

ACG[®] Houston

2023 MASTER SPONSORSHIP PROSPECTUS

About ACG Houston

Dear ACG Sponsors and Prospective Sponsors:

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

ACG Houston is laser focused on creating high quality events to bring together key players within the M&A community. These events are opportunities to meet a diverse group of professionals, including senior leaders, decision makers and rising young professionals. Plus we have relevant and impactful programming. Our variety of events, big and small, throughout the year allow members and guests unique opportunities to connect and engage in meaningful conversations and develop deep relationships.

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 the 2023 calendar year.

Sincerely,



Chuck Johnson

President, Association for Corporate Growth Houston

Senior Vice President, Fifth Third Bank
chuck.johnson@53.com

ACG[®] Houston



ACG Board Members

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Ryan Sheppard
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Honeywell

A Look Back at 2022

- January 11: January Monthly Luncheon (Speaker: Tony Simmons, retired President and CEO of McIlhenny Company)
- February 8: February Monthly Luncheon (Speaker: Daron Peschel, Houston Branch, Federal Reserve Bank of Dallas)
- March 2: Houston Deal Flow Breakfast (Speakers: Adam Pollock, Stellus Capital & Ethan Shoemaker, Orion Infrastructure Capital)
- March 3: Young Professionals Speakers Series (Speakers: Todd Centurino, Memorial Hermann & Ryan Haselden, Eaton Partners)
- March 23-24: Texas ACG Capital Connection
- April 19: Deal of the Year Awards Ceremony
- May 6: Women's Forum Spring Luncheon (Speaker: Janet Gurwitch, Founder & Former CEO, Laura Mercier Cosmetics)
- May 12: Young Professionals Speakers Series (Speakers: John Nash, President, The Hanover Company)
- May 17: May Monthly Luncheon (Speaker: Chris Boleman, President and CEO of Houston Livestock Show and Rodeo)
- May 24: FEI / ACG Houston Joint Networker
- May 26: Houston Deal Flow Breakfast (Speakers: Efren Acosta, Reed Smith & Joseph Morrel, Porter Hedges)
- June 21: Women's Forum Handbag Happy Hour
- July 14: ACG Houston Summer Social
- July 21: Young Professionals Speakers Series (Speakers: Carrie Colbert, Curate Capital & Lindsey Schultz, Lindsey Leigh Jewelry)
- September 6: New Member Happy Hour
- September 13: September Monthly Luncheon (Topic: The Race to Space)
- September 20: Houston Deal Flow Breakfast (Houston Family Office Panel)
- September 29: Young Professionals 2nd Annual Bowling Tournament
- October 12: Industrials & Energy Uncorked Wine Tasting
- October 27: Women's Forum Fall Luncheon (Topic: Transactions from the Trenches: Tales of Trauma, Tenacity and Triumph)
- November 8: November Monthly Luncheon (Speaker: Brad Jones, ERCOT)
- December 6: Member Only Holiday Party

A Look Back at 2022



2023 Events

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**
- ▶ **Industrials & Energy Uncorked, Private Equity Marketplace & Wine Tasting**
- ▶ **Women's Forum Series**
- ▶ **Young Professional Series**
- ▶ **Happy Hour Socials**
- ▶ **New Member / Sponsor Socials**
- ▶ **Houston Deal Flow Breakfast Series**
- ▶ **Texas ACG Capital Connection ("TACC")***

* TACC is not included in the ACG Houston annual sponsorship. For more information on 2023 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 HIGH RETURN ON INVESTMENT 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 will host five networking lunches throughout the year at The Briar 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	Gold	Silver
	\$15,000	\$10,000	\$6,500
Available Sponsorships	5	10	Unlimited
Industry exclusivity	✓	✓	
Priority for content speaking opportunity	✓		
First right of refusal for series sponsorships (e.g. Young Professionals, Womens)	✓		
Branding and Marketing			
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	✓		
Memberships / Event Discounts			
ACG memberships (\$425 value)	4	3	2
Complimentary ticket per monthly luncheon (\$60 value)	5	3	1
Discount on other event sponsorships	20%	15%	10%
Special Event Inclusion			
Prepaid sponsorship for Industrials & Energy Uncorked (\$2,000 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 6th 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 that 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, 2022 – December 31, 2022. 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	\$3,000	\$2,000
Available Sponsorships	10	Unlimited	Unlimited
Logo recognition on email announcements	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓
Sponsor-designated badges for company representatives	✓		
Front row table placement at event	✓		
Company profile in event brochure	✓		
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, 2022 - December 31, 2022
- ▶ 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 2023
- ▶ Eligible Award Candidates: Deals closing between January 1, 2022 – December 31, 2022
- ▶ Finalists Announced: May 2023



May 2023
6:00 pm– 9:00 pm

FOR MORE INFO, VISIT:
acghoustondeals.com



Industrials & Energy Uncorked Wine Tasting

The 18th Annual Industrials & Energy 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 2023
5:30 pm– 9:00 pm



ENERGY & INDUSTRIALS UNCORKED SPONSORSHIP OPPORTUNITIES

	Private Equity	Corporate Development	Investment Banks	Service Providers
	\$2,000	\$2,000	\$2,000	\$2,000
Available Sponsorships	Unlimited	Unlimited	Unlimited	5 per industry
Branding and Marketing				
Logo recognition on email announcements	✓	✓	✓	✓
Logo recognition on ACG Houston website	✓	✓	✓	✓
Logo recognition on social media announcements	✓	✓	✓	✓
Option to provide marketing materials at events	✓	✓	✓	✓
Prominent name recognition and signage at your own wine table	✓	✓		
12 bottles of premium wine for your table from a pre-selected list	✓	✓		
Complimentary Tickets				
Complimentary tickets to event (\$200 value per ticket)	4	4	4	2
Access to Sponsor Happy Hour	U	U	U	2
Sponsor-designated badges for company representatives	✓	✓	✓	✓

Women's Forum Series

The purpose of ACG Women's Forum is to inspire, encourage and educate women through networking and support from their professional female peers. In 2023, ACG Houston Women's Forum plans to host 3 in-person events, two luncheons and one summer social. 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.



COMMITTEE

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Sue Ellen Burch
Rockin' R Search

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Bridgepoint Consulting

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Blank Rome

Lori Morales
Calvetti Ferguson

Eva Pawelek
Texas Capital Bank

Dara Smith
GulfStar Group

Alicia Strickland
Bank of Texas

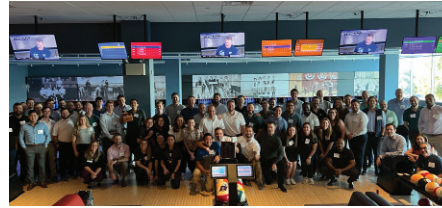
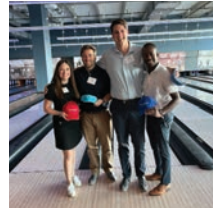
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WOMEN'S FORUM SPONSORSHIP OPPORTUNITIES

	Platinum \$4,000	Gold \$3,000	Silver \$2,000
Available Sponsorships	3	5	7
Branding and Marketing			
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	✓	✓	✓
In-Person Perks			
Complimentary tickets per luncheon (Spring and Fall Luncheons)	8	4	2
Sponsor-designated badges for company representatives	✓	✓	✓

Young Professionals Series

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 2023, ACG Houston Young Professionals plans to host 4 events, 3 speaker series events as well as our 3rd Annual Bowling Tournament.



YOUNG PROFESSIONALS SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
	\$4,000	\$3,000	\$2,000
Available Sponsorships	3	5	7
Branding and Marketing			
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	✓		
In-Person Perks			
Complimentary tickets for the year	6	4	2
Sponsor-designated badges for company representatives	✓	✓	✓

COMMITTEE

CHAIR:

Michael Muhs

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Annie Curley

The CapStreet Group

Braden Eddy

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William Kemp

Republic Business Credit

Emily Martin

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Bank of Texas

Laura Thompson

Platform Partners

Sarah Wilson

Statesman Business Advisors

Houston Deal Flow Breakfast Series

The Houston Deal Flow Breakfast series is an invitation-only event for financial sponsors, strategic corporate development professionals and investment bankers to remain current on the terms of recently closed transactions as well as the type of deals in the market or being sought by financial and strategic players. Attendees are financial sponsors, strategic corporate development professionals and investment bankers *only*. After each presentation, there is time and meeting space set aside after the breakfast session for individual meetings that attendees arrange on their own.

In 2022, ACG Houston hosted 3 breakfast programs at The Junior League of Houston with an average of 47 registered attendees per breakfast.

HOUSTON DEAL FLOW BREAKFAST SPONSORSHIP OPPORTUNITIES

- ▶ Cost: \$2,000 per breakfast
- ▶ Exclusive: One sponsor per breakfast
- ▶ Limited: One breakfast per sponsor (3 individual opportunities)
- ▶ 2 attendees included in sponsorship
- ▶ Logo and company description on email invitation and brochure at event
- ▶ Recognition from Chapter President at beginning of program
- ▶ Ability to bring signage / marketing materials
- ▶ Access to attendee list with emails



FIRMS REPRESENTED

Apex Partners	PSC Group
Carnelian Energy Capital	Quantum Energy Partners
Catapult Energy Services Group	Romanchuk & Co.
Centroid Systems	Sallyport Investments
Chiron Financial LLC	Statesman Business Advisor
FMI Capital Advisors	Stellus Capital
Freestone Partners	Sterling Group
GEC Energy Transition Investors	Sunrise Point Ventures
Genesis Park	Sven Energy
GP Capital Partners	TFOA
GulfStar Group	The CapStreet Group
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Integrity Advisors, Inc.	White Deer Energy
Jones Capital	
Jumana Capital	
Juniper Capital	
Legacy Knight	
Milton Street Capital	
MNA Advisor, LLC	
NexTier	
OFS Energy Fund	
Orion Energy Partners	
ORIX Private Equity Solutions	
Park Lawn Corporation	
Partners Capital	
Pason Systems	
Pelican Energy Partners	
Piper Sandler	
Platform Partners	
PPHB	