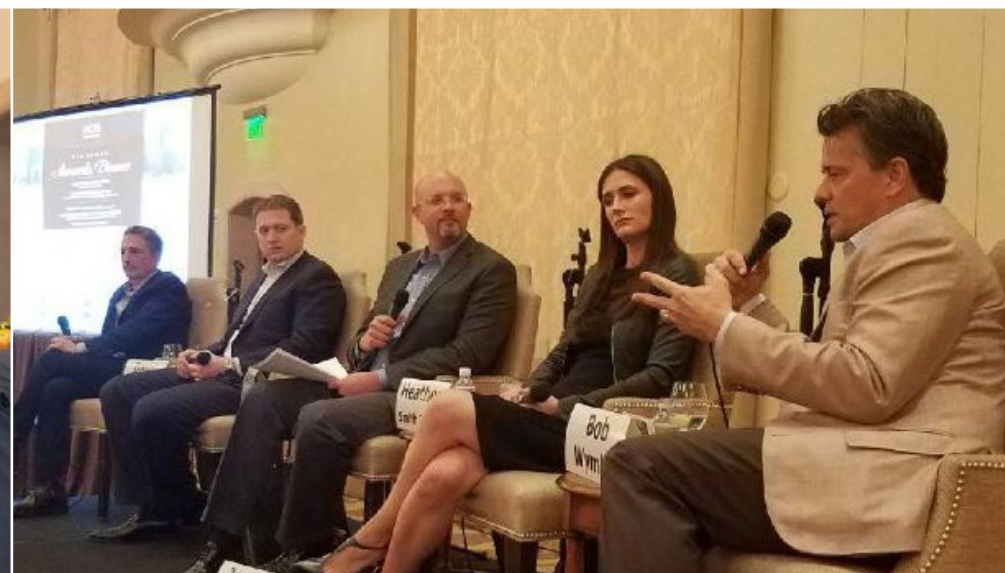
ACG Los Angeles panel events feature an hour welcome reception, an hour moderated discussion featuring the foremost senior executives from Southern California's dealmaking community, concluding with an hour networking cocktail reception. These events highlight the key industries, sectors and trends listed below:

The State of Investment Banking

 [view this event](#)

The State of Private Equity

The State of Private Equity in the Lower Middle Market and Family Office



WOMEN OF ACG LOS ANGELES



Women of ACG events are a highlight of membership in ACG LA. Attendees comprise a similar professional demographic to the broader ACG membership, including executives, capital providers, attorneys, CPAs, investment bankers and other deal professionals. Women of ACG focuses on facilitating connections between women leaders in the dealmaking community, by providing an authentic and intimate opportunity for dialogue, business networking, and personal connection. These events are dedicated to empowering women and helping one another succeed.

Annual Sponsor (three events) \$6,000 / Single Event: \$2,500

- Large logo on email invitation and table placard (when applicable)
- Limited to one sponsorship per industry (i.e. one law firm, one accounting firm, etc.)
- Large logo, full company description and contact person in program guide (when applicable), as well as a verbal mention by speaker during “thank you”

NEXTGEN (YOUNG PROFESSIONALS)



NextGen – Peer networking events for professionals age 40 & under

NextGen is an ACG Los Angeles peer group of future business leaders in the LA middle-market M&A community, age 40 or younger. NextGen is an effort to build a pipeline of younger members and identify the Next Generation of professionals in the community, by providing engaging networking opportunities in an intimate setting.

Interested in getting your firm name and logo in front of the up-and-coming in Southern California's dealmaking community? It's time to make new connections and enhance existing ones with this Next Generation of dealmakers.

Social Events Sponsorship: \$2,500 per event

Annual Sponsorship: \$6,000 for all three events

RISING STARS



Rising Stars – A nomination program designed to recognize up-and-coming deal professionals and provide opportunities for mentorship and personal growth

Entering its 10th cohort, the ACG LA Rising Stars program assembles a broad cross section of younger deal professionals including attorneys, capital providers, investment bankers, private equity investors and related service professionals, who seek to enhance, and jump-start their networking efforts. Comprised of six formally programmed sessions, including topics like getting outside of the office to network; how to build your pipeline through referrals; how to best present yourself to clients; and how to create your personal brand; while also providing informal networking opportunities with other members of the program.

Is your firm looking for exposure to the next generation of Southern California's dealmakers? Are there younger professionals at your firm who would benefit from curated content and a turbocharged network? Who is your next Rising Star?

Series Sponsorship: \$3,000 (six events)

Support a Rising Star from your firm: \$750
(includes one year of ACG LA Membership valued at \$575)

SIGNATURE EVENTS



ACG Los Angeles Awards Gala

The annual ACG Los Angeles Awards Gala recognizes the most significant middle market companies, executives, and largest deals, in a setting befitting a Hollywood production. From the LA Rams to Dollar Shave Club, Riot Games to The Honest Co, this event puts you in front of LA's top executives and dealmakers.



ACG LA Business Conference

Among the largest and most significant middle market conferences in the United States, the ACG Los Angeles Business Conference is your annual "can't miss" networking, business development, and branding opportunity.



ACG Los Angeles Uncorked

What is better than middle market dealmaking? Middle market dealmaking while sipping the best high-end, curated wines from around the world with 300+ ACG Los Angeles members and guests. This signature summer event is a calendar item not to be missed!

[view this event](#)



ACG Los Angeles Holiday Party

Join ACG Los Angeles at a landmark LA venue as we raise a glass in honor of the year that was, and in anticipation on the year that will be. This member-guest party is always a highlight of our event calendar and a way to end the year in good cheer.

À LA CARTE OPTIONS

INDIVIDUAL EVENTS

Series & Programs	Annual/Full Program	Per Event
Private Equity Roundtable	\$12,000, three events	\$5,000
Women of ACG Los Angeles	\$6,000, three events	\$2,500
NextGEN	\$6,000, three events	\$2,500
Rising Stars	\$3,000, six events	\$500

ANNUAL & SPECIAL EVENTS

ACG Los Angeles Consumer Trends Summit

Presenting Sponsor	\$10,000
Expanded Brand Awareness Sponsor	\$7,500
Brand Awareness Sponsor	\$5,000

ACG Los Angeles Transaction Solutions Symposium

Presenting Sponsor	\$10,000
Expanded Brand Awareness Sponsor	\$7,500
Brand Awareness Sponsor	\$5,000

ACG Los Angeles Transportation & Logistics Conference

Presenting Sponsor	\$10,000
Expanded Brand Awareness Sponsor	\$7,500
Brand Awareness Sponsor	\$5,000

ACG Los Angeles Aerospace & Defense Middle Market Leadership Forum

Presenting Sponsor	\$10,000
Expanded Brand Awareness Sponsor	\$7,500
Brand Awareness Sponsor	\$5,000

ACG Los Angeles Annual Awards

Title Sponsor	\$20,000
Winners Table Sponsor	\$7,500
Table Sponsor	\$5,500
VIP Reception Sponsor	\$7,500
Cocktail Reception Sponsor	\$6,500
Brand Awareness Sponsor	\$3,000

ACG Los Angeles Breaking Barriers Summit (DEI)

Presenting Sponsor	\$10,000
Expanded Brand Awareness Sponsor	\$7,500
Brand Awareness Sponsor	\$5,000

If you would prefer to select specific series or individual events to create a custom sponsorship, you may reference the pricing below. Please contact Fabio Simi, fabio.simi@marsh.com to discuss.

ACG LOS ANGELES 2022 SPONSORS

PLATINUM



DIAMOND



GOLD



SILVER



CONNECT WITH US

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The LA Chapter of the Association for Corporate Growth (ACG) is over 600 members strong and is among the largest ACG chapters. We are comprised of approximately 25% IB's, 35% PE and 40% Transactional Advisors in the global community of middle market M&A dealmakers and business leaders focused on driving growth.

w: acgla.org

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