



**ACG<sup>®</sup>** Boston

**2024 SPONSORSHIP OPPORTUNITIES**

# ABOUT ACG

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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)

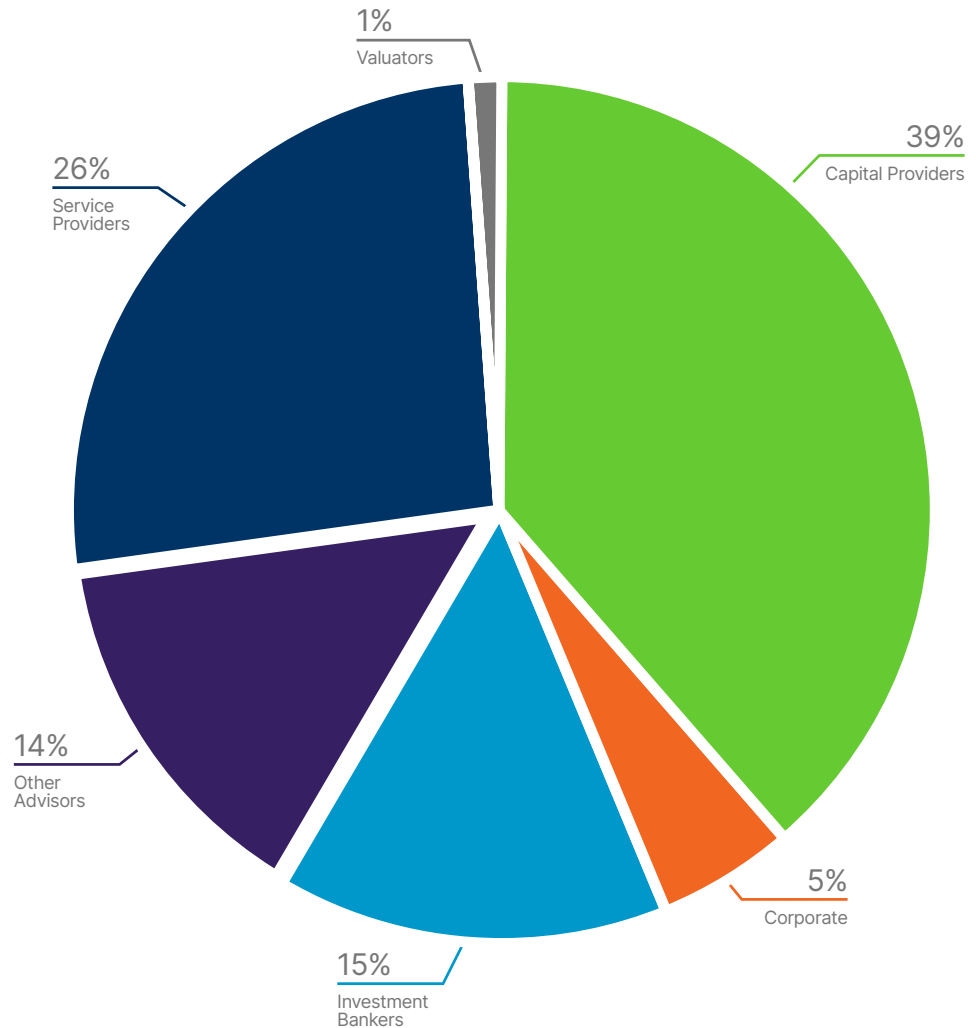


**75%** of ACG members state that they have done business with fellow members

# ABOUT ACG BOSTON



**550+**  
**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 firm's expertise, or something as simple as a referral, our goal of over-delivering is our driving force.



# ANNUAL SPONSORSHIP

An Annual Sponsorship with ACG Boston allows your firm to gain consistent exposure and visibility within the New England deal community throughout the entire year. It helps to elevate your firm above the competition, and enable your team to build a strong presence among the ACG Boston membership.

Sponsors will select a set number of event series and/or signature events to be included in your annual package (4 total for Annual Chapter Partner, and 2 for Annual Sponsor), receiving all of the benefits for each selected event, as well as additional annual benefits like branding on the ACG Boston homepage and in our monthly roundup emails, social shout outs on LI, discounts & complimentary tickets throughout the year & more!

	ANNUAL CHAPTER PARTNER	ANNUAL SPONSOR
Choice of events to sponsor (The BIG Deal not included - must be purchased outside of package)	4	2
Industry exclusivity in category for all chosen events	●	
Personal sponsor concierge: ACG Boston will help facilitate introductions for sponsor at events during the sponsorship term	●	●
Logo displayed on ACG Boston homepage in Sponsor section from Jan. - Dec.	Prominent Location	●
Banner ad (970×250) on ACG Boston homepage	1 month	
Social media posts throughout the year	Monthly	Quarterly
Member rate for all employees of your company to all ACG Boston events during sponsorship term*	●	●
ACG Boston memberships (new joins or renewals)	2	1
Complimentary tickets to ACG Boston regular event series throughout the year (Networking, Women of Leadership, Providence & Young Professionals) Note: does not include signature events	4	2

**\$25,000**

**\$15,000**


\* Applicable to events where employees are qualified to attend. Certain events may be excluded. Does not include events firm would not regularly be qualified to attend

**LEARN MORE**

Contact ACG Boston Executive Director Christy Dancause at [cdancause@acg.org](mailto:cdancause@acg.org) for more information on sponsorship opportunities

# 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.

<b>NETWORKING SERIES</b> Series of networking and speaker events open to the larger M&A community <ul style="list-style-type: none"> <li>• Next Generation in M&amp;A Breakfast (Jan.) - Members Only</li> <li>• M&amp;A Outlook (Feb.)</li> <li>• Whiskey Tasting (April)</li> <li>• Roof Deck Networking (Summer)</li> <li>• Fall Kickoff (Sept.)</li> </ul>	 <b>\$12,500</b>
<b>WOMEN OF LEADERSHIP</b> Sponsor of annual events & initiatives for women in the M&A industry. <ul style="list-style-type: none"> <li>• Annual Women's Lunch (March)</li> <li>• Annual Women's Golf Outing (August)</li> <li>• Fall Networking (Oct.)</li> <li>• Women Dealmakers Event (1) - PE/IB Only</li> </ul>	<b>\$10,000</b>
<b>PROVIDENCE SERIES</b> Sponsor of networking & content events in the Providence, RI area (3 Events) <ul style="list-style-type: none"> <li>• Spring Event, Summer Networking &amp; Fall Event</li> </ul>	<b>\$7,500</b>
<b>YOUNG PROFESSIONALS SERIES &amp; ACCELERATOR PROGRAM</b> Sponsor of quarterly events & initiatives for young & mid-level professionals in the M&A industry, including our annual leadership development program - ACG Boston ACCELERATOR <ul style="list-style-type: none"> <li>• Winter, Spring, Summer &amp; Fall Events</li> <li>• ACG Boston ACCELERATOR Program (Aug)</li> </ul>	<b>\$5,000</b>

*\* Events for women or young professionals connected to larger ACG signature events (ex: DealFest, Dealmaking at the Mountain, etc.) sold separately.*

# 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 content related to series' focus/topics via social media - ACG Boston to share/reshare	●
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	●



# SIGNATURE EVENTS

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## THE BIG DEAL

**\$5,500**

January 16, 2024 | Legal Harborside

ACG Boston's most exclusive invitation and members only networking event, The BIG Deal, will take place at Legal Harborside in 2023. The BIG Deal is by invitation only for senior-level (VP and above) PE & family office investors, investment bankers & strategic acquirers, and typically attracts 200+ professionals 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 (law category is sold out)
- 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

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## PE-TO-PE DEALSOURCE

**Contact Christy Dancause for more information**

Date &amp; Location TBD

A by-invitation-only event, exclusively for private equity firms. Includes a full day of 1:1 meetings between PE funds of different sizes.

**Benefits include:**

- Industry exclusivity among event sponsors (law firm sold out!)
- Signage onsite and recognition in welcome remarks (a chance to say a few words about your firm)
- Opportunity for seat drop/distributing marketing material
- Company logo/name included in all event marketing: email blasts, registration page, social media mentions, etc.
- 2 tickets to the event: does NOT include participation in meetings, but attendees may stay onsite throughout the event, and participate in networking lunch and post meeting reception
- Attendee list with contact information shared pre and post event

# SIGNATURE EVENTS

## DEALMAKING AT THE MOUNTAIN

February 4-6, 2024 | Stowe Mountain Resort | Stowe, VT

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 NIGHT RECEPTION & DINNER	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		2	1	2	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 plus purchase of bag & contents	\$3,500	\$3,000	\$3,500	\$3,500 plus purchase of prizes for top racers





# SIGNATURE EVENTS

## WOMEN OF LEADERSHIP GOLF OUTING

August 2024 | 9 Holes | Location TBD

Women from across the deal community will gather for a half day of clinics and 9 holes of golf, followed by a reception in August 2024.

	TEE SPONSORSHIP	DRINK CART SPONSORSHIP	LUNCH SPONSORSHIP	CONTEST SPONSORSHIP	GOLF OUTING SPONSORSHIP (PREMIER LEVEL)
Industry exclusivity in sponsor category					
Logo on signage at tee box					
Logo included in event marketing - website, emails, social media etc. - with sponsorship designation					
Ticket for golf		1	1	2	4
Opportunity to provide branded item for distribution (ex. napkins, golf items, etc.)					
Logo on signage at event (ex. at tee, on cart, lunch, etc.)					
Opportunity to announce & present prize to winner during reception					
Attendee list pre and post event with contact information included					
	\$250	\$1,000 1 available	\$1,000 1 available	\$1,250 2 available (closest to pin or longest drive), 1 per contest	\$2,500 + winning foursome prize



# SIGNATURE EVENTS

## ACG BOSTON “DRIVING DEALS” ANNUAL GOLF TOURNAMENT

October 10, 2023 | Wollaston Golf Club | Milton, MA

Sold out in 3 weeks in the inaugural year, this event will bring together 100-150 dealmakers for 18 holes of golf, followed by post golf lawn games, reception & awards. Sponsors have the opportunity to request players in their foursome and gain maximum visibility throughout the day!

	TEE SPONSORSHIP	DRINK CART SPONSORSHIP	LUNCH SPONSORSHIP	CONTEST SPONSORSHIP	GOLF OUTING SPONSORSHIP (PREMIER LEVEL)
Industry exclusivity in sponsor category		●	●	●	●
Logo on signage at tee box	●			●	
Logo included in event marketing - website, emails, social media etc. - with sponsorship designation	●	●	●	●	●
Ticket for golf		1	1	2	4
Opportunity to provide branded item for distribution (ex. napkins, golf items, etc.)		●	●	●	●
Logo on signage at event (ex. at tee, on cart, lunch, etc.)	●	●	●	●	●
Opportunity to announce & present prize to winner during reception				●	●
Attendee list pre and post event with contact information included		●	●	●	●
	<b>\$500</b>	<b>\$1,500</b> 1 available	<b>\$1,500</b> 1 available	<b>\$2,000</b> 2 available (closest to pin [Male & Female], and longest drive [Male & Female])	<b>\$3,500</b> + winning foursome prize

### LEARN MORE

Contact ACG Boston Executive Director Christy Dancause at [cdancause@acg.org](mailto:cdancause@acg.org) for more information on sponsorship opportunities

# INDUSTRY VERTICAL EVENTS

## TECHNOLOGY & TECH ENABLED SERVICES DEALSOURCE

March 21, 2024 | Exchange Conference Center, Boston MA

**\$7,500 + cost of beer**  
(only 3 sponsorships available)

Technology & Tech-Enabled Services DealSource is by invitation only for tech-focused PE firms & investment banks, and will include lunch from 11:00am - 12:00pm, 1:1 meetings from 12:00pm - 5:00pm, and then close with a lively beer tasting reception from 5:00pm - 7:00pm, where PE firms & event sponsors will share a craft beer of their choice for attendee tasting. The meetings will be exclusive to twelve (12) IBs & twelve (12) PE firms, and the reception will be open to additional PE & IB attendees.

- Industry exclusivity as DealSource sponsor
- 2 event tickets (includes access to attendee lunch, lounge area throughout the day, and beer tasting reception [does not include 1:1 meetings])
- Bar/table on floor together w/3 other PE firms, to serve beer of your choice during reception
- Signage onsite & opportunity to provide attendee giveaway or branded item for event
- Logo and/or company name included in event marketing (email blasts, registration page & social media mentions)
- Attendee list w/contact info pre & post event

**Title Sponsorship Opportunity:** Includes all the benefits of the regular sponsor level, plus 2 additional tickets, prominent branding, and participation in 1:1 meetings with all 12 participating PE firms.

**\$10,000 + cost of beer**  
(only 1 sponsorship available)

## HEALTHCARE FORUM

November 14, 2024 | UMass Club Boston | Boston, MA

**\$4,500**

The Healthcare Forum is an annual, half-day event that brings together investors, business owners and advisors all working towards innovation and growth in the healthcare industry.

- Industry exclusivity among event sponsors (law firm sold out!)
- Signage onsite and recognition in welcome slides/remarks
- Marketing table onsite during networking reception
- Company logo/name included in all event marketing - email blasts, website/registration page, social media mentions, etc.
- 4 tickets to the event
- Attendee list with contact information pre and post event

**DealSource Sponsorship:** Includes all the benefits of the regular sponsorship, plus access to the invite-only DealSource for healthcare focused PE & IB firms, from 10:30am - 4:00pm, prior to the forum. Sponsorship will include participation in 1:1 meetings with all participating PE firms.

**\$10,000**  
(only 1 sponsorship available)

# DEALFEST NORTHEAST 2024

JUNE 6, 2024 | BOSTON CONVENTION & EXHIBITION CENTER

DealFest Northeast is the largest M&A block party in the northeast, bringing together **800+ 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.

**CONTACT CHRISTY DANCAUSE FOR SPONSORSHIP OPPORTUNITIES**

**LEARN MORE**

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