



ACCG[®] Charlotte

DEAL CRAWL

**2023
SPONSORSHIP
PROSPECTUS**

NOVEMBER 15-16, 2023
UPTOWN CHARLOTTE, NC

acgdealcrawl.com

ACG Global & ACG Charlotte: Driving Middle-Market Growth

- Founded in 1954, The Association for Corporate Growth ('ACG') is a global organization with 61 chapters and over 15,000 members, spanning the U.S., Canada, Europe and Asia.
- ACG brings together every segment of the middle-market growth community and delivers the right people, in the right way, to our members.
- The return on investment has made ACG the most trusted and respected resource for middle-market dealmakers and business leaders who invest in growth and build companies.
- ACG Charlotte, founded in 1990, is dedicated to delivering quality programming and increasing networking opportunities for professionals in Charlotte and surrounding areas.

THE ACG COMMUNITY INCLUDES



VISIT WWW.ACG.ORG/CHARLOTTE
TO LEARN MORE

2023 Deal Crawl

- Deal Crawl is a unique networking event bringing together leading investment bankers, private equity professionals and trusted advisors from across the U.S.
- On Wednesday, November 15, the conference kicks off with our **Opening Networking Reception** at Bank of America Stadium.
- On Thursday, November 16, any early-rising runners can participate in our **Deal Crawl Run Club**. Throughout the day, **Dealmakers' Lounge** will be open at the conference headquarters offering all attendees the opportunity to engage with our sponsors at their exhibit tables, have meetings and network. The conference activities will begin with a **Networking Breakfast**, then we'll host an **Affinity Seminar** and **Keynote Lunch**. As meetings wrap up, attendees will be invited to a **Closing Happy Hour** to conclude networking.
- All attendees will have access to our scheduling platform in advance of the conference to preschedule meetings with other attendees.

ACG[®] Charlotte

DEAL CRAWL

**10TH ANNUAL
DEAL CRAWL CONFERENCE**

**NOVEMBER 15-16, 2023
UPTOWN CHARLOTTE, NC**



CONFERENCE AGENDA

Deal Crawl 2023 - Schedule of Events

WEDNESDAY, NOVEMBER 15TH

| | |
|-----------------|---|
| 5:30PM – 8:00PM | Opening Networking Reception at Bank of America Stadium |
|-----------------|---|

THURSDAY, NOVEMBER 16TH

| | |
|------------------|----------------------|
| 6:00AM – 7:00AM | Deal Crawl Run Club |
| 8:00AM – 9:00AM | Networking Breakfast |
| 8:00AM – 12:00PM | 1-on-1 Meetings |
| 9:00AM – 10:00AM | Affinity Seminar* |
| 12:00PM – 1:30PM | Keynote Lunch |
| 1:30PM – 5:00PM | 1-on-1 Meetings |
| 4:30PM – 5:30PM | Closing Happy Hour |

All events listed above will be held at the **JW Marriott Charlotte** unless otherwise noted. Dealmakers' Lounge will be open throughout the day on November 16 featuring an exhibit hall and space for meetings and networking at the JW Marriott.

*Affinity Seminar is a panel discussion covering relevant industry topics

Prescheduled 1- on-1 Meetings will take at the JW Marriott, Bank of America Stadium and offices in Uptown Charlotte. All attendees will have access to the scheduling platform ahead of the conference.

Maps and transportation will be provided.

Specific times, event descriptions & locations may change.



Conference Event Highlights

OPENING NETWORKING RECEPTION

Join ACG Charlotte for an evening of networking at Bank of America Stadium, home of the Carolina Panthers and the Charlotte Football Club. Connect with industry professionals over delicious hors d'oeuvres and drinks.

DEAL CRAWL RUN CLUB

Get your day started with an early-morning run. All attendees invited. Details to be announced.

DEALMAKERS' LOUNGE

Visit a sponsor exhibit table, hold meetings, catch up on emails or mingle with other conference attendees in between meetings and sessions. Coffee and snacks will be provided.

NETWORKING BREAKFAST

Enjoy breakfast sandwiches as meetings and networking begin.

1-ON-1 MEETINGS

Attendees will have access to our scheduling platform to preschedule meetings. Meetings will take place throughout the day on Thursday at the JW Marriott, Bank of America Stadium and at various offices across Uptown.

AFFINITY SEMINAR


Attend our Affinity Seminar, where panelists will lead a discussion covering important topics impacting the middle-market.

KEYNOTE LUNCH

Join all attendees for lunch and an engaging presentation from our keynote speaker.

CLOSING HAPPY HOUR

Gather for a final networking opportunity and toast to a successful Deal Crawl.

A nighttime cityscape featuring several illuminated skyscrapers, including a prominent one with a spire. The scene is viewed from an elevated angle. A large green diagonal shape is overlaid on the right side of the image, containing the text. The background behind the text has a subtle pattern of thin, parallel white lines.

SPONSORSHIP OPPORTUNITIES

| Sponsorship Opportunities At-A-Glance | Platinum | Gold | Silver | Bronze | Growth | Affinity |
|--|---|---|----------------------------|----------------------------|----------------------------|----------------------------|
| Exclusive Opening Reception Sponsor | • | | | | | |
| Stage Time at Opening Reception | • | | | | | |
| Reserved Seating/Table at Opening Reception | • | • | • | | | |
| Exclusive Keynote Lunch Sponsor | | • | | | | |
| Stage Time at Keynote Lunch | • | • | | | | |
| Acknowledgement at Keynote Lunch | • | • | • | • | | |
| Branded, Reserved Table at Keynote Lunch | • | • | | | | |
| Seat(s) at Head Table at Keynote Lunch | 2 | 1 | | | | |
| Exhibit Table in Dealmakers' Lounge | • (prominent location) | • (prominent location) | • | • | • | • |
| Branded Table at Networking Breakfast | • | • | | | | |
| Exclusive Sponsor of one of the following: Vehicle Transportation, Coffee Bar, Lanyards or Closing Happy Hour | | | • | | | |
| Exclusive Sponsor of one of the following: Networking Breakfast, Deal Crawl Run Club, Dealmakers' Lounge, Wi-Fi, Evening Reception Featured Item, Featured Snack or Beverage Station | | | | • | | |
| Exclusive Sponsor of one of the following: Conference Guide, ACG Access, Conference Map, Hotel Key Card Sleeves, Cornhole or Snack/Beverage Table at Bank of America Stadium | | | | | • | |
| Sponsor of Affinity Seminar | | | | | | • |
| Branded Conference Welcome Email to ACG Charlotte Database | • | | | | | |
| Admission for Attendees to Conference | 10 | 7 | 5 | 3 | 1 | 1 |
| Participation in 1-on-1 Meetings (if applicable) | • | • | | | | |
| Serve as Host for PE/IB 1-on-1 Meetings (if applicable) | • | • | • | • | • | • |
| Opportunity to Submit Content and/or Possible Speaker for Affinity Seminar | • | • | • | • | • | • |
| Speaking Opportunity during Affinity Seminar | • | | | | | • |
| Logo Placement on Event Website, Signage & Conference Guide | • | • | • | • | • | • |
| Attendee List 2 Weeks Out & Post-Event | • | • | • | • | • | • |
| Right of First Refusal for Next Year's Event | • | • | | | | |
| | \$15,000 Exclusive - Limit 1 | \$12,000 Exclusive - Limit 1 | \$7,500 Limit 4 | \$4,000 Limit 8 | \$3,000 Limit 5 | \$3,000 Limit 2 |

PLATINUM SPONSORSHIP

SOLD OUT

HIGHEST LEVEL OF ACKNOWLEDGEMENT AND EXPOSURE THROUGHOUT THE CONFERENCE. SPONSOR BENEFITS INCLUDE:

- **Exclusive Sponsorship of the Conference Opening Reception held at Bank of America Stadium on Wednesday, November 15**
- Stage Time at Opening Reception
- Reserved Area in most prominent location at the Opening Reception
- Stage Time at Keynote Lunch (Thursday, November 16)
- Prominent Acknowledgement at Keynote Lunch
- 1 Branded, Reserved Table at Keynote Lunch
- 2 Seats at Head Table at Keynote Lunch
- Exhibit Table in most prominent location in Dealmakers' Lounge
- 1 Branded Table at the Networking Breakfast
- 1 Branded Conference Welcome Email to ACG Charlotte Database of 5,000+ contacts (*content to be approved by Committee*)
- Admission for 10 Attendees at the Conference (\$3,500+ value)
- Participation in 1-on-1 Meetings for sponsor's investment banking, private equity, limited partner or lending arm, if applicable (\$550+ value)
- Serve as Host for IB/PE 1-on-1 Meetings at sponsor's offices in Uptown Charlotte, if applicable
- Opportunity to Submit Content and/or Potential Speaker ideas for Affinity Seminar (*subject to approval by Committee*)
- Sponsor Representative will have Speaking Opportunity during Affinity Seminar (*placement determined by Committee*)
- Most Prominent Logo Placement on Event Marketing including but not limited to: Event Website, Conference Guide, Signage, etc.
- Attendee List provided 2 weeks pre-event & Final Attendee List provided post-event
- Right of First Refusal to be next year's Deal Crawl Platinum Sponsor



\$15,000

**Exclusive Opportunity
Limited to 1 Sponsor**

GOLD SPONSORSHIP

2ND HIGHEST LEVEL OF ACKNOWLEDGEMENT AND EXPOSURE THROUGHOUT THE CONFERENCE. SPONSOR BENEFITS INCLUDE:

- **Exclusive Sponsorship of the Keynote Lunch held at the JW Marriott on Thursday, November 16**
- Stage Time at Keynote Lunch
- Sponsor Acknowledgment at Keynote Lunch
- 1 Branded, Reserved Table at Keynote Lunch
- 1 Seat at Head Table at Keynote Lunch
- Seating/Table at Opening Reception (Wednesday, November 15)
- Exhibit Table in a prominent location in Dealmakers' Lounge
- 1 Branded Table at the Networking Breakfast
- Admission for 7 Attendees at the Conference (\$2,450+ value)
- Participation in 1-on-1 Meetings for sponsor's investment banking, private equity, limited partner or lending arm, if applicable (\$550+ value)
- Serve as Host for IB/PE 1-on-1 Meetings at sponsor's offices in Uptown Charlotte, if applicable
- Opportunity to Submit Content and Potential Speaker ideas for Affinity Seminar (*subject to approval by Committee*)
- Sponsor Representative may have Speaking Opportunity during an Affinity Seminar (*placement determined by Committee*)
- Prominent Logo Placement on Event Marketing including but not limited to: Event Website, Conference Guide, Signage, etc.
- Attendee List provided 2 weeks pre-event & Final Attendee List provided post-event
- Right of First Refusal to be next year's Deal Crawl Gold Sponsor



\$12,000

**Exclusive Opportunity
Limited to 1 Sponsor**

SILVER SPONSORSHIPS (4)

CATEGORY EXCLUSIVITY AVAILABLE.* SPONSOR BENEFITS INCLUDE:

- **Exclusive Sponsorship of ONE of the following:**
 - **Vehicle Transportation**
 - **Coffee Bar – SOLD**
 - **Nametag Lanyards – SOLD**
 - **Closing Happy Hour – SOLD**
- Acknowledgment at Keynote Lunch
- Reserved Seating/Table at Evening Reception
- Exhibit Table in Dealmakers' Lounge
- Admission for 5 Attendees at the Conference (\$1,750+ value)
- Serve as Host for IB/PE 1-on-1 Meetings at Sponsor's Offices in Uptown Charlotte, if applicable
- Opportunity to Submit Content and Potential Speaker ideas for Affinity Seminar (*subject to evaluation by committee*)
- Sponsor Representative may have Speaking Opportunity during Affinity Seminar (*placement to be determined by committee*)
- Logo placement on Event Website, Conference Guide, Signage, etc.
- Attendee List provided 2 weeks pre-event & Final Attendee List post-event

* EXCLUSIVITY AVAILABLE IN THE FOLLOWING CATEGORIES: PRIVATE EQUITY, INVESTMENT BANKING, DEBT PROVIDER, COMMERCIAL BANKING, PRIVATE BANKING/WEALTH MANAGEMENT, ACCOUNTING, LEGAL, INSURANCE.



\$7,500

Limited to 4 Sponsors
1 Opportunity Remaining

BRONZE SPONSORSHIPS (8)

EXCLUSIVITY AT THE COLLATERAL LEVEL. SPONSOR BENEFITS INCLUDE:

- Exclusive Sponsorship of ONE of the following:
 - **Networking Breakfast – SOLD**
 - **Deal Crawl Run Club**
 - **Dealmakers' Lounge – SOLD**
 - **Conference Wi-Fi – SOLD**
 - **Evening Reception's Featured Item - SOLD**
 - **Featured Snack on Thursday**
 - **Beverage Station on Thursday – SOLD**
 - **Conference Guide – SOLD**
- Acknowledgment at Keynote Lunch
- Exhibit Table in Dealmakers' Lounge
- Admission for 3 Attendees at the Conference (\$1,050+ value)
- Serve as host for IB/PE 1-on-1 meetings at sponsor's offices in Uptown Charlotte, if applicable
- Opportunity to Submit Content and Potential Speaker ideas for Affinity Seminar (*subject to evaluation by committee*)
- Sponsor Representative may have Speaking Opportunity during Affinity Seminar (placement to be determined by committee)
- Logo Placement on Event Website, Conference Guide, Signage, etc.
- Attendee List provided 2 weeks pre-event & Final Attendee List post-event

GROWTH SPONSORSHIPS (5)

SPONSOR BENEFITS INCLUDE:

- Exclusive Sponsorship of ONE of the following:
 - ACG Access
 - **Conference Map – SOLD**
 - Cornhole
 - **Snack/Beverage Table at Bank of America Stadium on Thursday**
- Exhibit Table in Dealmakers' Lounge
- Admission for 1 Attendee at the Conference (\$350+ value)
- Serve as host for IB/PE 1-on-1 meetings at sponsor's offices in Uptown Charlotte, if applicable
- Opportunity to Submit Content and Potential Speaker ideas for Affinity Seminar (*subject to evaluation by committee*)
- Sponsor Representative may have Speaking Opportunity during Affinity Seminar (placement to be determined by committee)
- Logo Placement on Event Website, Conference Guide, Signage, etc.
- Attendee List provided 2 weeks pre-event & Final Attendee List post-event

AFFINITY SPONSORSHIPS (2)

SEMINAR LEADERSHIP OPPORTUNITY. SPONSOR BENEFITS INCLUDE:

- **Joint-sponsorship of the Affinity Seminar**
- As a seminar sponsor, you will:
 - Be invited to submit content ideas and potential speakers (*subject to evaluation by committee*)
 - Provide welcome remarks at the Affinity Seminar
 - Provide seat drop of marketing materials or other branded items at the Affinity Seminar
 - Display branded signage at the Affinity Seminar (*provided by ACG Charlotte*)
- Exhibit Table in Dealmakers' Lounge
- Admission for 1 Attendee at the Conference (\$350+ value)
- Serve as host for IB/PE 1-on-1 meetings at sponsor's offices in Uptown Charlotte (if space permits)
- Logo Placement on Event Website, Conference Guide, signage, etc.
- Attendee List provided 2 weeks pre- event & Final Attendee List post-event

An aerial night view of a city skyline, featuring several illuminated skyscrapers and buildings. The image is partially obscured by a large green diagonal shape on the right side. The text 'CONFERENCE REGISTRATION' is overlaid on the white background of the diagonal shape.

CONFERENCE REGISTRATION

REGISTER at www.acgdealcrawl.com

GENERAL REGISTRATION

General registration is designed for lenders, accountants, attorneys, consultants and other service provider participants. Registration includes access to the meeting scheduling software and all conference events including the Opening Reception, Deal Crawl Run Club, Dealmakers' Lounge, Networking Breakfast, Affinity Seminar, Keynote Lunch and Closing Happy Hour for **one individual**.

Early Bird (September 5 - 29)

ACG Members: \$350

Non-Members: \$425

Regular (September 30 – November 14)

ACG Members: \$400

Non-Members: \$475

If space is available, on-site registration will be \$500 on November 15 & 16.



#DealCrawl

REGISTER at www.acgdealcrawl.com

INVESTMENT BANK & PRIVATE EQUITY REGISTRATION

For Investment Banks and Private Equity Firms. Includes access to the meeting scheduling software and all conference events including the Opening Reception, Deal Crawl Run Club, Dealmakers' Lounge, Networking Breakfast, Affinity Seminar, Keynote Lunch and Closing Happy Hour for **two individuals**.

Investment Banks - \$550 (REGISTRATION OPEN)

Private Equity Firms - \$1,500 (REGISTRATION OPEN)



#DealCrawl



CONTACT US



CONTACT US TO SECURE YOUR SPONSORSHIP TODAY!

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ACG[®] Charlotte

DEAL CRAWL

VISIT WWW.ACGDEALCRAWL.COM
FOR MORE DETAILS
AND
TO REGISTER

General Questions?

Contact us at: dealcrawl@acg.org