

Cup Update No. 1 | September 5, 2023

Dear ACG Cup Professors and Advocates,

Here's hoping the first semester of the 2023-2024 academic year is off to a great start. **We hope you'll remind your students and student groups about the upcoming ACG Cup 2024 competition taking place on February 24, 2024.** We want every team to be prepared to experience the full benefits of being competitors in one of the country's best-attended business case competitions.

WHAT'S RETURNING:

Networking Reception: We're once again hosting our popular networking reception/career conversations gathering the evening before the competition. Time and place to be definitively announced, but the date is set for **Friday, February 23, 2024**. This gathering will be the place your students can meet and greet competition judges, ACG Board members, community business representatives, and peers to forge connections and create new networks outside of the rigors of competition.

Competition Parameters: We'll all be back – *in-person only* -- at the Seidman College of Business all day on Saturday, February 24, 2024. You and your teams can expect two rounds of *one* competition – no divisions for undergraduate and MBA/MA students.

Professional Headshots: We're lining up photographers to offer on-site headshots and team photos. These complimentary headshots can help your students market themselves on professional platforms like LinkedIn as they enter the marketplace for internships and employment opportunities.

Liaisons: Our ACG Cup liaisons – a whole stable of college and university alumni who've competed in the ACG Cup – will begin reaching out shortly to professors, advisors, and student groups to spread awareness of the competition.

WHAT'S ON TAP:

NEW Prize Package: The overall winning team will take away a \$6,000 prize *and* each team that makes it into the Final Round will have the opportunity to have a facilitated lunch meeting with ACG Cup judges and company representatives.

Partner Chapters: We're in communication with potential partner chapters now to enhance the competition for all concerned.

Classroom Visits: Members of the ACG Cup Committee and Liaison team *may* be available to provide a virtual or in-person visit to your classroom or student group gathering as a way to build awareness of and excitement about the upcoming competition. You can inquire about such potential by contacting our Liaison Lead, Chloe Benzer, at chloe.benzer@crowe.com (and copy ACG Cup Coordinator Heather Edwards).



Valuation Seminar: Our committee is working to create an all on-demand platform for Valuation Seminar materials this year. Switching to this format will allow us to create a library of materials that can be accessed by teams and professors *as soon as a team is registered* so that videos and materials can be referenced and utilized to aid in understanding the scope of the competition.

Discretionary Funding Potential: This year, ACG Western Michigan will have a small pool of discretionary funds to consider assisting teams with reasonable travel expenses. Parameters around funding considerations are being developed, and there is no guarantee of reimbursements.

COMING UP:

More ACG Cup news to know will find its way to your inbox as our competition takes shape! Reach out to ACG Cup Coordinator Heather Edwards at hedwards@acg.org with questions.