

# 2020

ACG<sup>®</sup> Minnesota

## SPONSORSHIP PROSPECTUS

2020 Program Benefits



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## WELCOME

ACG Minnesota is the premiere networking association for professionals who are focused on creating and developing relationships, sourcing transactions, sharing best practices and promoting the active Midwest deal-making community. We have a vibrant M&A community and seek educate members and dealmakers on current trends and best practices.

This year we will continue to concentrate on Minnesota's middle and lower middle markets. Engaging with local and national lawmakers, we will aim to emphasize the importance of private capital investments and how they benefit the corporate sector and the U.S. economy. We also collaborate with local complimentary organizations to engage and foster new relationships and members. Our corporate only sessions and women's leadership programs will enhance networking opportunities for specific demographics and provide targeted sponsorship opportunities. We are also investing in our young professionals which will provide opportunities and access to the next generation of dealmakers.

By collaborating with ACG, your firm will be the center of an audience of over 400 members locally, 15,000 globally, and over 90,000 dealmakers in our network. Locally we have roughly 10,000 contacts who are active in the Midwest deal-making community. This vast exposure to dealmakers and those who work on corporate transactions will be impactful to you and your organization. Please join ACG MN and raise your profile with us.

## ABOUT US

Our membership consists of over 400 of the brightest and boldest of Minnesota's business community. Our members work together to promote each other, their businesses and the all-important DEAL.

Partnering with ACG Minnesota places your firm in the center of a well-balanced audience of private equity folks, investment bankers, owner/operators and all the professionals service partners including but not limited to accountants, attorneys, advisors, commercial real estate, insurance, talent search firm, educators as well as c-suite individuals.

- Over 10,000 contacts in mailing list.
- Over 136,519 ACG emails have been opened in the past year, which is a 18.51% open rate.
- 50+ events are hosted each year including a dozen partner events with local organizations.
- Monthly event attendance averages over 325 persons.
- 2019 Upper Midwest Capital Connection hosted over 425 attendees with 40 exhibiting private equity firms, and 20 investment banking firms participating in DealSource.
- Our partnership and collaboration with local organizations gives your firm even more exposure and brand awareness in the deal making community.

## ACG MINNESOTA STAFF



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## MEDIA EXPOSURE

We take pride in our partnerships with Minneapolis/St. Paul's prominent business publications and value their support and media platforms. We also promote our events on trade-specific media to reach our target audience.

<b>Finance &amp; Commerce</b>	<u>Stats:</u> <ul style="list-style-type: none"> <li>• Page views 150,000</li> <li>• Unique visitors 125,000</li> <li>• Twitter followers 27,500</li> <li>• Email Opens 40,500</li> <li>• Daily newspaper readership 4,500</li> </ul>	<u>Benefits:</u> <ul style="list-style-type: none"> <li>• ACG's partnership gives access to Top Women in Finance</li> <li>• Estimated value of average reader portfolio \$1.2MM</li> <li>• Partnerships with Rising Young Professionals</li> <li>• Partnership with Minnesota Icons</li> </ul>
<b>Middle Market Growth Magazine</b>	<u>Stats:</u> <ul style="list-style-type: none"> <li>• Official ACG Magazine</li> <li>• Over 14,500 national ACG members plus an additional 75,000 non-member subscriber base</li> </ul>	<u>Benefits:</u> <ul style="list-style-type: none"> <li>• ACG Minnesota provides 2-3 featured ACG@Work articles each year, showcasing our events and speakers of interest</li> <li>• ACG member articles have also been featured</li> <li>• ACG Minnesota events included on events calendar</li> </ul>
<b>Minneapolis St Paul Business Journal ("MSPBJ")</b>	<u>Stats:</u> <ul style="list-style-type: none"> <li>• Print subscriber circulation is 13,723</li> <li>• Web traffic 2.2M page views</li> <li>• Web traffic 745,591 visits</li> <li>• Unique Visitors 400,000</li> <li>• 80-90% open rate</li> </ul>	<u>Benefits:</u> <ul style="list-style-type: none"> <li>• 37% subscribers are dual print &amp; digital</li> <li>• National Reach</li> <li>• Subscribers are engaged across multiple industries</li> </ul>
<b>Minnesota Precision Manufacturing Association ("MPMA")</b>	<u>Stats:</u> <ul style="list-style-type: none"> <li>• 21,000 Readership</li> <li>• Print Circulation 7,000</li> <li>• Over 1000 monthly website visitors</li> <li>• Facebook &amp; Twitter followers 2,200</li> </ul>	<u>Benefits:</u> <ul style="list-style-type: none"> <li>• 71% of readers are executives or management level staff</li> <li>• 52% of readers use MPMA to assist in purchasing decisions</li> </ul>
<b>Twin Cities Business Magazine:</b>	<u>Stats:</u> <ul style="list-style-type: none"> <li>• 52,000 unique website visitors</li> <li>• Over 30,000 subscribers</li> <li>• Monthly readership of 110,000</li> <li>• 15,000 Briefcase subscribers</li> <li>• 120,000-150,000 monthly impressions</li> </ul>	<u>Benefits:</u> <ul style="list-style-type: none"> <li>• BOLD Awards ads received over 228,000 impressions</li> <li>• E-Newsletter is delivered to over 15,000 inboxes</li> <li>• BOLD Special Supplement in over 30,000 copies</li> </ul>
<b>Other media partners include:</b>	<ul style="list-style-type: none"> <li>• StarTribune.com</li> <li>• Buyouts Magazine</li> <li>• PEHubwire.com</li> </ul>	<ul style="list-style-type: none"> <li>• M&amp;A Magazine</li> <li>• Themiddlemarket.com</li> <li>• Pitchbook</li> </ul>

**ONLINE AND SOCIAL MEDIA EXPOSURE**

ACG Minnesota hosts a variety of events so our members have the opportunity to learn from the experts and connect to each other in person. Our average member attends 9 events per year and with over 400 members, there is value in the variety and consistency of attendees that makes for inspired event interaction.

In addition to in-person events, our online and social media content provides members with a great deal of value. Our website and social media are all ways members stay informed, plan ahead to attend our events and keep engaged even when they can't be present. Here's how your company or organization can tap into ACG Minnesota's audience.

**WEBSITE:** Our website features our calendar of events, membership benefits, news and trends, awards and event recaps. See our website advertising rates on page 24 and reach your target audience with effectively placed messaging and visuals, backed by these stats:

**WEBSITE STATS** [acg.org/minnesota](http://acg.org/minnesota)

- 7th most visited ACG Chapter website
- 32,486 Pageviews (1/1/19-8/31/19)
- 9,424 unique users
- 30.1% new users
- 59.76% of our users are from the Minneapolis/St. Paul area
- 18.29% of our users are from other large U.S. metro areas

**SOCIAL MEDIA:** We have so many amazing connections to make between our members, sponsors, partners, collaborators and the local business media! Through our social media, we connect everyone who touches ACG MN, we highlight our events, member achievements and opportunities and make it shareable and accessible. We've invested in photographers and storytellers to create compelling content that is about our members, and we elevate that for the public and business community. As part of your sponsorship, you'll be included in our content on all social media channels and content types will vary by level.

**SOCIAL MEDIA STATS**

				
ACGMinnesota 318 followers 280 likes	ACG_Minnesota 59 followers	ACGMN 213 followers 225 members	ACGMinnesota 135 followers 56% increase from 2018	ACGMinnesota 721 followers 18% increase from 2018

## 2020 CALENDAR OF EVENTS

At ACG Minnesota, we strive to create and offer robust programming and networking events throughout the year.



### MONTHLY MEETINGS

- OCTOBER 15, 2019 • Opportunity Zones and What You Need to Know
- NOVEMBER 19, 2019 • Evolution of Private Capital Financing Decisions
- DECEMBER 17, 2019 • Workspace Strategies for Today
- JANUARY 21, 2020 • Economist Benjamin Tal, CIBC
- MARCH 17, 2020 • Growing Your Brand
- APRIL 21, 2020 • Trends in Corporate Strategy
- MAY 19, 2020 • BIG Data: Making it Work for You
- SEPTEMBER 15, 2020 • TBD
- OCTOBER 20, 2020 • TBD
- NOVEMBER 17, 2020 • TBD
- DECEMBER 15, 2020 • TBD

### WOMEN'S LEADERSHIP SERIES

- NOVEMBER 12, 2019 • Emily Pritchard, The Social Lights
- JANUARY 28, 2020 • Wendy Nelson, Carlson and the Carlson Family Foundation
- MARCH 5, 2020 • AIM Women's Leadership Conference
- APRIL 28, 2020 • Dayna Frank, First Avenue Productions
- SEPTEMBER 15, 2020 • Kristin Tombers, Clancey's
- NOVEMBER 10, 2020 • Jean Taylor, Star Tribune Media Company

### CORPORATE CONNECTIONS BREAKFASTS

- DECEMBER 5, 2019 • John Hacker, Design Ready Controls
- MARCH 12, 2020 • Jennifer Smith, Innovative Office Solutions
- JUNE 4, 2020
- SEPTEMBER 10, 2020
- DECEMBER 3, 2020

### YOUNG PROFESSIONALS

- NOVEMBER 7, 2019 • Networking Social
- FEBRUARY 2020 • Timberwolves Suite
- APRIL 23, 2020 • Mixology Event
- JUNE 2020 • Padelford Riverboats
- NOVEMBER 2020 • Networking Social

### SPECIAL EVENTS

- OCTOBER 10, 2019 • Owners Forum
- OCTOBER 24, 2019 • Sponsorship Kickoff
- DECEMBER 11, 2019 • Members Only Holiday Social
- JANUARY 9, 2020 • BOLD Awards Nominee Reception
- FEBRUARY 25, 2020 • BOLD Awards
- MAY 2020 • Twins Game
- JUNE 8/9, 2020 • Upper Midwest Capital Connection
- AUGUST 5, 2020 • Summer Social
- SEPTEMBER 10, 2020 • Fall Social
- FALL 2020 • Private Equity Summit
- OCTOBER 8, 2020 • Sponsorship Kickoff
- DECEMBER 9, 2020 • Member Only Holiday Social

### CORPORATE DEVELOPMENT FORUM

2020 DATES TO COME

### CONNECT WITH US ON SOCIAL MEDIA



\*Dates subject to change.

100119

**GET INVOLVED!**



## BOLD AWARDS

Innovating, improving, expanding and overcoming obstacles...these are just some of the terms that describe our nominees and winners of the BOLD Awards. The BOLD Awards showcase cutting edge business moves, expansions and mergers that keep Minnesota growing each year. Our audience consists of the Who's Who of C-Level officers and their teams. Be BOLD and recognize the leaders, teams and dealmakers that make Minnesota business happen.

<i>BOLD Awards Gala, Tuesday, February 25, 2020</i>				
<i>Average attendance: 300+</i>				
<i>Venue: Metropolitan Club &amp; Ballroom</i>				
	PRESENTING SPONSOR <i>limit one</i>	PLATINUM <i>industry exclusive</i>	Investment Level	
BENEFITS	\$20,000	\$12,500	GOLD \$6,500	SILVER \$4,500
<b>BRANDING</b>				
<i>Exclusivity: Presenting Sponsor (limited to one firm)</i>	•			
Platinum Sponsor (industry exclusive)		•		
Logo prominently displayed on ACG MN BOLD Awards event page with hyperlink	•	•		
Rotating banner on ACG MN BOLD Awards event page with hyperlink	•	•		
Logo displayed on ACG MN BOLD Awards event page			•	•
Logo on presentation landing page	•	•	•	•
Logo displayed on digital and printed marketing materials and mailings	•	•	•	•
Logo on event signage	•	•	•	•
Logo on email announcements	•	•	•	•
<b>MEDIA</b>				
Full page ad in the BOLD Awards supplement	•	•		
Half page ad in the supplement			•	
1/4 page ad in the supplement				•
Social Media mention/event blasts	•	•	•	•
<b>EVENT</b>				
Recognition from podium	•	•		
Opportunity to give opening/closing remarks & introduce the BOLDest of the BOLD	•			
Opportunity to present one of the BOLD winners		•		
Complimentary BOLD Nominee Reception registrations	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>
Complimentary BOLD Awards Ceremony registrations	<b>10</b>	<b>10</b>	<b>5</b>	<b>3</b>
Reserved table with company logo prominently displayed on table	•	•		
Pre-event registrant list for a one-time mailing	•	•		
Sponsor ribbon on name badge	•	•	•	•
Opportunity to provide SWAG in gift bags	•	•	•	•

### Testimonials ...

*“There is no corporate awards program in the entire Twin Cities that has more energy or excitement than the ACG Minnesota BOLD Awards – it is unique and BOLD on it’s own!”*

### BOLD AWARDS NOMINEE JUDGING RECEPTION

*BOLD Awards Nominee Judging Reception, Thursday, January 9, 2020*  
 Average attendance: 200+  
 Venue: Varies

BENEFITS	Investment Level	
	EVENT SPONSOR*	VENUE SPONSOR
	\$12,500	\$7,000
BRANDING		
Prominent ad displayed on ACG MN BOLD Nominations webpage with hyperlink	•	•
Logo prominently displayed on event page with hyperlink	•	
Logo displayed on digital and printed marketing materials and mailings	•	•
Logo displayed on email announcements	•	•
Logo on event signage	•	•
Logo on landing page	•	
MEDIA		
Logo included on ACG color ad	•	•
Logo included on digital banner and text ads in digital newsletters	•	
Social Media mention/event blasts	•	•
EVENT		
Recognition from podium	•	•
Complimentary BOLD Nominee Reception registrations	8	4
Sponsor ribbon on name badges	•	•
Complimentary BOLD Awards registrations	4	2
Pre-event registrant list for a one-time mailing	•	

*\*right of first refusal applies*

### BOLD AWARDS GALA OPPORTUNITIES

*BOLD Awards Gala, Tuesday, February 25, 2020*  
 Average attendance: 300+  
 Venue: Metropolitan Club & Ballroom

BENEFITS	TECHNOLOGY	Investment Level	
	\$4,500	PHOTO MEMORY \$4,500	BOLD-TINI (ICE LUGE) \$4,500
BRANDING			
Logo displayed on ACG MN BOLD Awards event page with hyperlink	•	•	•
Logo displayed on digital and printed marketing materials and mailings	•	•	•
Logo printed on event signage	•	•	•
Logo on landing page	•	•	•
Logo on email announcements	•	•	•
MEDIA			
Logo included on ACG ad	•	•	•
Social Media event blasts	•	•	•
EVENT			
Recognition from podium	•	•	•
Complimentary BOLD Nominee Reception registrations	2	2	2
Complimentary BOLD Awards Ceremony registrations	2	2	2
Sponsor ribbons on name badges	•	•	•
Opportunity to provide SWAG in gift bags	•	•	•



*BOLD Awards Gala, Tuesday, February 25, 2020*

*Average attendance: 300+*

*Venue: Metropolitan Club & Ballroom*

BENEFITS		Investment Level CORPORATE TABLE \$2,500
<b>BRANDING</b>		
Company name on ACG MN BOLD Awards event sponsor page		•
Company name listed on event materials		•
Company name on event program		•
<b>MEDIA</b>		
Logo included as Table Sponsor in the BOLD supplement		•
<b>EVENT</b>		
Reserved table with company logo displayed on table		<b>1</b>
Complimentary BOLD Awards Gala registrations		<b>10</b>
Sponsor ribbons on name badges		•
Opportunity to provide SWAG in gift bags		•
BENEFITS		PARTNERS IN BOLD \$500
<b>BRANDING</b>		
Firm name on website and printed program		•
<b>MEDIA</b>		
Firm included in "Partners of BOLD" ad in the supplement		•
<b>EVENT</b>		
Two (2) complimentary BOLD Awards Gala registrations		<b>2</b>

*Testimonials ...*

*"Last night's event was awesome. Very nice venue, good food, good drinks and great turn out. It just gets better and better every time I attend an ACG event. Kudos to all of you.!!!!"*

*"The Bold Awards is the celebration of the year to attend. Dynamic companies, extraordinary people, and the BOLDEST party to celebrate them all!"*