

2024

ACG[®] Minnesota

Upper Midwest Capital Connection

SPONSORSHIP OPPORTUNITIES



UPPER MIDWEST CAPITAL CONNECTION

The Upper Midwest Capital Conference is a dynamic event for middle-market M&A professionals nationwide. This gathering presents a unique opportunity to engage with over 400 influential M&A professionals and ACG members. Through interactive roundtable workshops, networking sessions, and insightful keynote presentations, attendees can gain fresh perspectives on strategies for growth, acquisition, collaboration, and exit planning. With representation from diverse industries and a wide geographic reach, this conference stands as a pivotal event to connect, learn, and discover exclusive insights from distinguished panelists and renowned guest speakers.

PLATINUM SPONSORSHIP: \$14,000

- Industry Exclusive. First right of refusal.
- Six complimentary conference registrations.
- Ability to provide panelists or moderate our Private Equity Panel.
- Reserved VIP table near front during keynote presentations with company name prominently displayed on table.
- Rotating banner on ACG MN event page with hyperlink.
- Full-page ad near front included in electronic program book.
- Pre-event registrant list for a one-time mailing.
- Sponsor- aware name badges.
- Draped display table in main activity area of conference to distribute marketing material. First choice for table location.
- Logo prominently displayed on ACG MN event sponsor page.
- Logo displayed on digital and printed marketing materials.
- Logo on email announcements and event signage.
- Logo on presentation screens at keynote luncheon.
- Logo to appear in local business publication ads when appropriate.

GOLD SPONSORSHIP: \$7,000

- Four complimentary conference registrations.
- Reserved VIP table near front during keynote presentations with company name prominently displayed on table.
- Full-page ad included in electronic program book.
- Draped display table in main activity area of conference to distribute marketing material.
- Logo prominently displayed on ACG MN event sponsor page.
- Logo displayed on digital and printed marketing materials.
- Logo on email announcements and event signage.
- Logo on presentation screens at keynote luncheon.
- Logo to appear in local business publication ads when appropriate.

SILVER SPONSORSHIP: \$4,500

- Two complimentary conference registrations.
- Half-page ad included in electronic program book.
- Draped display table in main activity area of conference to distribute marketing material.
- Logo prominently displayed on ACG MN event sponsor page.
- Logo displayed on digital and printed marketing materials.
- Logo on email announcements and event signage.
- Logo to appear in local business publication ads when appropriate.

OPENING NIGHT RECEPTION: \$2,500

- Two complimentary conference registrations.
- Logo prominently displayed on event page.
- Logo displayed on digital and printed marketing materials.
- Logo on event signage.
- Logo on email announcements.
- Social media mention/event blasts.
- Sponsor table at reception.
- Opportunity to distribute marketing material/giveaway.
- Acknowledgment in electronic program book.

LUNCH KEYNOTE SPONSORSHIP: \$3,500 (SOLD OUT)

- Two complimentary conference registrations.
- Reserved table during keynote presentation with company name prominently displayed.
- Recognition from podium.
- Opportunity to distribute marketing material/giveaways before and after lunch (when appropriate.)
- Logo displayed on event signage.
- Logo listed in sponsor section of Capital Connection event page.
- Acknowledgment in the electronic program book.
- Social media mention/event blasts.

DEAL SOURCE TABLE FOR PE, LENDERS, EVENT SPONSORS*: \$1,500

- Two complimentary conference registrations.
- Deal Source table for four with company sign.
- Opportunity to distribute marketing materials.
- Name displayed on event signage.
- Name listed on agenda/event section of Capital Connection event page.
- Name displayed on digital and printed marketing materials.
- Name displayed on email announcements.
- Full-page company description in electronic program book.
- Social media mention/event blasts.

DEAL SOURCE TABLE FOR INVESTMENT BANKERS – FREE WITH ONE PAID CONFERENCE REGISTRATION

- One complimentary conference registration.
- Deal Source table for four with company sign.
- Opportunity to distribute marketing materials.
- Name displayed on event signage.
- Name listed on agenda/event section of Capital Connection event page.
- Name displayed on digital and printed marketing materials.
- Name displayed on email announcements.
- Full-page company description in electronic program book.
- Social media mention/event blasts.

*Event sponsors can add a Deal Source Table to their sponsorship for an additional \$1,500.

UPPER MIDWEST CAPITAL CONNECTION

WiFi SPONSOR: \$2,500 (SOLD OUT)

- First right of refusal.
- Two complimentary registrations
- Event signage displaying logo with Wi-Fi instructions.
- Wi-Fi password tied to company name / you pick the password.
- Draped display table in main activity area of conference to distribute marketing materials.
- Acknowledgement in electronic program book.
- Social media mention/event blasts

LAWN BOWLING SOCIAL SPONSOR: \$6,500

- Industry Exclusive (maximum of 3 sponsors total).
- Three complimentary conference registrations.
- Four complimentary registrations for lawn bowling.
- Logo prominently displayed on event page with hyperlink.
- Acknowledgment in electronic program book.
- Logo displayed on digital and printed marketing materials.
- Logo on event signage.
- Logo on email announcements.
- Display table at event and opportunity to distribute marketing material/giveaways.
- Social media mention/event blasts.
- Named signature cocktail or brew of your choice.

GOLF TOURNAMENT SPONSORSHIP: \$10,500

- Industry Exclusive.
- Foursome golf registration.
- Logo on event signage.
- Logo signage at golf hole tee box.
- Logo on printed marketing materials.
- Logo email announcements.
- Logo included in local business publication prior to event when appropriate.
- Acknowledgement in electronic program book.
- One full page ad included in electronic program book.
- Social media mention/event blasts.
- Recognition at golf closing ceremony.
- Opportunity to provide swag gift to golfers.

GOLF HOLE SPONSORSHIP: \$2,500

- Highlighted as sponsor of selected golf hole during tournament, with first right of refusal for the following tournament.
- Opportunity to provide your promotional items at your golf hole (item must be approved first, as Mpls Golf Club has perimeters.)
- Golf registration for four. This includes lunch, drinks, and award reception. (One player minimum must be registered for Capital Connection conference.)
- Inclusion on marketing materials, event program and social media.

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THANK YOU

for considering a 2024 Partnership.

