



# 2023 Upper Midwest Capital Connection *Sponsorship Prospectus*

ACG.ORG/MINNESOTA  
ACGMINNESOTA@ACGMN.ORG  
612-452-5300





## ABOUT US

ACG Minnesota is the place to raise your profile within the middle market and deal making communities. With events throughout the year focused on women's programming, young professionals, private equity, capital connection, socials, monthly luncheons and more, you are sure to find an opportunity that fits with your initiatives. We will help you to find the perfect event for your marketing and branding needs. Don't see what you are looking for? We'd love to collaborate with you to tailor a sponsorship program that aligns with your objectives. Throughout the process we welcome your feedback and participation to shape the direction of a custom event. Either way you can't go wrong with ACG Minnesota sponsorship. Offering the most diverse networking in the Twin Cities, our members span all industries and occupations. The mission of ACG Minnesota is to drive growth in the middle market. If you are tasked with growing your organization, ACG is the place to be. Let us help you achieve that growth and raise your profile through sponsorship.

## ONLINE & SOCIAL MEDIA EXPOSURE

ACG Minnesota hosts a variety of events so our members have the opportunity to learn from the experts and connect to each other in person. Our average member attends 9 events per year and with over 300 members, there is value in the variety and consistency of attendees that makes for inspired event interaction. Outside of our members, during 2022 our events drew in attendees from over 700 companies!

In addition to in-person events, our online and social media content provides members with a great deal of value. Our website and social media are all ways members stay informed, plan ahead to attend our events and keep engaged even when they can't be present. Here's how your company or organization can tap into ACG Minnesota's audience.

## WEBSITE

Our website features our calendar of events, membership benefits, news and trends, awards and event recaps. See our website advertising rates for more information and reach your target audience with effectively placed messaging and visuals, backed by these stats:

[ACG.org/minnesota](https://ACG.org/minnesota)

- 38,649 pageviews
- 14,193 number of unique users
- 13,078 number of new users
- 48.5% of our users are female

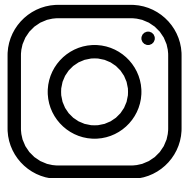
## SOCIAL MEDIA

We have so many amazing connections to make between our members, sponsors, partners, collaborators and the local business media! Through our social media, we connect everyone who touches ACG MN, we highlight our events, member achievements and opportunities and make it shareable and accessible. We've invested in photographers and storytellers to create compelling content that is about our members, and we elevate that for the public and business community. As part of your sponsorship, you'll be included in our content on all social media channels and content types will vary by level.



ACG Minnesota

**413** followers  
353 likes



@acg\_minnesota

**266** followers



ACGMN

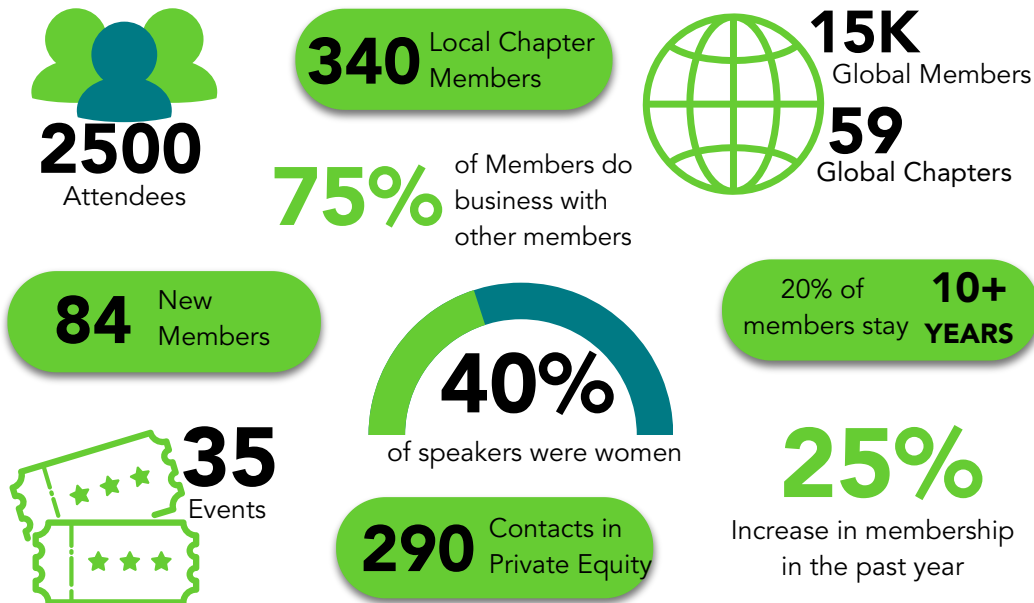
**1.1K** followers  
5.4K post impressions



@Acgminnesota

**817** followers

## BY THE NUMBERS - ACG'S NETWORK REACH

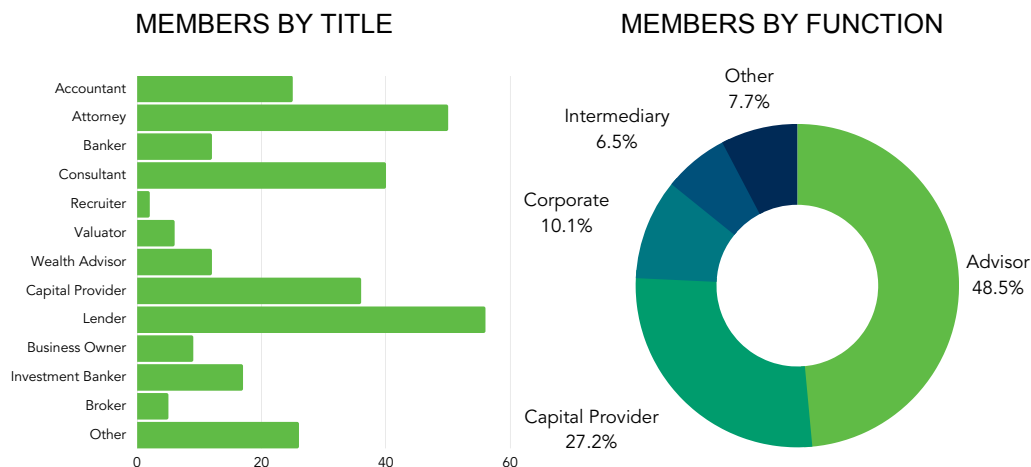


ACG IS THE PREMIER GLOBAL NETWORK ESSENTIAL RESOURCE AND INFLUENTIAL VOICE FOR MIDDLE-MARKET GROWTH.

ACG MEMBERS EFFICIENTLY CONNECT WITH THE EXPERTISE THEY NEED TO ADVANCE THEIR BUSINESS GOALS.

ACG PROVIDES AN INCLUSIVE ENVIRONMENT THAT FOSTERS CONNECTIONS, AMBITION, DIVERSITY, LEADERSHIP AND EXCELLENCE

## MEMBERSHIP HAS ITS BENEFITS



## SEE THE POWER THAT MEMBERSHIP BRINGS

**Network** - Instantly be connected with influential middle-market M&A professionals worldwide, who are at all levels of their careers and span all industries.

**Resources** - Members-only access to the membership directory of over 15,000 M&A professionals, thousands of networking events worldwide globally, ACG JobSource & more.

**Knowledge** - Expand your knowledge of the latest trends & issues in M&A through events, networking, webinars, GrowthEconomy.org and more.

## UPPER MIDWEST CAPITAL CONNECTION

Minnesota's Capital Connection provides a convenient meeting point for financial professionals looking for capital to fund a start-up, looking to grow and expand a prospering business and those looking to sell.

Attendees enjoy a day of golf OR lawn bowling and the always-enjoyable opening night reception. Our Private Equity event provides an open forum to hear about equity sourcing and current business owners' experiences using private equity to fund their operations and expansions.

June 13, 2023 (Average attendance 300+ at the Minneapolis Event Center)

BENEFITS	PLATINUM \$14,000	GOLD \$7,000	SILVER \$4,500
Industry Exclusive	●		
Complimentary conference registrations	6	4	2
Rotating banner on ACG MN event page with hyperlink	●		
Logo prominently displayed on ACG MN event sponsor page	●	●	●
Logo displayed on digital and printed marketing materials	●	●	●
Logo on email announcements and event signage	●	●	●
Logo on large-format presentation screens during keynote addresses	●	●	●
Logo on event swag	●		
Logo to appear in local business publication ads when appropriate	●	●	
Logo included on full-page ad in National publications May and June issues	●	●	
Two (2) full-page ads included in program book	●		
One (1) full-page ad included in program book		●	
One (1) half-page ad included in program book			●
Reserved table during keynote presentations with company name prominently displayed on table	●		
Sponsor- aware name badges	●	●	●
Pre-event registrant list for a one-time mailing	●		
Draped display table in main activity area of conference to distribute marketing material	●	●	



## Day One: Social Activities

### Pre Event Social Activities

#### Lawn Bowling : Brookview

June 12, 2023

Average attendance: 75-100

BENEFITS	Event Sponsor \$6,500
Industry Exclusive, maximum of 3	●
Logo prominently displayed on event page with hyperlink	●
Acknowledgment in conference program book	●
Logo displayed on digital and printed marketing materials	●
Logo on event signage	●
Logo on email announcements	●
Reserved table at event	●
Social media mention/event blasts	●
Opportunity to distribute marketing material/giveaways (when appropriate)	●
Complimentary conference registrations	3
Named signature cocktail or brew of your choice	●
Complimentary registrations for lawn bowling	4

"I have been a member of ACG for as long as I can remember. Success in our industry, like most, depends heavily on experiences and relationships. ACG-Minnesota provides a great opportunity to develop both. Round table discussions disseminate great learning experiences from some of our area's most respected leaders. Luncheons, Capital Connections, Intergrowth and social gatherings all provide great opportunities to build lasting and profitable relationships."

ACG MN Member, Michael M., Founder & Partner





## GOLF TOURNAMENT

June 12, 2023@ Minneapolis Golf Club  
Average attendance: 100+

BENEFITS	Tournament Sponsor \$10,500	HOLE 4-SOME \$1,500	HOLE + Individual \$750	GOLF HOLE \$550	4-SOME \$1,000
Industry Exclusive	●				
Logo on event signage	●				
Logo signage at golf hole tee box	●	●	●	●	
Logo on printed marketing materials	●				
Logo email announcements	●				
Logo included in local business publication prior to event when appropriate	●				
Logo included on full-page ads in National publication May/June issue when appropriate	●				
Acknowledgement in conference program book	●				
One (1) full page ad included in program book	●				
Social media mention/event blasts	●				
Recognition at closing ceremony	●				
Opportunity to provide swag gift to golfers	●	●	●	●	
Golf play registrations	4	4	1		4

\*Players must be registered for the conference or be a guest of the tournament sponsor to be eligible to golf

Registration includes a full day on an exclusive course complete with lunch, drinks, snacks, fun and games with a reception at the end, where prizes will be awarded.

OPENING NIGHT RECEPTION	
June 12, 2023 Average attendance: 300+	
BENEFITS	Event Sponsor \$2,500
Complimentary conference registrations	2
Logo prominently displayed on event page	●
Logo displayed on digital and printed marketing materials	●
Logo on event signage	●
Logo on email announcements	●
Social Media mention/event blasts	●
Sponsor Table at Reception	●
Opportunity to distribute marketing material/giveaways	●
Aknowledgment in conference program book	●

DAY TWO CONFERENCE OPPORTUNITIES BREAKFAST KEYNOTE SPEAKER	
June 13, 2023 Average attendance: 200+	
BENEFITS	Event Sponsor \$2,500
Industry Exclusive, maximum of 3	●
Logo displayed on large format event signage	●
Logo listed in sponsor section of Capital Connection event page	●
Aknowledgment in conference program book	●
Company mention included with keynote speaker advertising material (when available)	●
Social media mention/event blasts	●
Recognition from the podium	●
Reserved table during keynote presentation with company name prominently displayed	●
Complimentary conference registrations	2



## Lunch Keynote Speaker

June 13, 2023

Average attendance: 200+

BENEFITS	Event Sponsor \$3,500
Logo displayed on large-format event signage	●
Logo listed in sponsor section of Capital Connection event page	●
Acknowledgment in the conference program book	●
Company mention included with keynote speaker advertising material (when available)	●
Social Media mention/event blasts	●
Reserved table during keynote presentation with company name prominently displayed	●
Recognition from podium	●
Opportunity to distribute marketing material/giveaways (when appropriate)	●
Complimentary conference registrations	2

## PE Exhibitor

Private equity groups and lenders

June 12 & 13, 2023

Average attendance: 200+

BENEFITS	Event Sponsor \$1,500
Name displayed on event signage	●
Name listed on agenda/event section of Capital Connection event page	●
Name displayed on digital and printed marketing materials	●
Name displayed on email announcements	●
Full-page company description in conference program book	●
Social media mention/event blasts	●
Draped display table with company sign	●
Opportunity to distribute marketing materials	●
Complimentary conference registrations	2

**\*\*Early bird pricing \$1,300 through May 1st**

## DEALSOURCE

Investment Bankers	
June 13, 2023 Average attendance: 200+	
BENEFITS	Event Sponsor \$850
Name displayed on event signage	●
Name listed on agenda/event section of Capital Connection event page	●
Name displayed on digital and printed marketing materials	●
Name displayed on email announcements	●
Full page company description in conference program book	●
Social media mention/event blasts	●
Draped display table with company sign	●
Opportunity to distribute marketing materials	●
Complimentary conference registration	1

**\*\*Early bird pricing \$750 through May 1st**

"For more than 11 years ACG MN has been much more than a simple networking association. ACG MN represents an opportunity to stay abreast of the happenings in our tight knit business community, create marketplace awareness and validity for my company's products and services, generate new product enhancement ideas from trusted business partners, gain insights into competitor behavior as well as have the chance to meet the Who's Who of the greater Minnesota business community.

I have created long lasting friendships and always enjoy the general fellowship with driven folks from vibrant backgrounds and experiences both within the ACG MN community and the broader ACG universe."

ACG MN Member, Scott H., Sales Director

"ACG is a great place to meet professionals in the Twin Cities who are about improving individual businesses as well as out entire community. I've met only quality, ethical professionals at ACG events. If you're a business owner or you're looking to meet bankers, lawyers, private equity and other professionals who are trusted advisors to the Twin Cities business community, look no further than ACG Minnesota."

ACG MN Member, Bill E., Partner

## MARKETING OPPORTUNITIES

### WI-FI

June 13, 2023 Average attendance: 300+	BENEFITS	Event Sponsor \$2,500
	Event signage displaying logo with Wi-Fi instructions	●
	Wi-Fi password tied to company name / you pick the password!	●
	Draped display table in main activity area of conference to distribute marketing materials	●
	Acknowledgement in conference program book	●
	Social Media mention/event blasts	●
	Complimentary registrations	2

### RESERVED MEETING SPACE

June 13, 2023 Average attendance: 300+	BENEFITS	Event Sponsor \$1,500
	One (1) reserved table in networking lounge for duration of conference	●
	Company name prominently displayed on reserved table	●
	One (1) complimentary conference registration	●
	Access to one-on-one networking software for ease of scheduling	●

### NETWORKING ROOM

June 13, 2023 Average attendance: 300+	BENEFITS	Event Sponsor \$3,000
	Company name and logo on table signage	●
	Acknowledgement in conference program book	●
	Social media mention/event blasts	●
	Two (2) complimentary registrations	●
	Company name and logo in meeting space and networking room	●

### Exhibitor Booth

June 13, 2023 Average attendance: 300+	BENEFITS	Event Sponsor \$3,000
	"Skirted 6 ft table" in main conference area	●
	Opportunity for representatives to provide marketing materials	●
	Exposure to 300+ attendees during breakfast, lunch and networking events	●
	Two (2) complimentary registrations	2
	Company name and logo included in program book	●



## 2023 COMMITMENT FORM

Your sponsorship is not accepted or secured until the signed form is received at: ACG Minnesota, Executive Director at [acgminnesota@acgmnn.org](mailto:acgminnesota@acgmnn.org)

- **NOTE: Sponsorship is offered on a first-come, first-served basis. 2022 Right of First Refusals MUST renew for 2023 by December 1, 2022**
- Upon receipt of the signed Commitment Form, ACG Minnesota will issue an electronic confirmation. Invoice and/or receipt for the sponsorship will be emailed to the primary contact in January. Payment is due in 30 days to guarantee sponsorship unless other arrangements have been made.

SPONSORSHIP CHOICES — Select your sponsorships from the choices and see our brochure for benefits. Remember, some opportunities are limited and awarded on a previous year or first-come basis. Payment arrangements can be made upon signing or on a per event basis but are due prior to the event.

SPONSORSHIP SELECTION: \_\_\_\_\_

SPONSORSHIP COMMITMENT AMOUNT \$ \_\_\_\_\_

SPONSORSHIP SELECTION: \_\_\_\_\_

SPONSORSHIP COMMITMENT AMOUNT \$ \_\_\_\_\_

SPONSORSHIP SELECTION: \_\_\_\_\_

SPONSORSHIP COMMITMENT AMOUNT \$ \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact: \_\_\_\_\_

### PAYMENT OPTIONS:

☐ Check enclosed made payable to: ACG Minnesota

☐ Credit card: ☐ Visa ☐ MasterCard ☐ American Express

Card number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Address card bills to: \_\_\_\_\_

Or mail payment to:  
ACG Minnesota  
323 Washington Ave North  
Minneapolis, MN 55401  
612-452-5300  
Email: [jen@acgmnn.org](mailto:jen@acgmnn.org)