

M&A West 2024 *Sponsor Prospectus*



May 29 - 31, 2024

The Meritage Resort & Spa, Napa, California

www.MAWest2024.com

We look forward to hosting the Bay Area's premiere M&A conference in the Napa Valley wine country at the **Meritage Resort & Spa on May 29 - 31**. The key benefits to ACG SF sponsorship are thought leadership, brand exposure, and networking.

M&A West Conference sponsorship in 2024 will enable Sponsors to network and increase their presence amongst ACG members, the Private Equity/DealMaker Community and guests representing the middle market business sector.

ACG San Francisco is proud to provide the following Sponsorship opportunities for M&A West 2024.

Sponsorship Levels & Opportunities:

DIAMOND SPONSORSHIPS (starting at \$12,500)

- Title Sponsor – Includes Luncheon, Lanyard & Keycard (\$20,000)
- Capital Connection & Opening Reception (\$15,000)
- DealSource (\$12,500)
- Panel / Breakout Sessions (\$12,500)

PLATINUM SPONSORSHIPS (starting at \$8,000)

- DealLounge (\$10,000)
- Closing Reception (\$10,000)
- Breakfast (\$8,000)
- Invite-Only Golf Outing (\$8,000)
- Coffee (\$8,000)
- Water (\$8,000)

GOLD SPONSORSHIPS (\$5,000)

- Morning & Afternoon Snacks
- Photography & Headshots
- Morning Activity

BRONZE SPONSORSHIPS (\$2,500)

- Conference Logo Sponsorship

SPONSOR BENEFITS AT A GLANCE

| BENEFITS | DIAMOND \$15,000+ | PLATINUM \$8000+ | GOLD \$5000 | BRONZE \$2500 |
|--------------------------------|----------------------|---------------------|----------------|------------------|
| Total Tickets to M&A West | 5 | 2 - 3 | 1 | 1 |
| Total ACG SF Memberships | 2 - 3 | 0 - 1 | | |
| Access to DealSource Scheduler | ● | ● | ● | ● |
| Social Media Marketing | ● | ● | ● | ● |
| Early Access to Attendee List | ● | ● | ● | |
| Exhibit Table | ● | ● | | |

AGENDA AT A GLANCE

| MAY 29 | MAY 30 | MAY 31 |
|---|--|--------------------------|
| <p>Invitation Only Golf Outing for PE/IB</p> <p>DealLounge Open</p> <p>Capital Connection & Opening Reception</p> | <p>DealSource for PE/IB</p> <p>Sponsor Gallery</p> <p>DealLounge</p> <p>Sponsored Breakout Sessions</p> <p>Luncheon</p> <p>Closing Reception</p> | <p>Closing Breakfast</p> |

Agenda is subject to change.

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M&A WEST 2024 DIAMOND LEVEL: TITLE SPONSOR \$20,000

Exclusive Sponsorship of M&A West 2024 Lunch Program

M&A West 2024 Title Sponsorship

- Sponsor may act as Guest Moderator for the Lunch Program, selecting panelists and topic/theme, with assistance from ACG Conference Committee in reaching out to potential private equity firms in line with the theme of the conference.
- Includes **five (5) passes to full Conference** for Sponsor firm guest and/or client use.
- **NEW** - Includes two (2) tickets to the Closing M&A West Wine Tasting Reception
- **NEW** - Logo on Conference Lanyards and Hotel Keycards
- Registration discounts for firm guests and clients (up to 10 guests at lowest advertised ACG Member rate)
- Table Centerpieces with logo at each table during Lunch Program
- Company branding included on M&A West Conference website & all e-marketing materials
- Digital marketing display during event
- One (1) Marketing Table in the Sponsor Gallery, with preferred positioning in Sponsor Gallery (higher traffic area)
- Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
- Company acknowledgement on stage at Conference welcome

Additional Benefits:

- Three (3) ACG Global/SF Chapter Memberships for one (1) calendar year
- Three (3) complimentary tickets to 2024 content and networking events (some exclusions apply)
- Right of First Refusal for M&A West 2025 Sponsorship
- Opportunities to propose Sponsor representatives or clients as subject matter experts on ACG panels (breakfast, lunch, evening)

M&A WEST 2024
DIAMOND LEVEL: Capital Connection & Opening Reception
\$15,000

Sector Exclusive Sponsorship of Capital Connection & Opening Reception

M&A West 2024 Capital Connection & Opening Reception Sponsorship

- Includes **five (5) passes to full Conference** for Sponsor firm guest and/or client use.
- **NEW** - Includes **three (3) tickets** to Capital Connection & Opening Reception
- Registration discounts for firm guests and clients (up to 10 guests at lowest advertised ACG Member rate)
- Assist PE firms in setting up tables on May 29, allowing for 1:1 time
- Opportunity to host a table at Capital Connection – sponsors will have only non-PE tables at event.
- Your company logo throughout the Capital Connection & Opening Reception event.
- Company branding included on M&A West Conference website & all e-marketing materials
- Digital marketing display during event
- One (1) Marketing Table in the Sponsor Gallery, with preferred positioning in Sponsor Gallery (higher traffic area)
- Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
- Company acknowledgement on stage at Conference welcome

Additional Benefits:

- Three (3) ACG Global/SF Chapter Memberships for one (1) calendar year
- Three (3) complimentary tickets to 2024 content and networking events (some exclusions apply)
- Right of First Refusal for M&A West 2025 Sponsorship
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**M&A WEST 2024
DIAMOND LEVEL: DealSource
\$12,500**

Sector Exclusive Sponsorship of DealSource & Meeting Scheduler Software

M&A West 2024 DealSource & Meeting Scheduler Software

- **Includes five (5) passes to full Conference** for Sponsor firm guest and/or client use.
- **NEW** - Includes **two (2) tickets to Closing Wine Tasting Reception** on May 30
- Reserved Meeting Table in DealSource, with opportunity to meet with participating investment banking & private equity firms.
- Marketing table at entrance of DealSource room and ability for onsite representative to check in all investment bankers and private equity firms meeting for their “1 on 1” meetings.
- Registration discounts for firm guests and clients (up to 10 guests at lowest advertised ACG Member rate)
- Company branding included on M&A West Conference website & all e-marketing materials
- Digital marketing display during event
- Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
- Company acknowledgement on stage at Conference welcome

Additional Benefits:

- Two (2) ACG Global/SF Chapter Memberships for one (1) calendar year
- Three (3) complimentary tickets to 2024 content and networking events (some exclusions apply)
- Right of First Refusal for M&A West 2025 Sponsorship
- Opportunities to propose Sponsor representatives or clients as subject matter experts on ACG panels (breakfast, lunch, evening)

M&A WEST 2024 DIAMOND LEVEL: Panel / Breakout Sessions \$12,500

Exclusive Sponsorship of Panel / Breakout Session
(up to 5 sessions available)

ALMOST SOLD OUT - 2 SESSIONS AVAILABLE

M&A West 2024 Panels / Breakout Sessions

- Guest Moderator for 2024 M&A West Breakout Session with topic and speaker direction, including assistance from ACG in reaching out to potential M&A firms that are in line with the theme of the panel.
- Includes **five (5) passes to full Conference** for Sponsor firm guest and/or client use.
- **NEW**- Includes **two (2) tickets to Closing Wine Tasting Reception** on May 30
- Registration discounts for firm guests and clients (up to 10 guests at lowest advertised ACG Member rate)
- Company branding included on M&A West Conference website & all e-marketing materials
- Digital marketing display during event
- One (1) Marketing Table in the Sponsor Gallery, with preferred positioning in Sponsor Gallery (higher traffic area)
- Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
- Company acknowledgement on stage at Conference welcome

Additional Benefits:

- Two (2) ACG Global/SF Chapter Memberships for one (1) calendar year
- Three (3) complimentary tickets to 2024 content and networking events (some exclusions apply)
- Right of First Refusal for M&A West 2025 Sponsorship
- Opportunities to propose Sponsor representatives or clients as subject matter experts on ACG panels (breakfast, lunch, evening)

M&A WEST 2024 PLATINUM LEVEL: Closing Reception \$10,000

Sector Exclusive Sponsorship of Closing Reception

M&A West 2024 Closing Reception

- Opportunity to host marketing table and provide logo-branded promo materials at the Closing Reception.
- Includes **three (3) passes to full Conference** for Sponsor firm guest and/or client use.
- **NEW** - Includes **three (3) additional tickets to Closing Reception** on May 30
- Registration discounts for firm guests and clients (up to 10 guests at lowest advertised ACG Member rate)
- Company branding included on M&A West Conference website & all e-marketing materials
- Digital marketing display during event
- One (1) Marketing Table in the Sponsor Gallery
- Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
- Company acknowledgement on stage at Conference welcome

Additional Benefits:

- One (1) ACG Global/SF Chapter Membership for one (1) calendar year
- Two (2) complimentary tickets to 2024 content and networking events (some exclusions apply)
- Right of First Refusal for M&A West 2025 Sponsorship
- Opportunities to propose Sponsor representatives or clients as subject matter experts on ACG panels (breakfast, lunch, evening)

M&A WEST 2024 PLATINUM LEVEL: DealLounge \$10,000

Sector Exclusive Sponsorship of the DealLounge

M&A West 2024 DealLounge

- Marketing materials on all DealLounge tables throughout conference.
- Includes **three (3) passes to full Conference** for Sponsor firm guest and/or client use.
- **NEW** - Includes **three (3) additional tickets to Closing Reception** on May 30
- Registration discounts for firm guests and clients (up to 10 guests at lowest advertised ACG Member rate)
- Company branding included on M&A West Conference website & all e-marketing materials
- Digital marketing display during event
- One (1) Marketing Table in the Sponsor Gallery
- Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
- Company acknowledgement on stage at Conference welcome

Additional Benefits:

- One (1) ACG Global/SF Chapter Membership for one (1) calendar year
- Two (2) complimentary tickets to 2024 content and networking events (some exclusions apply)
- Right of First Refusal for M&A West 2025 Sponsorship
- Opportunities to propose Sponsor representatives or clients as subject matter experts on ACG panels (breakfast, lunch, evening)

M&A WEST 2024 PLATINUM LEVEL: Golf Outing Luncheon \$8,000

Exclusive Sponsorship of the PE/IB Golf Outing Luncheon

M&A West 2024 Invite-Only Golf Outing Luncheon on May 29

- **NEW** – Sponsor the luncheon at the PE/IB Golf Outing. This sponsorship does not include golf, however, as a sponsor you have the opportunity to purchase a foursome separately.
- Marketing materials on display at Golf Luncheon.
- Includes **two (2) passes to full Conference** for Sponsor firm guest and/or client use.
- Registration discounts for firm guests and clients (up to 6 guests at lowest advertised ACG Member rate)
- Company branding included on M&A West Conference website & all e-marketing materials
- Digital marketing display during event
- One (1) Marketing Table in the Sponsor Gallery
- Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
- Company acknowledgement on stage at Conference welcome

Additional Benefits:

- One (1) ACG Global/SF Chapter Membership for one (1) calendar year
- Two (2) complimentary tickets to 2024 content and networking events (some exclusions apply)
- Right of First Refusal for M&A West 2025 Sponsorship
- Opportunities to propose Sponsor representatives or clients as subject matter experts on ACG panels (breakfast, lunch, evening)

M&A WEST 2024
PLATINUM LEVEL: Additional Opportunities
\$8,000

Sector Exclusive Sponsorship
(up to 2 sponsors per opportunity)

- 1. Coffee Stations:** Logo advertising at coffee/espresso stations
- 2. Water:** Your company logo on bottles of water throughout conference
- 3. Breakfast:** Sponsor breakfast on May 30 & May 31
 - Includes two (2) passes to full Conference for Sponsor firm guest and/or client use.
 - Registration discounts for firm guests and clients (up to 8 guests at lowest advertised ACG Member rate)
 - Company branding included on M&A West Conference website & all e-marketing materials
 - Digital marketing display during event
 - One (1) Marketing Table in the Sponsor Gallery
 - Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference
 - Company acknowledgement on stage at Conference welcome

**M&A WEST 2024
GOLD LEVEL
\$5,000**

Sector Exclusive Sponsorship
(1-3 sponsors per opportunity)

- 1. Morning & Afternoon Snacks:** Logo advertising during snack breaks
- 2. Photography / Headshots:** Company branding and table presence at photography station.
- 3. Morning Activity:** Sponsor a morning activity such as a hike or yoga.
 - Includes one (1) pass to full Conference for Sponsor firm guest and/or client use.
 - Registration discounts for firm guests and clients (up to 6 guests at lowest advertised ACG Member rate)
 - Company branding included on M&A West Conference website & all e-marketing materials
 - Digital marketing display during event
 - Access to attendee list 2-3 weeks prior to the Conference, plus final attendee list post-Conference

**M&A WEST 2024
BRONZE LEVEL LOGO SPONSOR
\$2,500**

- Includes one (1) pass to full Conference for Sponsor firm guest and/or client use.
- Registration discounts for firm guests and clients (up to 5 guests at lowest advertised ACG Member rate)
- Company branding included on M&A West Conference website & all e-marketing materials