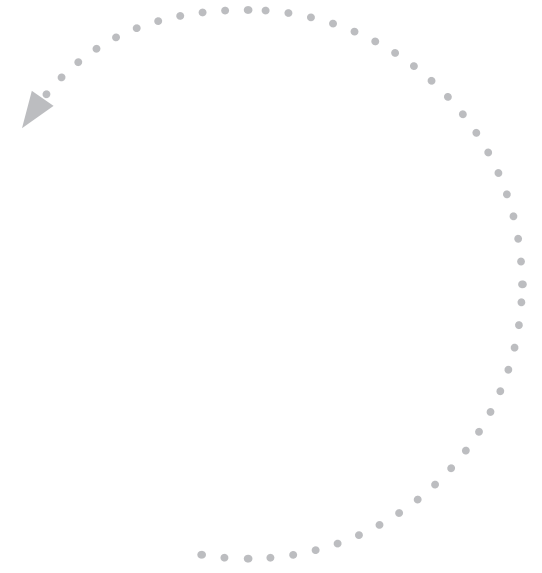


# 2020

## Master Sponsorship Prospectus



ACG<sup>®</sup> Houston

# About ACG Houston

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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 2020 calendar year.

Sincerely,



Robert Shuford

President, Association for Corporate Growth Houston

Managing Partner, Clovis Point Capital

[robert@cpcap.com](mailto:robert@cpcap.com)



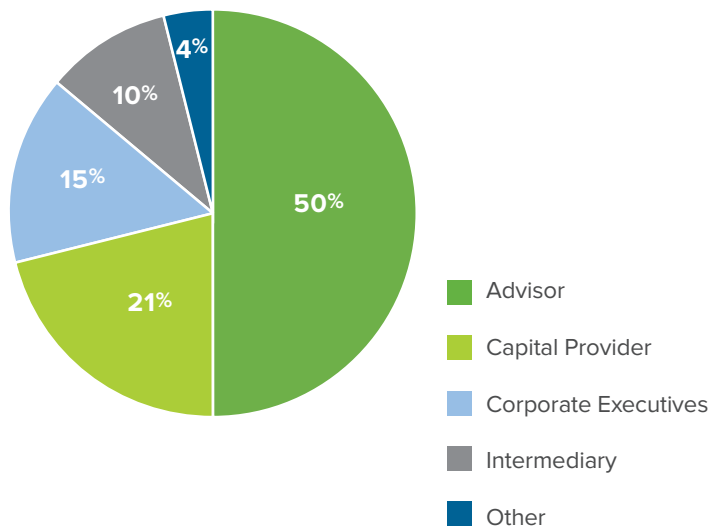
## About ACG Houston

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:

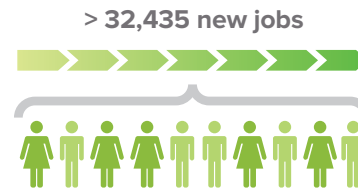
- ▶ Create an environment that yields business success
- ▶ Provide access to local industry leaders and capital providers
- ▶ Serve as a leader of knowledge and sharing of innovative ideas
- ▶ Develop others through education and events

### ACG Houston Membership



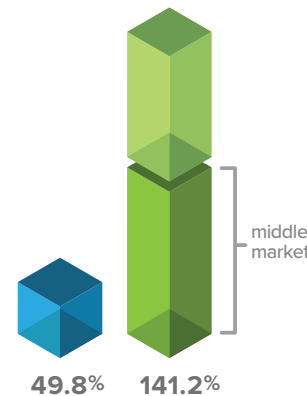
## Houston by the Numbers

Data contributed from [GrowthEconomy.org](https://www.growtheconomy.org) – for period: 1998-2017



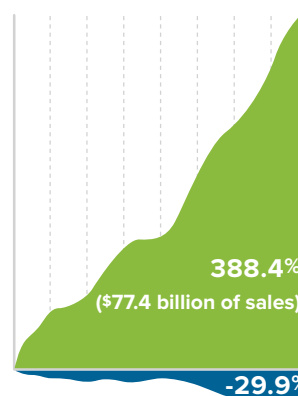
Private equity investments created more than **32,435 new jobs in Houston** from 1998-2017.

■ Jobs from Private Equity Investments



From 1998 through 2017, Houston **private equity-backed companies grew jobs by 141.2 percent**, while all other companies grew jobs by 49.8 percent. **More than half of this growth comes from the middle market.**

■ Private Equity-Backed Companies ■ Other Companies



From 1998 through 2017, **private equity-backed companies grew sales by 388.4 percent**, while all other businesses declined sales by 29.9 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

**Robert Shuford**  
Managing Partner  
Clovis Point Capital



### President Elect

**Jason Ferguson**  
Partner  
Calvetti Ferguson



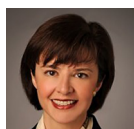
### First Vice President - Membership

**Jen Sudduth**  
Owner  
Sudduth Search



### Treasurer

**Trey Hunt**  
Partner  
Weaver



### Secretary

**Melinda Jackson**  
Senior Vice President  
Cadence Bank



### Immediate Past President

**Eric Appel**  
Director  
KeyBanc Capital Markets



**Tron Allen**  
Senior Managing Director  
Encina Business Credit



**Nancy Bostic**  
Partner  
Gray Reed & McGraw



**Libby Covington**  
Director of Marketing  
Doggett Equipment Services



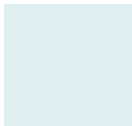
**David Dollinger**  
Senior Director  
Riveron Consulting



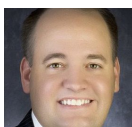
**J.B. Dollison**  
Managing Director  
Crutchfield Capital



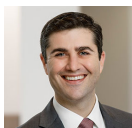
**Barry Donovan**  
Managing Director  
FMI Capital Advisors, Inc.



**Chris Drakey**  
Director  
Oil States International



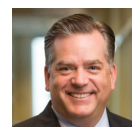
**Chuck Johnson**  
Senior Vice President  
Bank of Texas



**Grant Jungeblut**  
Vice President  
Rock Hill Capital



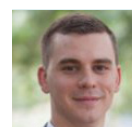
**Jason Lloyd**  
Partner  
Porter & Hedges



**Colt Luedde**  
Managing Director  
GulfStar Group



**Michelle Lewis**  
Principal  
The CapStreet Group



**Michael Muhs**  
Assistant Vice President  
Lockton Companies



**Todd Parsapour**  
Managing Director  
STOUT



**Sanjiv Shah**  
Managing Director  
Simmons & Company International



**Jimmie Williams**  
Partner  
Moss Adams



**Amy Woolf**  
Managing Director  
Donnelley Financial Solutions

## 2020 Events

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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 & Industrials Uncorked, Private Equity Marketplace & Wine Tasting**
- ▶ **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 2020 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 DEALMAKERS AND BUSINESS  
LEADERS, PROVIDING ROI THROUGH:**

- ▶ Face-to-face events
- ▶ Structured dealmaking opportunities
- ▶ Online tools
- ▶ Exclusive member benefits
- ▶ Member only events and opportunities
- ▶ Sponsorship and leadership opportunities



## Sponsorship Opportunities >>>





# ACG<sup>®</sup> 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 five 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 \$15,000	Gold \$10,000	Silver \$5,000	Private Equity \$5,000
<b>Available Sponsorships</b>	5	7	Unlimited	Unlimited
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)	✓			
<b>Branding and Marketing</b>				
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	✓			
<b>Complimentary Tickets</b>				
ACG memberships (\$350 value)	3	2	1	3
Complimentary ticket to monthly luncheons (\$55 value)	3	2	1	3
<b>Special Event Inclusion (New)</b>				
Prepaid sponsorship for Energy Uncorked (\$1,500 value)	✓			✓
Prepaid sponsorship for Deal of the Year	Table	1/2 Table		
Discount on other event sponsorships	20%	15%	10%	10%



## 2019 MONTHLY CALENDAR

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

- ▶ January 14, 2020
- ▶ February 11, 2020
- ▶ May 12, 2020
- ▶ September 15, 2020
- ▶ November 10, 2020



## LOCATION

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

ACG Houston's third 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 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 January 1, 2019 – December 31, 2019. 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 January 1, 2019 - December 31, 2019
- 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 14, 2020
- Eligible Award Candidates: Deals closing between January 1, 2019 – December 31, 2019
- Finalists Announced: April 28, 2020



#### DATE

**April 28, 2020**  
**6:00 pm– 9:00 pm**



#### COMMITTEE

**CHAIR:**  
**Tron Allen**  
Senior Managing Director  
Encina Business Credit

### DEAL OF THE YEAR SPONSORSHIP OPPORTUNITIES

	Event Sponsor	Table Sponsor	1/2 Table Sponsor
	PLATINUM	GOLD	SILVER
	\$5,000	\$2,500	\$1,500
Available Sponsorships	10	Unlimited	Unlimited
Logo recognition on email announcements	✓		
Logo recognition on ACG Houston website	✓		
Logo recognition on social media announcements	✓		
Profile and sponsor recognition in event brochure, slides and video	✓		
Logo recognition in advertisements to local media	✓		
Front row table placement at event	✓		
Sponsor-designated badges for company representatives	✓		
Number of attendees included for member pricing	10	10	5
Prominent name recognition and signage at your own table	✓	✓	✓



The 15th Annual Energy & Industrials 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 13, 2020**  
**5:30 pm– 9:00 pm**



### LOCATION

**The Astorian**  
2500 Summer Street  
Houston, TX 77007

## ENERGY & INDUSTRIALS UNCORKED SPONSORSHIP OPPORTUNITIES

	Private Equity	Corporate Development	Investment Banks	Commercial Banks	Service Providers
	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Available Sponsorships	Unlimited	Unlimited	Unlimited	5	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	✓	✓			
15 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	2
Access to New Deals & Old Fashioneds Pre-Party	U	U	U	2	2
Sponsor-designated badges for company representatives	✓	✓	✓	✓	✓

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



# ACG<sup>®</sup> 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. In 2020, the Women's Forum is planning a summer social and a fall luncheon. Separately, 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 2019, our spring luncheon was hosted at The Wynden featuring networking and a panel presentation on Using Your Personal Brand. In 2020, the Women's Forum spring luncheon will be replaced with the Texas ACG Capital Connection luncheon.

**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 2019, the Women's Forum hosted Hangbag Happy Hour, benefiting Dress for Success Houston, at Ogun Art + Wine.

**FALL LUNCHEON:** In 2019, our fall luncheon took place at The Briar Club featuring a panel on The Art of Negotiations. This event continuously garners roughly 120-150 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 for the year	8	4	2
Sponsor-designated badges for company representatives	✓	✓	✓



### CHAIR:

**Margaret Ceconi**  
Managing Director  
Encina Business Credit

**Kim Denney**  
Partner  
Newport Board Group

**Sarah Frazier**  
Associate  
Thompson & Knight

**Emily Halpern**  
Founder  
VUE Partners LLC

**Lori Morales**  
Tax Partner  
Calvetti Ferguson

**Eva Pawelek**  
Senior Vice President  
Texas Capital Bank

**Aubrey Surovik**  
Advisor  
Insperity

**Dara Smith**  
Director of Marketing  
GulfStar Group

**Alicia Trinkle**  
Business Development Officer  
Bank of Texas

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 lunch-and-learn panels next year, one in the spring and one in the fall as well as a summer social event.

## YOUNG PROFESSIONALS SPONSORSHIP OPPORTUNITIES

	Platinum \$1,500	Gold \$1,000	Silver \$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 for the year	6	4	2
Sponsor-designated badges for company representatives	✓	✓	✓



### CHAIR:

**Michael Muhs**

Assistant Vice President  
Lockton Companies

**Ann Langdon**

Manager  
Riveron Consulting

**Emily Martin**

Marketing Manager  
Calvetti Ferguson

**Faith Pate**

Associate  
Avison Young

**Derek Russell**

Associate  
Hasting Equity Partners

**Megan Wiginton**

Vice President  
Amegy Bank

**Christina Wolf**

Marketing Associate  
GulfStar Group