

2024

ACG<sup>®</sup> Minnesota

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**SPONSORSHIP  
OPPORTUNITIES**

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# 2024 SPONSORSHIP OPPORTUNITIES



## ANNUAL SPONSOR

**Diamond \$14,000**

**Platinum \$6,500**

**Gold \$4,500**

**Silver \$3,000**

## YOUNG PROFESSIONALS

**Events Sponsor \$3,000**

**ACG Cup \$1,000**

**Twins Game \$3,500**

## WOMEN'S LEADERSHIP

**Platinum \$4,500**

**Gold \$3,000**

## UPPER MIDWEST CAPITAL CONNECTION

**Platinum \$14,000**

**Gold \$7,000**

**Silver \$4,500**

**Evening Reception \$2,500**

## BOLD GALA

**Platinum \$12,500**

**Gold \$7,500**

**Silver \$4,500**

**Table Sponsor \$2,750**

## INTRODUCTION

On behalf of ACG Minnesota, we thank our sponsors, members, and the business community for making ACG Minnesota the premier organization for corporate growth in the region.

Many of you have supported ACG Minnesota throughout the years and we hope that you will continue to be a part of this influential group of constituents. We look forward to many more years of partnership and your continued involvement with ACG Minnesota.

President

**Maggie Tatton**

Ballard Spahr

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Sponsorship Chair

**Stephen O'Hara**

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Executive Director

**Shelley Fischer**

ACG Minnesota

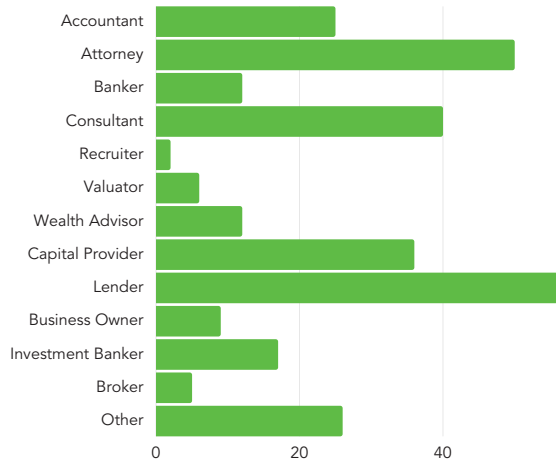
shelley@acgmns.org

# WHO ARE WE...

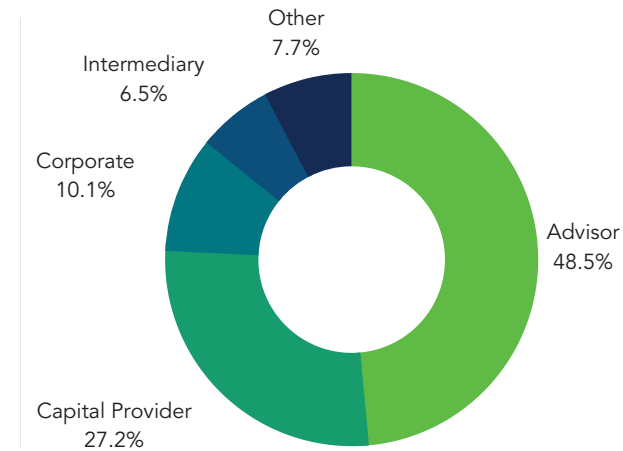
## OVER 300 MEMBERS

75% of ACG members do deals with other members.

MEMBERS BY TITLE



MEMBERS BY FUNCTION



## NEARLY 40 EVENTS ANNUALLY

2200+ attendees

## MONTHLY LUNCHEONS

## STATE OF THE ECONOMY

## UPPER MIDWEST CAPITAL CONNECTION

## YOUNG PROFESSIONALS

## WOMEN'S LEADERSHIP SERIES

## SOCIAL EVENTS:

Wine Tasting  
Golf Tournament  
Holiday Party  
Horse & Hunt Club  
Minnesota Twins Game

## MEMBERSHIP ONLY EVENTS



## BOLD AWARDS (Honoring the BOLDest)

Leader of the Year  
Transaction of the Year  
Inspiration: Community Involvement  
Small and Growing  
Middle Market  
Large and Established

# ANNUAL SPONSORSHIP

Through this level of sponsorship, you will receive brand exposure throughout the year. Be a part of a community that is a who's who in corporate development, mergers & acquisitions, finance, and support network. Let us help you reach your goals.

## DIAMOND SPONSORSHIP: \$12,500

- **NEW! Industry exclusive** at the Diamond Level.  
(Other levels still available for sponsorship. First-come, first-served basis).
- **NEW!** Exclusive skyscraper ad on ACG MN website with a link to your company's website.
- **NEW!** Complimentary event registrations: A table of six (42 annually) at each monthly luncheon. Value \$2,750.
- **NEW!** Four complimentary ACG Minnesota annual memberships. Value \$2,000.
- **NEW!** Collaborate on and contribute a featured article shared across ACG MN platforms.
- Logo displayed on all marketing materials related to sponsored events.
- Potential opportunity to host an event at your location.
- Potential opportunity to be an event speaker or panelist. (Must be approved by program chair; based on content.)
- Prominent logo placement on ACG MN website.
- Opportunity to be a greeter at registration tables during events.
- Year-round visibility at our Monthly Luncheons. Average attendance is 50-75 per event.
- Opportunity to distribute tailored marketing materials at events.
- Logo placement on event signage, event web page and materials.
- Logo featured on relevant email announcements.
- Social media mentions and event-related posts.
- Logo displayed on all marketing materials related to sponsored events.
- Logo placement on event signage, event web page and materials.
- Logo featured on relevant email announcements.
- Social media mentions and event-related posts.
- Opportunity to contribute a guest article for ACG MN's online platforms.
- Acknowledgment from the podium during events.
- Featured logo placement on landing pages of relevant events (when applicable).

# ANNUAL SPONSORSHIP

Through this level of sponsorship, you will receive brand exposure throughout the year. Be a part of a community that is a who's who in corporate development, mergers & acquisitions, finance, and support network. Let us help you reach your goals.

## PLATINUM SPONSORSHIP: \$6,500

- **NEW!** Complimentary event registrations: Four passes (28 annually) for each monthly luncheon. Value \$1,600.
- **NEW!** Two complimentary ACG Minnesota annual memberships. Value \$1,000.
- Potential opportunity to host an event at your location.
- Potential opportunity to be an event speaker or panelist. (Must be approved by program chair; based on content.)
- Prominent logo placement on ACG MN website homepage.
- Opportunity to be a greeter at registration tables during events.
- Year-round visibility at our Monthly Luncheons. Average attendance is 50-75 per event.
- Opportunity to distribute marketing materials at events.
- Logo displayed on all marketing materials related to sponsored events.
- Logo placement on event signage, event web page and materials.
- Logo featured on relevant email announcements.
- Social media mentions and event-related posts.
- Opportunity to contribute a guest article for ACG MN's online platforms.
- Acknowledgment from the podium during events.



# ANNUAL SPONSORSHIP

Through this level of sponsorship, you will receive brand exposure throughout the year. Be a part of a community that is a who's who in corporate development, mergers & acquisitions, finance, and support network. Let us help you reach your goals.

## **GOLD SPONSORSHIP: \$4,500**

- **NEW!** One complimentary ACG Minnesota annual membership. Value \$500.
- **NEW!** Complimentary event registrations: Two passes (14 annually) for each monthly luncheon. Value \$800.
- Opportunity to distribute marketing materials at events.
- Year-round visibility at our Monthly Luncheons. Average attendance is 50-75 per event.
- Logo displayed on all marketing materials related to sponsored events.
- Logo placement on event signage, event web page and materials.
- Logo featured on relevant email announcements.
- Social media mentions and event-related posts.

## **SILVER SPONSORSHIP: \$3,000**

- **NEW!** One complimentary event registration (7 annually) for each monthly luncheon. Value \$400.
- Year-round visibility at our Monthly Luncheons. Average attendance is 50-75 per event.
- Logo displayed on all marketing materials related to sponsored events.
- Logo placement on event signage, event web page and materials.
- Logo featured on relevant email announcements.
- Social media mentions and event-related posts.



# YOUNG PROFESSIONALS & ACG CUP SPONSORSHIP

Peer networking events for professionals aged 40 & under Young Professionals (YP) is a peer group of future business leaders in the middle-market M&A community, age 40 or younger. YP is an effort to build a pipeline of younger professionals in the community by providing engaging networking and professional development opportunities.

**ACG Cup** is an intercollegiate competition among business school students from colleges and universities across the nation. Retaining and recruiting talent in Minnesota is a major objective of the Cup. Student participants gain invaluable experience in a real-world context, receive feedback from leaders in the local business community, and create networks, all while competing for a cash prize.

**Interested in supporting our up-and-comers? Here is how you can...**

## **YP ANNUAL EVENT SPONSOR: \$3,000** (attendance 50-100 per event)

- Two complimentary registrations per event.
- Logo displayed on digital, printed marketing materials and email announcements.
- Logo displayed at event.
- Social Media mention/event blasts.
- Opportunity to host an event.
- Opportunity to distribute marketing materials (when appropriate).
- Logo on event landing page.
- Opportunity to distribute swag/giveaways (when appropriate).
- Opportunity to provide content specialists and participants.
- Pre-event registrant list for a one-time mailing.

## **YP TWINS GAME SPONSOR: \$3,500** (attendance around 250)

- Three complimentary tickets to the game along with drink tickets.
- Opportunity to hold a drawing/or giveaway at the event.
- Logo prominently displayed on the event page with hyperlink.
- Logo displayed on digital and printed marketing materials.
- Logo on event signage.
- Logo on email announcements.
- Social Media mention/event blasts.

## **ACG CUP: \$1,000**

- Logo displayed on digital, social media, email blasts and printed marketing materials.
- Logo displayed at event.
- Opportunity to distribute marketing materials (when appropriate).
- Logo on event landing page.
- Opportunity to distribute swag/giveaways (when appropriate).

# WOMEN'S LEADERSHIP SERIES

Women's Leadership events focus on topics related to business and personal development in finance and banking. Attendees comprise a similar professional demographic to the broader ACG membership, including executives, capital providers, attorneys, CPAs, investment bankers and other deal professionals. These quarterly events present women an opportunity for dialogue, business networking, and personal connections.

## PLATINUM SPONSORSHIP: \$4,500

- **Industry Exclusive**
- **NEW!** Complimentary event registrations: Four passes (16 annually) per event.
- **NEW!** Opportunity to host event where possible.
- **NEW!** Opportunity to provide a speaker where possible.
- Logo prominently displayed on the event page with hyperlink.
- Logo displayed on digital and printed marketing materials.
- Logo on event email announcements and at event.
- Social media mention/event blasts.
- Recognition from podium.
- Opportunity to distribute marketing materials (when appropriate).

## GOLD SPONSORSHIP: \$3,000

- **NEW!** Complimentary event registrations: Two passes (8 annually) per event.
- Logo prominently displayed on the event page with hyperlink.
- Logo displayed on digital and printed marketing materials.
- Logo on event email announcements and at event.
- Social media mention/event blasts.
- Recognition from the podium.



# SPECIAL EVENTS

Throughout the year we offer Member-Only Socials, Summer Socials, Private Equity Summit, New Member Luncheons, and more. Do you prefer just to do one smaller event? Reach out to us for further details. We are happy to tailor a sponsorship to fit your needs and your budget. We'd love to discuss your marketing goals! In the meantime, here is a list of potential opportunities.



## Summer Social Event

Platinum - \$3,000

Gold - \$1,500



## Private Equity Summit

Platinum - \$10,500

Gold - \$5,500

Silver - \$3,500



## Private Equity Social Event

Event Sponsor - \$3,500



## New Member Luncheons

Gold - \$1,000



## Member Only Socials

Gold - \$1,000

# BOLD AWARDS GALA SPONSORSHIPS

These awards are designed to honor and recognize innovation, inspirational moves, BOLD visions, and leaders that have made BOLD moves to positively grow, restructure or enhance their companies for the benefit of all stakeholders. Leaders and their teams (investment bankers, lawyers, bankers, and others assisting the nominees BOLD moves) will be recognized for imagination, innovation, and extraordinary efforts to grow Minnesota. Attendance 350+

## **PLATINUM SPONSORSHIP: \$12,500** (only 1 available)

- Exclusive Platinum sponsorship of the BOLD Awards.
- BOLD Awards Gala opportunity to kick-off the BOLDest of the BOLD vote.
- Reserved VIP Table for eight at the BOLD Awards Gala.
- Company name prominently displayed on reserved table.
- Recognition as the Platinum Sponsor in opening and closing remarks.
- Full page, back cover ad in the BOLD Awards program.
- Opportunity to provide your organization's branded promotional item at event.
- Company name and logo on BOLD Gala Awards program.
- Logo displayed on BOLDest of the BOLD voting app.
- Logo displayed on branded napkins at Gala.
- Logo displayed on screen during LIVE VOTE at Gala.
- Prominent logo placement on all event marketing materials, including website, banners, and flyers.
- Logo and link featured in pre- and post-event email communications.
- Recognition on social media channels before and after the event.
- Branded swag opportunity.
- Company name listed on event materials and event signage.

## **GOLD SPONSORSHIP: \$7,500**

- Category exclusive sponsorship of BOLD Gala. (Not available if Platinum sponsor is same category.)
- Reserved VIP Table for eight at the BOLD Awards Gala.
- Company name prominently displayed on reserved table.
- Recognition as a Gold Sponsor during the event.
- Half page ad in the BOLD Awards Gala program.
- Logo displayed on BOLDest of the BOLD voting app.
- Logo displayed on screen during LIVE VOTE at Gala.
- Logo placement on event website and marketing materials.
- Logo featured in pre- and post-event email communications.
- Recognition on social media channels.
- Logo displayed on ACG MN BOLD Awards event webpage with hyperlink.
- Company name listed on event materials and event signage.

**Original. Inventive. Daring and BOLD.**  
**These awards are a BIG DEAL. So is your SUPPORT!**

**SILVER SPONSORSHIP: \$4,500**

- Four complimentary VIP tickets to the Gala.
- Recognition as a Silver Sponsor during the event.
- Quarter page ad in events program.
- Logo placement on event website and marketing materials.
- Logo included in pre- and post-event email communications.
- Company name listed on event materials and event signage.
- Logo displayed on ACG MN BOLD Awards event webpage with hyperlink.
- Recognition on social media channels.

**BOLD-tini: : \$4,500** (only 1 available)

- Four complimentary VIP tickets to the Gala.
- Logo prominently displayed on ice sculpture at Gala.
- Recognition as a BOLD-tini Sponsor during the event.
- Logo placement on event website and marketing materials.
- Logo included in pre- and post-event email communications.
- Logo displayed on branded napkins at Gala.
- Inclusion of promotional materials in the event welcome package.
- Company name listed on event materials and event signage.
- Recognition on social media channels.

**TABLE SPONSOR: \$2,750**

- One reserved table for eight at the BOLD Awards Gala.
- Logo placement on event website and marketing materials.
- Company name listed on events program.
- Company name listed on event materials.



# UPPER MIDWEST CAPITAL CONNECTION

The Upper Midwest Capital Conference is a dynamic event for middle-market M&A professionals nationwide. This gathering presents a unique opportunity to engage with over 400 influential M&A professionals and ACG members. Through interactive roundtable workshops, networking sessions, and insightful keynote presentations, attendees can gain fresh perspectives on strategies for growth, acquisition, collaboration, and exit planning. With representation from diverse industries and a wide geographic reach, this conference stands as a pivotal event to connect, learn, and discover exclusive insights from distinguished panelists and renowned guest speakers.

## **PLATINUM SPONSORSHIP: \$14,000**

- Industry Exclusive. First right of refusal.
- Six complimentary conference registrations.
- Ability to provide panelists or moderate our Private Equity Panel.
- Reserved VIP table near front during keynote presentations with company name prominently displayed on table.
- Rotating banner on ACG MN event page with hyperlink.
- Full-page ad near front included in electronic program book.
- Pre-event registrant list for a one-time mailing.
- Sponsor- aware name badges.
- Draped display table in main activity area of conference to distribute marketing material. First choice for table location.
- 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 presentation screens at keynote luncheon.
- Logo to appear in local business publication ads when appropriate.

## **GOLD SPONSORSHIP: \$7,000**

- Four complimentary conference registrations.
- Reserved VIP table near front during keynote presentations with company name prominently displayed on table.
- Full-page ad included in electronic program book.
- Draped display table in main activity area of conference to distribute marketing material.
- 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 presentation screens at keynote luncheon.
- Logo to appear in local business publication ads when appropriate.

## **SILVER SPONSORSHIP: \$4,500**

- Two complimentary conference registrations.
- Half-page ad included in electronic program book.
- Draped display table in main activity area of conference to distribute marketing material.
- 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 to appear in local business publication ads when appropriate.

### **OPENING NIGHT RECEPTION: \$2,500**

- Two complimentary conference registrations.
- 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/giveaway.
- Acknowledgment in electronic program book.

### **LUNCH KEYNOTE SPONSORSHIP: \$3,500**

- Two complimentary conference registrations.
- Reserved table during keynote presentation with company name prominently displayed.
- Recognition from podium.
- Opportunity to distribute marketing material/giveaways before and after lunch (when appropriate.)
- Logo displayed on event signage.
- Logo listed in sponsor section of Capital Connection event page.
- Acknowledgment in the electronic program book.
- Social media mention/event blasts.

### **DEAL SOURCE TABLE FOR PE, LENDERS, EVENT SPONSORS\*: \$1,500**

- Two complimentary conference registrations.
- Reserved table during keynote presentation with company name prominently displayed.
- Recognition from podium.
- Opportunity to distribute marketing material/giveaways before and after lunch (when appropriate.)
- Logo displayed on event signage.
- Logo listed in sponsor section of Capital Connection event page.
- Acknowledgment in the electronic program book.
- Social media mention/event blasts.

### **DEAL SOURCE TABLE FOR INVESTMENT BANKERS – FREE WITH ONE PAID CONFERENCE REGISTRATION**

- Deal Source table for four with company sign.
- Opportunity to distribute marketing materials.
- 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 electronic program book.
- Social media mention/event blasts.

\*Event sponsors can add a Deal Source Table to their sponsorship for an additional \$1,500.

# UPPER MIDWEST CAPITAL CONNECTION

## **WiFi SPONSOR: \$2,500** (one available)

- First right of refusal.
- Two complimentary registrations
- 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 electronic program book.
- Social media mention/event blasts

## **FIRST DAY AFTERNOON SOCIAL SPONSOR: \$6,500**

- Industry Exclusive (maximum of 3 sponsors total).
- Three complimentary conference registrations.
- Four complimentary registrations for lawn bowling.
- Logo prominently displayed on event page with hyperlink.
- Acknowledgment in electronic program book.
- Logo displayed on digital and printed marketing materials.
- Logo on event signage.
- Logo on email announcements.
- Display table at event and opportunity to distribute marketing material/giveaways.
- Social media mention/event blasts.
- Named signature cocktail or brew of your choice.

## **GOLF TOURNAMENT SPONSORSHIP: \$10,500**

- Industry Exclusive.
- Foursome golf registration.
- 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.
- Acknowledgement in electronic program book.
- One full page ad included in electronic program book.
- Social media mention/event blasts.
- Recognition at golf closing ceremony.
- Opportunity to provide swag gift to golfers.

## **GOLF HOLE SPONSORSHIP: \$2,500**

- Highlighted as sponsor of selected golf hole during tournament, with first right of refusal for the following tournament.
- Opportunity to provide your promotional items at your golf hole (item must be approved first, as Mpls Golf Club has perimeters.)
- Golf registration for four. This includes lunch, drinks, and award reception. (One player minimum must be registered for Capital Connection conference.)
- Inclusion on marketing materials, event program and social media.

# THANK YOU TO OUR 2023 ANNUAL SPONSORS

*YOUR SUPPORT IS APPRECIATED.*

## PLATINUM

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BRIDGEWATER BANK



## GOLD

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## SILVER

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2024

ACG<sup>®</sup> Minnesota

**THANK YOU**

for considering a 2024 Partnership.

