



ACG<sup>®</sup>  
Chicago

## 2020 SPONSORSHIP OPPORTUNITIES

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Check In

ACG<sup>®</sup>  
Chicago

# The Place to Connect with Chicago's M&A Community

There's a new energy and excitement afoot at ACG Chicago and we want you to be a part of it!

ACG's dynamic community of middle market M&A professionals is the epicenter of dealmaking activity in Chicago and beyond. That makes it the perfect place for you to prospect and build your network.

Over the last year, ACG Chicago has enhanced our visual brand, added new programming and drawn bigger crowds at our events. We have also revamped our sponsorship approach to ensure that partners like you are more fully benefiting from your investment.

The biggest difference? Almost all of our packages are now customized. Once you become an ACG Chicago partner, I personally work with you to create the package that best meets your interests and objectives.

It starts with a conversation, so get in touch and let's chat about your goals!



**Kim Hammond**

CEO, ACG Chicago

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# The ACG Chicago Audience

When you partner with ACG Chicago, you gain access to an elite and engaged audience of middle market dealmakers and business leaders.

ACG Chicago members:

**800+**

Extended local network:

**6,000+**

You'll make valuable face-to-face connections with decision-makers across the industry:

- Private equity professionals
- Investment bankers
- Debt providers
- Corporate executives
- Advisors and service providers



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We see ACG Chicago as one of the most trusted and respected sources for making middle-market connections. Our long-term relationship with the organization has resulted in countless new prospect contacts, which were established through attending various ACG events. The team is filled with incredibly kind yet driven leaders that put the goals of sponsors first. Kim Hammond's fresh perspective and new sponsorship solutions have made ACG Chicago the premier organization for anyone in the private equity industry.

—John O'Connor, Plante Moran

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# Sponsor Levels

**ACG Chicago offers multiple opportunities for sponsorship, all of which give you and your brand exposure throughout the year. You'll connect with members in person at events and engage with them online through our member communications.**

Pick your level, and we'll work with you to best meet your goals! Keep reading for benefits and sample packages.

- **Diamond**
- **Platinum**
- **Gold**
- **Silver**

# Diamond Sponsor | \$35,000

This is ACG Chicago's only exclusive sponsorship, limited to one company per year. As a Diamond sponsor, you are guaranteed you the highest level of exposure, including speaking roles at events, VIP and speaker table invitations, top billing in communications and the chance to profile your people and your expertise online. Your company will become known to members as ACG Chicago's primary sponsor, responsible for advancing the level of thought leadership and programming in Chicago's M&A market.

## Overall Benefits

- Exclusive Wall Street Journal ad
- Four ACG Chicago memberships
- A Sunrise or Sunset Session, exclusively sponsored by your company and featuring your speaker
- Member feature spot on ACG Chicago website for four months with link to individual's bio
- Ad on ACG Chicago website for two months with custom link
- Logo on ACG Chicago website for 12 months with custom link
- Event/social hosting opportunities

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## Conference & Event Specific Benefits

- Guaranteed speaking role (opening/closing remarks or speaker introduction)
- Six registrations
- Three VIP invitations
- Two speaker's table invitations
- Exhibit table
- Logo on event marketing materials with custom link
- Logo on event webpage with custom link
- Banner ad on event webpage with custom link
- Logo on signage at event
- Full-page ad in event booklet
- Wall Street Journal exposure (for all events except socials)
- Banner ad on conference or event page

**Sample Diamond Package:**





## Platinum Sponsor | \$25,000

This is ACG Chicago's premier sponsorship opportunity, giving you top billing at events and high-profile branded products and services. Your company will become well known to members and seen as a thought leader and trusted partner in the M&A market in Chicago.

### Overall Benefits

- Two ACG Chicago memberships
- A Sunrise or Sunset Session, exclusively sponsored by your company and featuring your speaker
- Member feature spot on ACG Chicago website for two months
- Ad on ACG Chicago website for two months with link to your company's homepage
- Logo on ACG Chicago website for 12 months with link to your company's homepage
- Event/social hosting opportunities

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### Conference & Event Specific Benefits

- Four registrations
- Two VIP invitations
- One speaker's table invitation
- Exhibit table
- Logo on event marketing materials with link to your company's homepage
- Logo on event webpage with link to your company's homepage
- Logo on signage at event
- Half-page ad in event booklet
- Wall Street Journal exposure (for all events except socials)

### Sample Platinum Package:

- Two conference sponsorships
- Two event sponsorships
- Branded lanyard at all conferences and events
- Registration bank



# Gold Sponsor | \$12,500

This is a popular sponsorship level — one that gives your company a prominent presence at events, opportunities to showcase your knowledge and expertise, and the chance to build long-term relationships with M&A decision-makers.

## Overall Benefits

- Ad for one month on ACG Chicago website (no link)
- Logo on ACG Chicago website for 12 months, with link to your company's homepage
- Event/social hosting opportunities

## Conference & Event Specific Benefits

- Two registrations
- One VIP invitation
- One speaker's table invitation
- Exhibit table
- Logo on event marketing materials with link to your company's homepage
- Logo on event webpage with link to your company's homepage
- Logo on signage at event
- Quarter-page ad in event booklet
- Wall Street Journal exposure (for all events except socials)

## Sample Gold Package:

- Sunrise Session
- Two event sponsorships
- One ACG Chicago membership
- Registration bank







## Silver Sponsor | \$6,000

This level is a great way to dip your toe into the ACG Chicago sponsorship arena. You'll have a presence at a few events to gain visibility, start to develop relationships and see how your investment pays off!

### Overall Benefits

- Logo on ACG Chicago website for 12 months (no link)
- Event/social hosting opportunities

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### Conference & Event Specific Benefits

- One registration
- One VIP invitation
- Exhibit table
- Logo on event marketing materials (no link)
- Logo on event webpage (no link)
- Logo on signage at event
- Eighth-page ad in event booklet

### Sample Silver Package:

- Three event sponsorships
- Golf Outing sponsorship
- Registration bank

# ACG Chicago Sponsorship Benefits at a Glance

	Diamond	Platinum	Gold	Silver
<b>OVERALL BENEFITS</b>				
Exclusive Wall Street Journal ad	✓			
ACG Chicago memberships	4	2		
Sunrise or Sunset Session	✓	✓		
Member feature on ACG Chicago website	4 months (with link to bio)	2 months (no link)		
Ad on ACG Chicago website (placement by level)	4 months (with custom link)	2 months (with link to company homepage)	1 month (no link)	
Logo on ACG Chicago website for 12 months	✓ (with custom link)	✓ (with link to company homepage)	✓ (with link to company homepage)	✓ (no link)
Event/social hosting opportunities	✓	✓	✓	✓

<b>EVENT-SPECIFIC BENEFITS</b>				
Guaranteed speaking role (opening/closing remarks or speaker introduction)	✓			
Registrations per event	6	4	2	1
VIP invitations	3	2	1	1
Speaker's table invitations	2	1	1	
Exhibit table	✓	✓	✓	✓
Logo on event marketing materials	✓ (with custom link)	✓ (with link to company homepage)	✓ (with link to company homepage)	✓ (no link)
Logo on event webpage	✓ (with custom link)	✓ (with link to company homepage)	✓ (with link to company homepage)	✓ (no link)
Logo on signage at event	✓	✓	✓	✓
Ad in event booklet	Full-page	Half-page	Quarter-page	Eighth-page
Wall Street Journal exposure (for all events except socials)	✓	✓	✓	



# 2020 Conferences and Events

**January 30**

**Market Trends Breakfast**

**February 12**

**NextGen Trivia Night**

**February 25**

**Middle Market Manufacturing Conference**

**May 27**

**Healthcare Conference with DealSource**

**Midwest Capital Connection**

**August** *(exact date TBD)*

**Annual Golf Outing**

**December** *(exact date TBD)*

**Women's Holiday Social**

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Also planned for 2020 are a number of socials, women's and NextGen events, and programs focused on private equity, family offices, food industry and international M&A topics. Watch [acgchicago.org](https://acgchicago.org) for updates.

## Contact us

for a prospectus detailing additional sponsorship opportunities at ACG conferences, including branded cocktails, a headshot booth, a charging station and more.

[info@acgchicago.org](mailto:info@acgchicago.org)

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**LEARN MORE AND JOIN US!**

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[acgchicago.org](http://acgchicago.org)

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