

2020

SPONSORSHIP OPPORTUNITIES

ACG[®] Western Michigan
Association for Corporate Growth



ACG[®] Western Michigan

Association for Corporate Growth

The Association for Corporate Growth (ACG) Western Michigan Chapter was **founded in 1999** by a small group of M&A professionals who wanted the opportunity to share best practices and to network with peers.

The Western Michigan Chapter is a member of the Association for Corporate Growth Global comprised of more than **14,500 members in the United States, Canada, Europe and Asia.**

ACG is where people who are serious about business go to connect, share, and learn. Our meetings feature thought-provoking speakers who speak directly to the concerns of growth-focused, mid-size businesses. From effectively investing for growth, to enhancing valuations and managing change, your concerns form our agendas.

By choosing to be an ACG Western Michigan Sponsor, you are not only investing in the growth of your business, but also investing in business and talent in Western Michigan.

ACG delivers a return on your investment by:

- *Placing you in front of your target audience of executives*
- *Offering strong programming focused on best practices*
- *Recognizing outstanding companies in our region*
- *Offering a forum for the exchange of ideas and information*
- *Offering a great networking opportunity for members and non-members*

Give. Get. Grow.

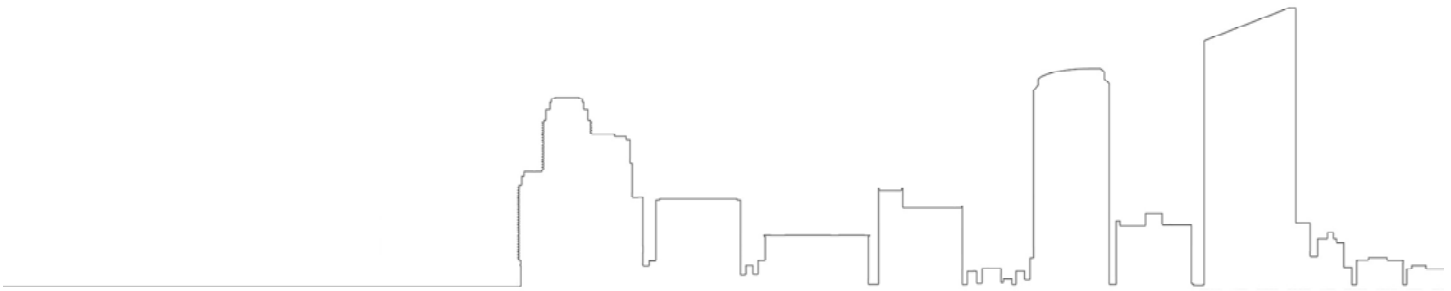


ACG *'Mid-Size Chapter' of the Year in 2016, 2017 & 2018!*

The value of an ACG investment is relationships. We connect you to the right people, in the right way. ACG Represents the “voice of the middle-market” and our mission is to drive middle-market growth.

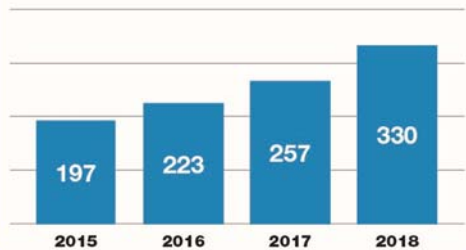
ACG is where local deals are discussed, dissected and quite often, done. Simply put, ACG is business networking for grownups. We provide you a platform for sharing who you are, as well as access to top talent and deals in the West Michigan area.

- *ACG hosts the largest ACG Cup competition in the country and is the only one with a division for undergraduates.*
- *ACG typically hosts a total of **33** events per year, including **8** breakfast programs, **5** Women in Finance events, **11** Young Professional events, **2** ACG University trainings and the annual Outstanding Growth Awards with over 400 registered attendees.*
- *ACG “snail-mails” to over 2,300 executives in our region.*
- *Emails go to more than 4,300 interested parties.*
- *Events regularly receive press and media attention, increasing sponsor visibility.*
- *ACG Western Michigan is now on Social Media Twitter @ACGWM, Facebook, ACGWM, Instagram @ACGWM & LinkedIn ACG Western Michigan.*



ACG Western Michigan Quick Facts

MEMBERSHIP GROWTH



Give. Get. Grow.

MEETING ATTENDANCE

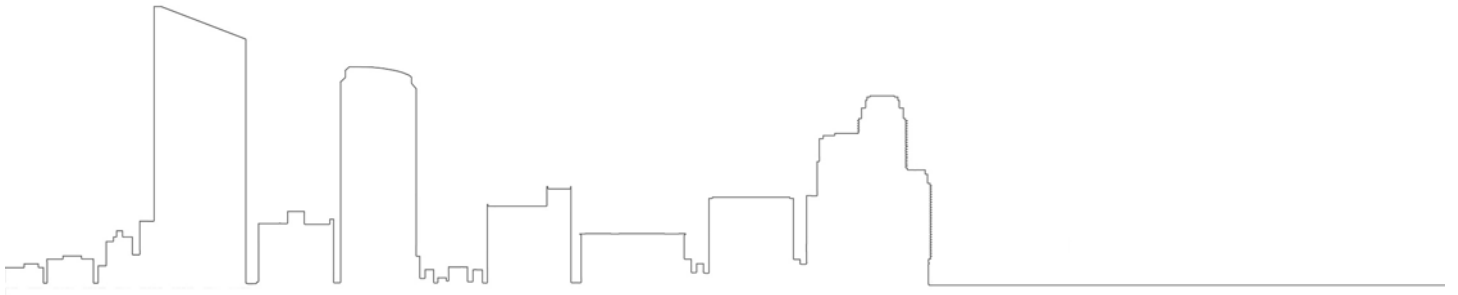


ACG'S EVENTS



324 Unique Companies
Represented the
\$56.2 Billion
Middle Market
Segment of our
Economy in 2018.





ACG Western Michigan offers two categories for Sponsorship Investment

ANNUAL INVESTMENTS | Platinum | Gold | Silver | Bronze

Our Annual Sponsorships help to provide strong programming focused on best practices through our monthly Signature Breakfast programs which provide a forum for the exchange of ideas and information. Additionally, we host the Outstanding Growth Award event where ACG Western Michigan recognizes exceptional companies in our region who have demonstrated growth in sales, profitability and employment.

TALENT INVESTMENTS | Ruby | Emerald

Our Talent Sponsorships support our initiatives with ACG Cup, ACG University, Women in Finance, and Young Professionals.



Platinum Level

*Premium Annual
Investment*



\$11,000

limited to two (2) companies annually

**Right of first refusal to maintain
sponsorship level*

WHY A PLATINUM INVESTMENT?

Platinum Investors enjoy prominence and recognition at *ALL* ACG Western Michigan events. This includes exposure during regular monthly programming and all special initiatives.

BRANDING

Logo* on all marketing and communication material including:

- Individual banner at all ACG programs as appropriate
- Sponsor table towers at all programs where applicable
- E-mail announcements for all programs as appropriate
- PowerPoint loop at all programs where applicable
- Verbal recognition from podium at all programs

PROGRAMS INCLUDE:

*Monthly Signature Breakfast programs
ACG Cup event
ACG University events
Outstanding Growth Award Event
Women In Finance Initiatives
Young Professionals Initiatives*

- Featured sponsor at one Signature Breakfast program. This includes: *Brief company summary to attendees, introducing speaker(s), providing company literature & logo in "Look Who's Coming" e-mail.*
- Logo, link and paragraph on sponsor webpage
- Featured placement in ACG Cup program and resume book
- Logo on ACG Cup competition webpage
- Logo on webpage for special initiatives including: *ACG Cup, ACG University, Women In Finance and Young Professionals*
- Recognition on printed invitation and program for Outstanding Growth Awards
- Recognition on all ACG University materials: *Nonprofit Board Training & Strategic Acquisitions*

**Logo hyperlinked where possible*



Platinum Level

*Premium Annual
Investment*

NETWORKING & TICKETING BENEFITS



- Two (2) complimentary non-member tickets for monthly Signature Breakfast programs
- Sponsor ribbon on nametags at all programs
- Eight (8) tickets to the Outstanding Growth Awards
- Four (4) complimentary non-member tickets to programs sponsored by special initiatives: *Women in Finance and Young Professionals*
- Provide judges for ACG Cup competition
- Participate in Career Conversations at ACG Cup event. Includes sponsor display table and option to distribute company literature
- Opportunity to introduce and provide speaker for Women in Finance and Young Professionals events where appropriate
- Opportunity to provide marketing literature at evening events
- Opportunity to provide speaker(s) for additional programs where appropriate



Gold Level

Annual Investment

\$6,000

limited to six companies annually

**Right of first refusal to maintain sponsorship level*

The **Gold Level** provides optimal exposure and access to ACG Western Michigan members and their guests throughout the year.

As an added benefit, the Gold Level of sponsorship provides companies with the “*right of first refusal*”.

This allows a company to maintain the same exclusive level for the following calendar year.



BRANDING

Logo* on marketing and communication material including:

- Individual banner at designated programs
- Sponsor towers at designated programs
- E-mail announcements for designated programs
- PowerPoint loop for designated programs
- Verbal recognition from podium at designated programs

DESIGNATED PROGRAMS INCLUDE:

Signature Breakfast programs
Outstanding Growth Awards

- Featured sponsor at one Signature Breakfast program. This includes: *Brief summary to attendees, introducing speaker(s), providing literature, and logo in “Look Who’s Coming” e-mail.*
- Logo, link, and paragraph on sponsor webpage
- Recognition on printed invitation and program for Outstanding Growth Awards

NETWORKING & TICKETING BENEFITS

- Two (2) complimentary non-member tickets for Signature Breakfast programs
- Sponsor ribbon on nametags at designated programs
- Eight (8) tickets to Outstanding Growth Awards
- Opportunity to provide marketing literature at evening events
- Opportunity to provide speaker(s) for breakfast programs where appropriate

**Logo hyperlinked where possible*



BRANDING

Recognition on marketing and communication material including:

- Logo on Sponsor towers at designated programs
- E-mail announcements for designated programs
- PowerPoint loop for designated programs

DESIGNATED PROGRAMS INCLUDE:

*Signature Breakfast programs
Outstanding Growth Awards*

- Company profile paragraph on sponsor page
- Recognition on printed invitation and program for Outstanding Growth Awards

The **Silver Level** provides great exposure for the dollar investment and access to ACG Western Michigan members and their guests throughout the year.

NETWORKING & TICKETING BENEFITS

- Four (4) tickets to Outstanding Growth Awards event
- Sponsor ribbon on nametags at Outstanding Growth Awards



Bronze Level

Annual Investment

\$2,000

BRANDING

Your **company name** on marketing and communication material including:

- Sponsor towers at designated programs
- E-mail announcements for designated programs
- PowerPoint loop for designated programs

DESIGNATED PROGRAMS INCLUDE:

Signature Breakfast programs
Outstanding Growth Awards

- Recognition on printed invitation and program for Outstanding Growth Awards
- Listed sponsor on ACG Western Michigan website



2019 Outstanding Growth Award Winner: PROFILE FILMS



Past Outstanding Growth Award winners are:

Ranir

Comfort Research

OST

JR Automation Technologies, LLC

Founders Brewing Company, Inc.

ADAC Automotive

Herman Miller, Inc.

National Heritage Academies

Rockford Construction

Butterball Farms, Inc.

Elan Nutrition

Zeeland Farm Services

Service Express Inc.

Perrigo

Wolverine World Wide



Ruby Level

Annual Talent Investor

\$5,000

BRANDING

Logo on marketing and communication material exclusive to talent sponsored initiatives only.

Talent Sponsored Initiatives:

- ACG Cup events
- ACG University events
- Women in Finance programs
- Young Professionals events

- Group banner at all talent-sponsored initiatives as appropriate
- Sponsor table towers at programs where applicable
- E-mail announcements for programs as appropriate
- PowerPoint loop at programs as appropriate
- Logo on webpage for special initiatives including: *ACG Cup, ACG University, Women In Finance and Young Professionals*
- Verbal recognition from podium when applicable
- Placement in ACG Cup Program and Resume Book
- Recognition on invitation and printed program for Outstanding Growth Awards
- Recognition on all ACG University materials: *Nonprofit Board Training and Strategic Acquisitions*



NETWORKING & TICKETING

- Provide judges for ACG Cup competition
- Participate in *Career Conversations* at ACG Cup event—includes sponsor display table and option to distribute company literature
- Four (4) tickets to the Outstanding Growth Awards to celebrate ACG Cup
- Two (2) complimentary non-member tickets to Women in Finance & Young Professionals programs
- Opportunity to provide marketing literature at Women in Finance and Young Professionals programs
- Opportunity to provide speaker(s) Women in Finance and Young Professionals events where appropriate

Emerald Level

Annual Talent Investor

\$2,500

BRANDING

Recognition on marketing and communication material exclusive to talent-sponsored initiatives only.

Talent Sponsored Initiatives:

ACG Cup events

ACG University events

Women in Finance programs

Young Professionals events

- Group banner at all talent-sponsored initiatives as appropriate
- Sponsor table towers at all programs where applicable
- E-mail announcements for programs as appropriate
- PowerPoint loop at programs as appropriate
- Recognition on webpage for special initiatives including: *ACG Cup, ACG University, Women In Finance and Young Professionals*
- Verbal recognition from podium where applicable
- Placement in ACG Cup Program and Resume Book
- Recognition on invitation and printed program for Outstanding Growth Awards
- Recognition in all ACG University materials: *Nonprofit Board Training and Strategic Acquisitions*



NETWORKING AND TICKETING

- Provide judges for ACG Cup competition
- Participate in *Career Conversations* at ACG Cup event—includes sponsor display table and option to distribute company literature
- Two (2) tickets to the Outstanding Growth Awards to celebrate ACG Cup
- One (1) complimentary non-member tickets to Women in Finance & Young Professionals programs

ACG Western Michigan

Investments At-A-Glance

ANNUAL LEVEL INVESTMENT BENEFITS*

Individual banner with logo displayed at Signature Breakfast programs & OGA event
Recognition in e-mail announcements for Signature Breakfast programs & OGA event
PowerPoint loop at Signature Breakfast programs & OGA event
Verbal recognition from podium at Signature Breakfast programs & OGA event
Featured Sponsor at one Signature Breakfast program
Recognition on sponsor webpage
Logo in "Look Who's Coming" email before each program
Sponsor ribbon on nametags at Signature Breakfast programs & OGA event
Complimentary non-member tickets to Signature Breakfast programs
Complimentary non-member tickets to Outstanding Growth Award event
Option to provide marketing materials at OGA event
Opportunity to provide speaker(s) for breakfast programs
Right of first refusal to maintain sponsorship level

ALL SPONSOR LEVEL BENEFITS

Recognition on printed Outstanding Growth Award (OGA) invitations
Acknowledgment on sponsor table towers at events
Recognition on website

TALENT LEVEL INVESTMENT BENEFITS*

Banner with logo displayed at all talent initiatives where applicable
Recognition in e-mail announcements for all talent initiatives
PowerPoint loop at talent programs as appropriate
Verbal recognition from podium at all talent programs
Opportunity to introduce speaker(s) at one Women in Finance event
Recognition on talent initiative website pages
Complimentary non-member tickets to Women in Finance & Young Professionals events
Complimentary non-member tickets to Outstanding Growth Award event (celebrating ACG Cup)
Recognition in ACG Cup program & resume book
Option to provide marketing materials at talent events
Opportunity to provide speaker(s) for talent events

*See description of each Sponsor level for complete information. Event calendar is subject to change. We will strive to ensure that your benefits are commensurate with your sponsorship commitments.

PLATINUM	ANNUAL INVESTMENTS			TALENT INVESTMENTS	
	GOLD	SILVER	BRONZE	RUBY	EMERALD
limit 2	limit 6				
\$11,000	\$6,000	\$3,500	\$2,000	\$5,000	\$2,500
Pages 6 & 7	Page 8	Page 9	Page 10	Page 12	Page 13
✓	✓				
logo	logo	✓	✓		
logo	logo	logo	✓		
✓	✓				
✓	✓				
logo + PARA	logo + PARA	name + PARA	name only		
✓	✓				
✓	✓	OGA only			
2	2				
8	8	4			
✓	✓				
✓	✓				
✓	✓				

logo	logo	✓	✓	logo	✓
logo	logo	logo	✓	logo	✓
logo	logo	✓	✓	logo	✓

✓				✓	✓
logo				logo	✓
logo				logo	✓
✓				✓	
✓				✓	
logo				logo	✓
4				2	1
8				4	2
logo				logo	✓
✓				✓	
✓				✓	

*Annual and Talent Investments are the exclusive sponsorship levels with respect to monthly Signature Breakfast meetings, ACG Cup, ACG University, Outstanding Growth Award event, Women in Finance, and Young Professional events. For other events, we may offer additional sponsorship opportunities. More detailed Information about these additional sponsorship opportunities will be made available as these events are finalized.

OPPORTUNITIES TO GET MORE INVOLVED

For sponsors to leverage their sponsorship investment to the fullest, please consider to increase your engagement through committee membership. Below is a list of committees for your consideration:

ACG Cup

ACG University

Diversity & Inclusion

Membership

**Signature
Breakfast Programming**

Public Policy

Special Events

Sponsorship

Women in Finance

Young Professionals

Marketing

Call the ACG Western Michigan office if you would like more information and to be connected with the chair of a specific committee that interests you (616) 732-7149.



2020 Investment Agreement

Sponsorship Form also available online on our sponsorship opportunities page: www.acgwmich.org

Annual Investment

Platinum (2)

\$11,000

Gold (6)

\$6,000

Silver

\$3,500

Bronze

\$2,000

Talent Investment

Ruby Level

\$5,000

Emerald Level

\$2,500

Main Contact _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Please Provide if different from above (Write N/A if same as above)

Marketing Contact _____

Email _____

Ticketing Contact _____

Email _____

Invoicing Contact _____

Email _____

Please Provide your social media handles

Facebook @ _____

Twitter @ _____

Instagram @ _____

LinkedIn _____

Payment Options

ACH Payment

Check enclosed

*Financial commitment must be received by December 21, 2019
in order to receive all benefits of your investment*

Mail to: ACG Western Michigan
PO Box 6661
Grand Rapids, MI 49516

Please email the following items to admin@acgwmich.org. If you were a sponsor last year and your company logo and/or description has not changed, please initial here:

High Resolution, color logo in .eps format _____ One paragraph description of your company _____

ACG[®] Western Michigan

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616.732.7149

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Sponsorship Chair:

Brian Hamilton
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616.690.6919

OUR MISSION:

ACG is THE Place in Western Michigan to go to garner the knowledge and contacts to GROW middle market businesses. We are the only trade association in Western Michigan focused on this goal.

ACG is where people who are serious about business go to connect, share and learn. Our meetings feature thought-provoking speakers who speak directly to the concerns of high-growth, mid-size businesses. From effectively investing for growth to enhancing valuations and managing change, your concerns form our agendas.

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