

# ACG<sup>®</sup> New York



Where **Private Capital** Meets the World

# IMPACTING MIDDLE MARKET DECISION MAKERS

2017

SPONSORSHIP



## Where Private Capital Meets the World

ACG New York is the single most comprehensive and efficient networking platform for the middle market deal-making community.

### Key Messages:

ACG New York, consisting of over 1000 members, is the financial gateway to access for meeting and reaching key private capital professionals associated with New York middle market transactional deal-making on a global basis.

ACG New York provides its members with opportunities to meet and establish on-going business relationships with members of the investment community including Private Equity, Debt and Equity Investors, Investment Bankers, Intermediaries, Family Offices, Transactional Advisors, Corporate Development, and Operational Value Creators. Our members and attendee executives foster trust and significant transactional deal-making in public and private companies.

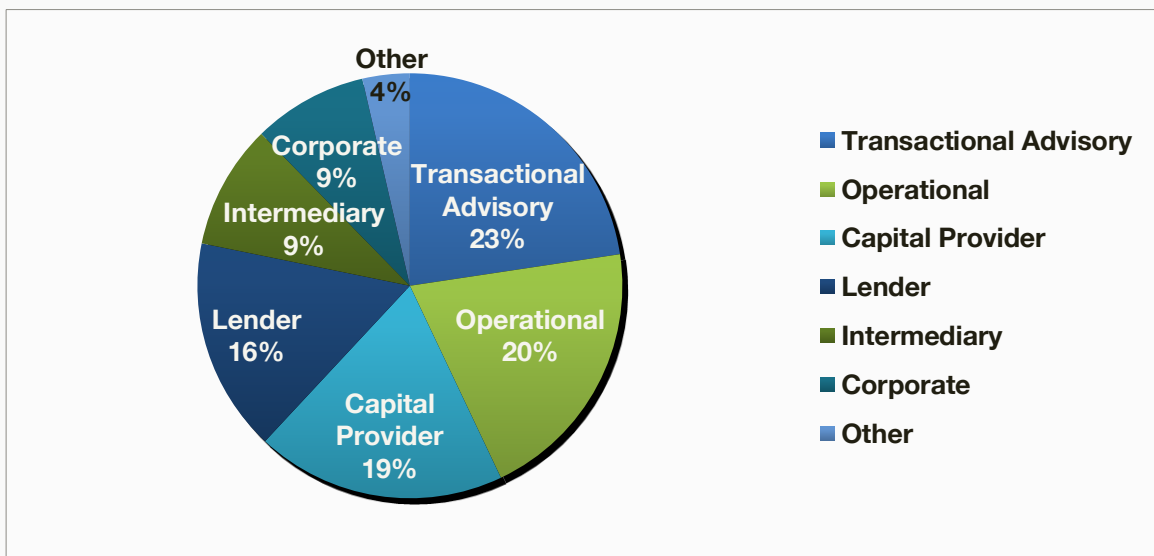
ACG New York, through 70 + annual events drawing over 7,500 participants, provides its members with valuable up-to-the-minute deal intelligence through its focused educational meetings, publications, surveys, monthly lunches, breakfasts, conferences, blogs and weekly newsletter.

Members who invest their time and effort and are committed to participation in ACG New York activities will derive significant benefits consistent with the mission of ACG New York facilitating deal-making through relationship-building and focused education in the world's financial capital.

ACG New York is committed to further growing for the benefit of its members. Successful growth is measured by increased membership, sponsorships, financial strength, participation and elevated recognition as the place for deal-making, corporate growth and corporate development.

ACG New York is the largest chapter of ACG Global and founded in 1954. ACG is the premier global association for professionals involved in corporate growth, corporate development, and mergers and acquisitions. Encompassing over 14,500 members in 59 chapters in North America, South America, Europe and Asia.

## EVENT ATTENDANCE BY INDUSTRY





## DAVID HELLIER, PRESIDENT, ACG NEW YORK

### Partner with ACG New York to Grow Your Business in the Middle Market

As a prospective ACG New York sponsor, we recognize you have many choices for building your brand and developing business relationships that will lead to revenue for your company. As a former operator and current Partner at a private equity firm, I fully understand and embrace the need to achieve these goals. We believe ACG New York can demonstrate its potential as the most compelling brand and business development platform for your company.

Unlike other associations, ACG New York is uniquely positioned at the center of middle market M&A, by virtue of our New York location and the number, quality, and relevance of our events, for enabling your firm to access your target audience. As a non-profit organization, ACG New York produces rich programming at an affordable price to our Members. And while we deliver access to the New York area M&A community, we also bring together capital providers (private equity, family office, independent sponsors, and lenders) and investment bankers from across the country and around the world by virtue of being centered in New York City.

We are highly focused on delivering a meaningful value proposition to our Sponsors by creating opportunities for your firm to meet and engage with your target audience in a more bespoke setting. We deliver four (4) major deal-making and four (4) major industry events annually. This is in addition to more than 40 other engaging event opportunities during the year that will help you to effectively build your brand and foster business discussions.

The level of competition is fierce in the middle market. We recognize the challenges of throwing everyone into a networking free-for-all and trying to rise above the noise. Our breadth and frequency of events, commitment to limiting the number of category Sponsors, and focus on ensuring access to your target audience will help you differentiate your firm and your message in today's challenging environment.

ACG New York is a unique entity in the ACG network– we are the center of middle market M&A. We believe we deliver a powerful experience to both our Members and our Sponsors and look forward to discussing how your firm can be an integral part of the ACG New York community.

A handwritten signature in black ink, appearing to read 'D. Hellier', with a long horizontal flourish extending to the right.

David Hellier  
President, ACG New York



## **DOUG ROGERS, VP SPONSORSHIP ACG NEW YORK**

### **Making Sponsorship Work for Your Firm at ACG New York**

At ACG New York, we don't believe the term "service provider" does justice to the value you bring to the market. We believe our members and sponsors are either dealmakers, transactional advisors, or provide value creation services. So at a time when our members are (1) inundated with prospective events and their sponsors, each proclaiming their Sponsorship's "value proposition" to be superior, and (2) tightening their purse strings and examining the new client/ new business development potential of each event, it is vital for ACG New York not only to "keep current, keep pace" but offer Sponsors more substantive access than any other event, any other Private Equity organization.

ACG New York's 2016/2017 Sponsorship Program is a dramatic departure from previous Sponsorships – it is now a more dynamic, interactive offering with a laser-like focus on two objectives: growing our Sponsors' brands in their target markets and generating a measurable Return-on-Investment that meets or exceeds our Sponsors' goals for new business generation. We have to make our Sponsors' brand and business succeed equally in Qualitative (branding) and Quantitative (new business/ROI) terms or we have failed in our Programs!

How will our new Sponsorship packages accomplish this?

We have in-depth discussions with prospective Sponsors about their services, typical costs of acquisition for a new business, competition, existing brand and market position, and branding and new business goals through ACG New York. We will tailor our Annual Sponsorships and Event-specific Sponsorships to our Sponsors' needs. To accomplish the maximum branding and ROI for our Sponsors, we offer multiple, "top-down" features and pursue "on the ground" tactics that we believe are unlike any other middle market M&A event sponsor.

From a "top-down" perspective, our Sponsor packages offer a broad array of print and in-line promotions; E-Newsletter, our Private Equity Review and ACG New York website spotlights; Panel or Event introduction; Panelist slots; signage at Events, a company literature table, Social Networking link, and, in some cases, multiple passes to Events and even multiple free ACG New York Annual Memberships. Most importantly, ACG New York provides direct access to the people and firms with whom you want to do business.

The Sponsorship Committee and ACG New York's Board of Directors is committed to promoting our Sponsors' networking "on the ground" at the Conferences by making one-on-one introductions for the Sponsors and drawing Attendees to the Sponsors' tables.

In short, ACG New York has revamped its Sponsorship efforts and offerings to clearly differentiate itself from all other U.S. associations and organizations serving middle market M&A. Our unique focus is on our Sponsors' branding but more importantly, working aggressively and tirelessly with Sponsors from the "top-down" and "bottom-up" to realize and exceed their target ROIs from ACG New York. In this respect, we are re-making ACG New York into the singularly most rewarding middle market M&A organization for its Members and its Sponsors!!

*Doug Rogers*  
*Vice President, Sponsorship Committee*



### THE GOLD SPONSORSHIP

**\$20,000 annually**

*Value of Sponsorship: \$38,600*

Our basic sponsorship package will provide brand exposure to your firm at our monthly luncheons and our Westchester breakfasts. At each meeting, your firm will be introduced and your brand projected onto the overhead screen. In addition, your firm's logo will be included on our website, weekly e-newsletter sent to 18,000 email users, and our twice yearly ACG New York, Pitchbook Private Equity Review. Professionals from your firm are encouraged to provide content for our Blog and publications during the year.

### Direct Program Sponsorship:

Maximum of 5 Sponsors Industry Category Exclusive Includes all Monthly lunches and 7 Westchester Breakfast Series

### Sponsorship benefits include:

Website Listing with sponsors hyperlink	Yes
Logo in eNewsletter	Yes
Private Equity Review	Yes
Memberships	2
Comp Passes each breakfast and lunch	2
Social Networking Links	Yes
ACG Website Listing	Yes
Signage at breakfast and lunch	Yes
Logo in Slide Show	Yes



ACG New York | [www.acgnyc.org](http://www.acgnyc.org) | 212.489.8700

### THE PLANTINUM SPONSORSHIP

**\$35,000 annually**

*Value of Sponsorship: \$ 53,430*

Narrow your business development focus to include those events that will provide maximum return on your investment. Our Industry Sector programs and Specialized Industry programs provide you with the audience you are looking to reach.

#### Sponsorship benefits include:

Website Listing with sponsors hyperlink	Yes
Logo in eNewsletter	Yes
2 x Private Equity Review	Yes
Literature Table	Yes
Memberships	4
Comp Passes each Sponsored Event	4
Social Networking Links	Yes
ACG Website Listing	Yes
Signage at Sponsored Events	Yes
Multi Media at Sponsored Events	If applicable
Panel Opportunities	1

#### Choose (1) Industry Program from each group below

Consumer/Retail Conference **OR** Healthcare Conference

Manufacturing Conference **OR** Technology, Media and Telecom (TMT) **OR** Value Creation Conference

#### Choose (1) DealSourcing Program from each group below

Dealsource-Crafted Beer Event Table **OR** Dealsource One/One & After Party PE **OR** Wine Gala Table **OR** PE Wine Gala One/One & After-Party

#### Choose (1) DealSourcing Program from each group below

NE Ski Conference & One/One Meetings

**OR** Beach Conference & One/One

#### Choose (2) Specialized Programs from each group below

Champion Awards **OR** SummerBash **OR** Golf Event **OR**

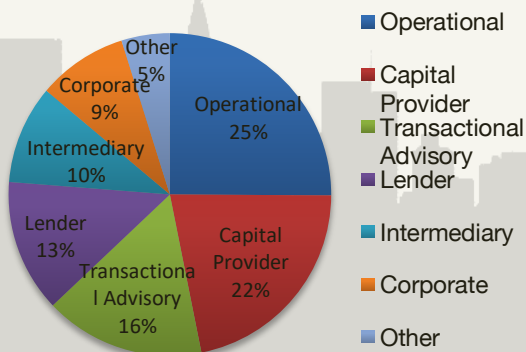
Holiday Party **OR** ACG/FEI Conference

#### Choose (2) Series Individual events from each group below

- Women of Leadership (Summit Excluded)
- ACG *Forward*
- Family Office

*For Individual sponsored events, call for details*

Attendance by Industry Conferences





Benefits		Forward	PE Roundtable	Women of Leadership	Family Office	Value Creation
PRE-EVENT EXPOSUE	Logo & link in email blasts to 18,000+ recipients	*		*	*	*
	Logo & link on event page	*	*	*	*	*
	Social media mentions	*		*	*	*
ONSITE RECOGNITION	Complimentary Passes for firm (sponsor ribbons)	2	2	2	2	2
	ACG Website Listing	*	*	*	*	*
	Multi Media at Event	*		*	*	*
	Literature Table	*	*	*	*	*
	Signage	*	*	*	*	*
POST-EVENT ACCESS	Attendee list with contact information (no emails)	*	*	*	*	*
ANNUAL PRICING	* Included	\$2,500 Per Event	\$5,000 Per Dinner 1 FIRM ONLY	\$2,500 Per Event	\$5,000 Per Event	\$5,000 Per Event



### CONTACT INFORMATION

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

**Sponsorship Choice:** \_\_\_\_\_

### METHOD OF PAYMENT

Amount enclosed: \_\_\_\_\_

Visa     American Express     MasterCard     Check Enclosed

CREDIT CARD NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_

Billing Address (if different) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**Please fax to:** ACG NY Office at 203.292.6401 **OR** email to: [halstead@acgnyc.org](mailto:halstead@acgnyc.org)

*If mailing a check, please make payable to **ACG New York***

### MAIL TO

ACG New York  
ATT: Lou Halstead  
511 Winnepoge Drive  
Fairfield, CT 06825

*Please email your hi res logo in eps format  
to [halstead@acgnyc.org](mailto:halstead@acgnyc.org)*