

2018

Master Sponsorship Prospectus



ACG[®] Houston

About ACG Houston >>>



About ACG Houston

Dear ACG Sponsors and Prospective Sponsors:

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

At ACG Houston, we want to be an extension of your marketing department. We will work with you to tailor your sponsorship to meet your marketing and branding objectives and we welcome your feedback and participation to help shape the direction of our events. 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 our 2018 calendar year.

Sincerely,



Libby Covington

President, Association for Corporate Growth Houston

Principal, The CapStreet Group
lcovington@capstreet.com



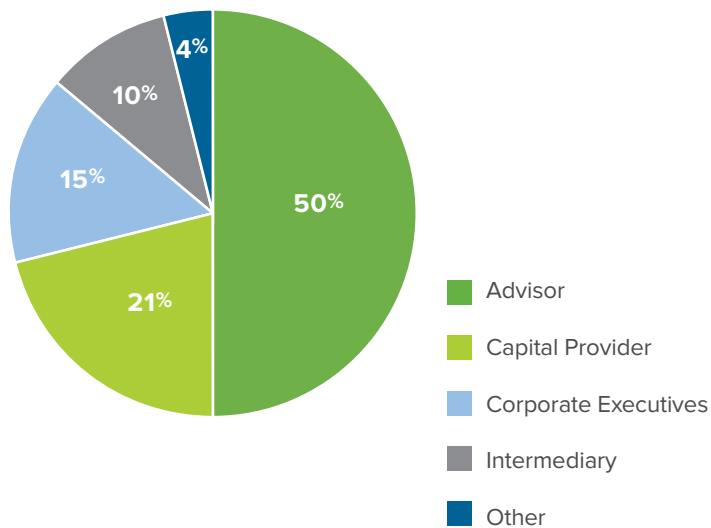
About ACG Houston

Driving middle market growth resulting in job opportunities, capital formation and advancement of meaningful business relationships.

ACG Houston brings together every segment of the growth community to:

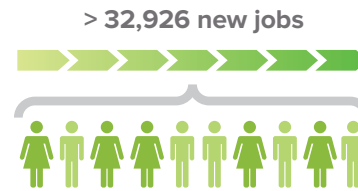
- ▶ Create an environment that yields business success
- ▶ Provide access to local industry leaders and capital providers
- ▶ Serve as a leader of knowledge and sharing of innovative ideas
- ▶ Develop others through education and events

ACG Houston Membership



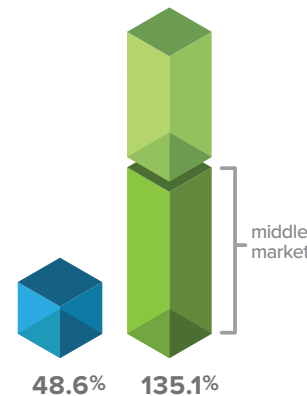
Houston by the Numbers

Data contributed from GrowthEconomy.org – for period: 1998-2015



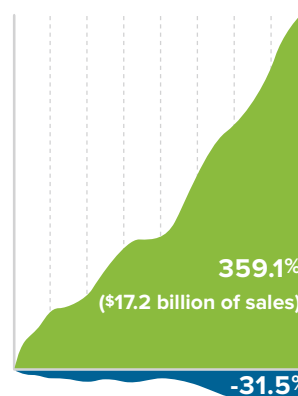
Private equity investments created more than **32,926 new jobs in Houston** from 1998-2015.

■ Jobs from Private Equity Investments



From 1998 through 2015, Houston **private equity-backed companies grew jobs by 135.1 percent**, while all other companies grew jobs by 48.6 percent. **More than half of this growth comes from the middle market.**

■ Private Equity-Backed Companies ■ Other Companies



From 1998 through 2015, **private equity-backed companies grew sales by 359.1 percent**, while all other businesses declined sales by 31.5 percent. **This growth provided \$17.2 billion of sales in the local Houston middle-market economy.**

■ Private Equity-Backed Companies ■ Other Companies

ACG Board Members

EXECUTIVE COMMITTEE



President
Libby Covington
Principal
The CapStreet Group



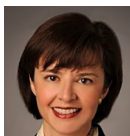
President Elect
Eric Appel
Director
KeyBanc Capital Markets



First Vice President
Robert Shuford
Partner
Clovis Point Capital



Treasurer
Michael Landers
Principal
KeenLand Advisory



Secretary
Melinda Jackson
Senior Vice President
Cadence Bank



Immediate Past President
Steve Tredennick
Partner
Paul Hastings LLP



Tron Allen
Senior Managing Director
Encina Business Credit



Nancy Bostic
Partner
Grey Reed & McGraw



Barbara De Marigny
Partner
Orrick Herrington & Sutcliffe LLP



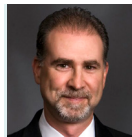
David Dollinger
Senior Director
Riveron Consulting



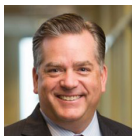
Trey Hunt
Partner
Weaver



Chuck Johnson
Vice President
Bank of Texas



Steve Kesten
Shareholder
BoyarMiller



Colt Luedde
Managing Director
GulfStar Group



Michelle Lewis
Chief Strategy Officer
DistributionNOW



Tanner Moran
Director
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Cassandra Mott
Partner
Thompson & Knight LLP



Michael Muhs
Assistant Vice President
Lockton Companies



Gary Reese
Senior Wealth Strategist
Northern Trust



Harry Wallace
Vice President
Marsh & McLennan Companies



Jimmie Williams
Principal - Transaction Services
Hein



Amy Woolf
Managing Director
Donnelley Financial Solutions

2018 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**
- ▶ **Energy Uncorked, Private Equity Marketplace & Wine Tasting**
- ▶ **Houston Women's Forum Series**
- ▶ **Young Professional Series**
- ▶ **Happy Hour Socials**
- ▶ **Texas ACG Capital Connection ("TACC")***

* TACC is not included in the ACG Houston annual sponsorship. For more information on 2018 TACC sponsorships, please visit TXACG.ORG.



OCTOBER 2016 LUNCHEON

Speaker: Kevin Brady | U.S. Congressman | Ways and Means Chairman
Topic: Tax Policy and Implications for Middle-Market M&A

Annual Sponsorship Opportunities >>>





ACG[®] Annual Sponsorships

Annual sponsorship opportunities through ACG Houston allow your organization to gain maximum and consistent branding awareness and access to the entire ACG Houston audience throughout the year.

Sponsorships include high visibility at ACG Houston monthly luncheons, branding and marketing benefits year long, complimentary tickets, and sponsorship discounts on specialty events throughout the year.

ACG Houston hosts seven networking lunches throughout the year at the River Oaks Country 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 with insight on the Houston economy and / or the middle market community.

ANNUAL SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver	Private Equity
	\$12,500	\$10,000	\$5,000	\$5,000
Available Sponsorships	5	7	Unlimited	5
Industry exclusivity	✓	✓		
Speaking opportunity at monthly luncheon (e.g. moderate panel, introduce speaker)	✓	✓		✓
First right of refusal for series sponsorships (e.g. Young Professionals, Womens)	✓			
Subscriptions to Mergers and Acquisitions magazine	3	2	1	1
Branding and Marketing				
Logo recognition on ACG Houston website	✓	✓	✓	✓
Inclusion in sponsor slide show at luncheons	✓	✓	✓	✓
Logo recognition in event brochure	✓	✓	✓	✓
Logo recognition on email announcements	✓	✓		✓
Option to provide marketing materials at events	✓			
Complimentary Tickets				
ACG memberships (\$350 value)	3	2	1	1
Complimentary ticket to monthly luncheons (\$55 value)	3	2	1	1
Special Event Inclusion (New)				
Prepaid sponsorship for Energy Uncorked	✓			✓
Discount on other event sponsorships	20%	15%	10%	10%



2018 MONTHLY CALENDAR

**Second Tuesday
of the Month
(11:30 am – 1:15 pm)**

- ▶ January 9, 2018
- ▶ April 10, 2018 (HCC)*
- ▶ May 8, 2018
- ▶ June 12, 2018
- ▶ September 11, 2018
- ▶ October 9, 2018
- ▶ November 13, 2018



LOCATION

River Oaks Country Club
1600 River Oaks Blvd
Houston, TX 77019

*The April luncheon is held at the Houston Country Club.



CONTACT

Morgan Stone
Executive Director

direct: [713-851-2281](tel:713-851-2281)
email: mstone@acg.org

Other Event Sponsorship Opportunities >>>





DEAL OF THE YEAR Inaugural Event

ACG Houston's inaugural Deal of the Year event is focused on celebrating Houston's booming middle-market deal community. We'll be honoring the deals and dealmakers who 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 October 1, 2016 – September 30, 2017. 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.

AWARD GUIDELINES:

- Closing: Deal closing between October 1, 2016 - September 30, 2017
- 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: November 15, 2017
- Eligible Award Candidates: Deals closing between October 1, 2016 – September 30, 2017
- Finalists Announced: December 15, 2017

DEAL OF THE YEAR SPONSORSHIP OPPORTUNITIES

	Event Sponsor	Table Sponsor	1/2 Table Sponsor
	PLATINUM	GOLD	SILVER
Earlybird Pricing (expires 1/15/2018)	-	\$2,000	\$1,250
Regular Pricing	\$5,000	\$2,200	\$1,500
Available Sponsorships	8	20	Unlimited
Branding and Marketing			
Logo recognition on ACG Houston website	✓	✓	✓
Sponsor recognition in event brochure and slides	✓	✓	✓
Prominent name recognition and signage for your table	✓	✓	✓
Company profile and ad in event brochure	✓		
Logo recognition on email and social media announcements	✓		
Opportunity to provide marketing materials at event	✓		
Premium wine selection for your table	✓		
Front and center table placement in ballroom	✓		
PDF of attendees prior to the event	✓		
Complimentary Tickets			
Complimentary tickets to event	10	10	5
Sponsor-designated badges for company representatives	✓	✓	✓



DATE

February 13, 2018
6:00 pm– 9:00 pm



LOCATION

River Oaks Country Club
1600 River Oaks Blvd
Houston, TX 77019



CONTACT

Steve Tredennick
Paul Hastings

direct: [713-860-7302](tel:713-860-7302)

email: stevetredennick@paulhastings.com

The 14th Annual Energy Uncorked, ACG Houston's Private Equity Marketplace & Wine Tasting, is an exceptional networking opportunity that provides direct exposure to professionals across the energy finance sector who are involved in M&A, fundraising, corporate growth and strategic development. Participating private equity groups host tables showcasing premium wines, while event sponsors from the banking community and related service arenas receive name recognition benefits and promotional opportunities.

New Deals & Old Fashioneds DealSource & Pre-party: Private equity groups, investment banks and event sponsors are invited to join the DealSource pre-party, which provides a private networking opportunity to quietly discuss new deals while sipping on old fashioned 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.

ATTENDEES:

- ▶ Close to 500 corporate and financial energy executives
- ▶ 10+ private equity firm exhibitors with a core focus in the energy sector
- ▶ Senior finance and corporate development executives
- ▶ Investment banks / commercial banks / mezzanine / senior lenders
- ▶ Industry accounting, finance, and insurance expertise
- ▶ Regional and national participants

ENERGY UNCORKED SPONSORSHIP OPPORTUNITIES

	Private Equity	Investment Banks	Commercial Banks	Service Providers
	\$2,250	\$1,800	\$1,800	\$1,800
Available Sponsorships	20	Unlimited	5	4 per industry
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 event brochure	✓	✓	✓	✓
Logo recognition in advertisements to local media	✓	✓	✓	✓
Prominent name recognition and signage at your own wine table	✓			
Option to provide marketing materials at events	✓			
15 bottles of premium wine for your table from a pre-selected list*	✓			
Complimentary Tickets				
Complimentary tickets to event (\$150 value each)	2	2	2	2
Access to DealSource Pre-Party (New Deals & Old Fashioneds)	Unlimited	Unlimited	2	2
Sponsor-designated badges for company representatives	✓	✓	✓	✓

* Super premium wines and extra bottles offered at an additional cost



DATE

OCTOBER / NOVEMBER
5:30 pm– 9:00 pm



LOCATION

Hotel Zaza
5701 Main St.
Houston, TX 77005



CONTACT

Colt Luedde
GulfStar Group

direct: [713-300-2015](tel:713-300-2015)

email: cluedde@gulfstargroup.com



ACG® Houston Women's Forum

The purpose of ACG Women's Forum is to inspire, encourage and educate women through networking and support from their professional female peers. ACG Houston hosts at least three events annually. For 2018, the Women's Forum is planning spring and fall luncheons and an evening social networking event. In addition, the Houston and Dallas chapters will join together to host a Women's Forum luncheon before the Texas ACG Capital Connection in Houston. With our lunch events regularly attracting 150-200 attendees, we look forward to the continued development and growth of our women-focused events.

SPRING LUNCHEON: In 2017, our spring luncheon was focused exclusively on networking and building relationships. With no speakers or agenda, guests enjoyed good conversation and great food at Ouisie's Table. In 2018, this event promises a new and trendy restaurant venue, standing out from the typical luncheon experience. The intimate setting and passed mimosas make it the perfect Friday

networking event to close out a work busy week.

SUMMER NETWORKING EVENT: The Women's Forum plans to coordinate an activity-based evening event this summer to bring together a great group for not only a little networking, but also a little bit of fun! In 2017, the Women's Forum hosted a chocolate and wine pairings event at The Briar Club. We served six different chocolate and wine tastings by Nice Winery and Cacao and Cardamom along with a full dinner and fun sponsor take-aways.

FALL LUNCHEON: Our fall luncheon consistently takes place at Hotel ZaZa in the museum district and garners 150-200 attendees. Sponsors and attendees have an hour of networking followed by lunch and a panel presentation or speaker. 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.

WOMEN'S FORUM SPONSORSHIP OPPORTUNITIES

	Platinum \$2,500	Gold \$1,500	Silver \$1,000
Available Sponsorships	3	3	3
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 event brochure	✓	✓	✓
Option to provide marketing materials at events	✓	✓	✓
Advance PDF attendee list upon request	✓	✓	✓
Designated lunch table with signage at the front of the room	✓	✓	
Networking table during networking hour	✓		
Complimentary Tickets			
Complimentary tickets to event	8	4	2
Sponsor-designated badges for company representatives	✓	✓	✓



Margaret Ceconi
STOUT

direct: [713-221-5160](tel:713-221-5160)

email: mceconi@stoutadvisory.com

Dorothy Filippov
McCann Investigations

direct: [346-400-6554](tel:346-400-6554)

email: dorothy@mccanninvestigations.com

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 lower ticket costs for networking events, 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. ACG Houston Young Professionals plans to host two happy hours at popular, centrally located venues in addition to two lunch-and-learn panels. The first lunch-and-learn panel scheduled in 2017 sold out in less than a week.

YOUNG PROFESSIONALS SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
	\$1,500	\$1,000	\$500
Available Sponsorships	3	3	3
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 event brochure	✓	✓	✓
Option to provide marketing materials at events	✓	✓	
Advance PDF attendee list upon request	✓		
Complimentary Tickets			
Complimentary tickets to event	6	4	2
Sponsor-designated badges for company representatives	✓	✓	✓



Michael Muhs

Lockton Companies

direct: [713-458-5311](tel:713-458-5311)

email: mmuhs@lockton.com

