

2024 Sponsorship Prospectus





Driving Middle-Market Growth

The Association for Corporate Growth (ACG) Western Michigan Chapter was founded in 1999 by a small group of M&A professionals who wanted **the opportunity to share best practices and to network with peers.**

ACG Western Michigan is where **change makers** come to connect, share, learn, and create an environment to foster **growth** for West Michigan businesses and the markets our members serve.

Learn more about **ACG Western Michigan** at www.acgwmich.org.

Our global community **serves a diverse membership of business leaders who bring perspectives from various disciplines, industries, and leadership experiences.** Our programming features a vast array of thought-provoking and experiential content focused on the concerns of growing businesses. Our events foster a productive exchange of ideas, build critical relationships, and create conversations of consequence.

From driving growth to navigating change, from developing talent to investing in the West Michigan business community, your concerns inform our agendas.

ACG Western Michigan is a local chapter of the Association for Corporate Growth Global, which boasts more than 15,000 members in the United States, Canada, Europe and Asia.

We're here to source the best investment for you.

ACG Western Michigan delivers a return on your investment by placing you in front of your target audience, providing strong programming focused on best practices, recognizing outstanding companies in our region, offering a forum for the exchange of ideas and information, and advancing great networking opportunities across the middle-market industries we serve.

By choosing to be an ACG Western Michigan Sponsor, you are not only investing in the growth of your business but also investing in business and talent in West Michigan.



Denise Drost

Executive Director

ddrost@acg.org

248.444.0063



Brandon Derusha

Sponsorship Chair

brandon.derusha@bmo.com

616.901.1571



Doug Holtrop

Sponsorship Co-Chair

dholtrop@mercbank.com

616.233.2346

Our Media Exposure

ACGWM is the Top ACG Chapter LinkedIn page from the Great Lakes Region in terms of follower growth.



#1 Most Engaged
OF GREAT LAKES CHAPTER
LINKEDIN PAGES



1,900+
followers



454
new organic
followers
in last 365 days



200K
Organic
Impressions



5,000
Annual LinkedIn
Page Visits

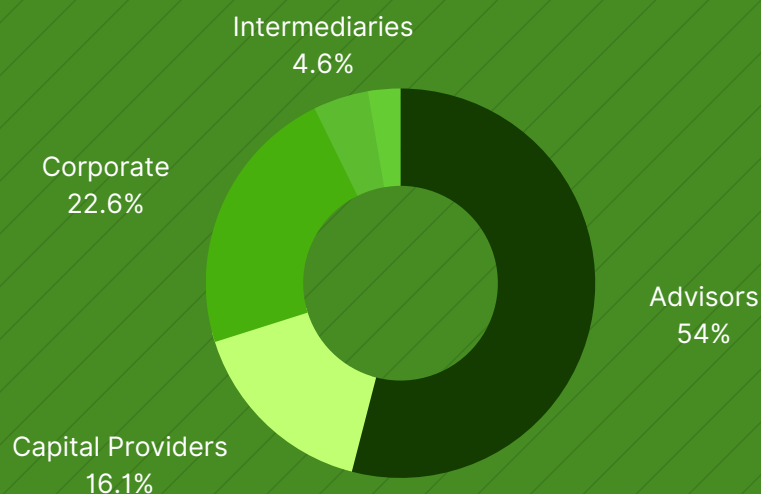


120K
Emails sent annually with
Sponsor Logos

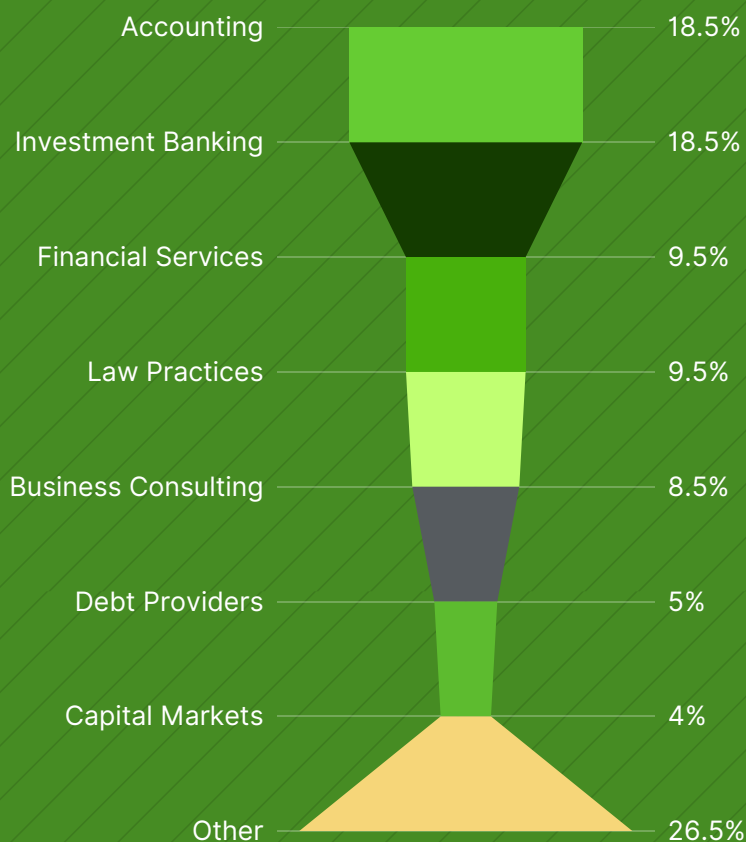


35%
Email Campaign
Open Rate

Chapter Membership by Industry



LinkedIn Audience Breakdown by Industry



ACG Western Michigan offers two categories for Sponsorship Investment.

1

Annual Investments

PLATINUM | GOLD | SILVER | BRONZE

Our Annual Sponsorships help provide relevant programming focused on best practices through our monthly Signature Programs, which provide a forum for the exchange of ideas and information. Additionally, we host the annual Outstanding Growth Awards event, where ACG Western Michigan recognizes exceptional companies in our region that have demonstrated growth in sales, profitability, and employment.

2

Special Investments

TALENT

Our Talent Special Investments (ACG University, ACG Cup) support special initiatives for intensive learning and talent development.

SMALL-GROUP NETWORKING

Our Small-Group Networking Special Investments (Coffee & Conversation, Women's Corks & Conversation) support highly requested small-group networking opportunities for members and non-members alike.

Annual Investments

Benefits At-A-Glance

	PLATINUM	GOLD	SILVER	BRONZE
Right of first refusal to maintain sponsorship level	✓	✓		
Complimentary Non-Member tickets to Signature Programs	8	6	2	
Complimentary Tickets to Outstanding Growth Awards (OGA)	7	5	2	1
Complimentary Tickets to Fall Social Event	6	4	2	1
Complimentary Tickets to Young Professionals Events	4			
Individual banner with logo displayed at Signature Programs & Outstanding Growth Awards (OGA)	✓	✓		
Featured Sponsor at one (1) Signature Program	✓	✓		
Opportunity to provide Welcome Greeter at Signature Programs	✓	✓		
Verbal recognition at Signature Programs & OGA	✓	✓	✓	
PowerPoint slide recognition at Signature Programs & OGA	✓	✓	✓	✓
Acknowledgement on Sponsor table towers at events	✓	✓	✓	✓
Sponsor-aware ribbon on nametags at Signature Programs & OGA	✓	✓	✓	
Recognition in e-mail announcements for Signature Programs & OGA	✓	✓	✓	✓
Recognition on ACGWM homepage	✓	✓	✓	✓
Recognition on Sponsor Webpage	✓	✓	✓	✓
Social Media Recognition	5	4	3	2



Annual Platinum



*Exclusive to three (3) companies annually
Right of first refusal to maintain sponsorship*

Ticketing Benefits

- Eight (8) complimentary tickets to Signature Programs
- Seven (7) complimentary tickets to Outstanding Growth Awards
- Six (6) complimentary tickets to the **new** Fall Social Networking Event
- Four (4) complimentary tickets to Young Professionals programs

Exposure Benefits

- Sponsor-aware name badges at Signature Programs, Young Professionals events, Outstanding Growth Awards, and Fall Social
- Opportunity to be a welcome greeter at Signature Program welcome table
- Featured Program Sponsor
- Opportunity to provide speaker(s) for Signature Programs where appropriate
- Opportunity to provide judges for ACG Cup competition
- Opportunity to introduce and provide speaker for Young Professionals events where appropriate
- Opportunity to provide speaker(s) for additional programs where appropriate.

Additional benefits continued on next page

SOLD OUT

Platinum Continued

Marketing Benefits

Visibility on marketing & communication materials, including:

- Individual banner at Signature Programs
- Sponsor table towers at Signature Programs
- Email announcements for all designated programs as appropriate
- Recognition on the annual program calendar and monthly upcoming event announcements
- Logo on webpage for special initiatives, including ACG Cup, ACG University, and Young Professionals
- Logo and website link on Signature Programs “Look Who’s Coming” emails and post-event surveys
- PowerPoint slide recognition at Signature Programs & OGA
- Verbal Recognition at Signature Programs & OGA
- Logo, link, and paragraph on Sponsor webpage
- Recognition on OGA event communications
- Social Media posts from ACG Western Michigan at least five (5) times per year

Right of first refusal to maintain sponsorship level	✓	Verbal recognition at Signature Programs & OGA	✓
Complimentary Non-Member tickets to Signature Programs	8	PowerPoint slide recognition at Signature Programs & OGA	✓
Complimentary Tickets to Outstanding Growth Awards (OGA)	7	Acknowledgement on Sponsor table towers at events	✓
Complimentary Tickets to Fall Social Event	6	Sponsor-aware ribbon on nametags at Signature Programs & OGA	✓
Complimentary Tickets to Young Professionals Events	4	Recognition in e-mail announcements for Signature Programs & OGA	✓
Individual banner with logo displayed at Signature Programs & Outstanding Growth Awards (OGA)	✓	Recognition on ACGWM homepage	✓
Featured Sponsor at one (1) Signature Program	✓	Recognition on Sponsor Webpage	✓
Opportunity to provide Welcome Greeter at Signature Programs	✓	Social Media Recognition	5



Annual Gold



*Exclusive to eight (8) companies annually
Right of first refusal to maintain sponsorship*

Ticketing Benefits

- Six (6) complimentary tickets to Signature Programs
- Five (5) complimentary tickets to Outstanding Growth Awards
- Four (4) complimentary tickets to the **new** Fall Social Networking Event

Exposure Benefits

- Sponsor-aware name badges at Signature Programs, Outstanding Growth Awards, and Fall Social
- Opportunity to be a welcome greeter at a Signature Program welcome table
- Featured Program Sponsor
- Opportunity to provide speaker(s) for Signature Programs where appropriate

Marketing Benefits

Visibility on marketing & communication materials, including:

- Individual banner at Signature Programs
- Sponsor table towers at Signature Programs
- Email announcements for all designated programs as appropriate
- Logo and website link on Signature Program “Look Who’s Coming” emails and post-event surveys
- PowerPoint slide recognition at Signature Programs & OGA
- Verbal recognition at Signature Programs & OGA
- Logo, link, and paragraph on Sponsor webpage
- Recognition on OGA event communications
- Social Media posts from ACG Western Michigan at least four (4) times per year

Annual Silver

Silver

\$4,500

Ticketing Benefits

- Two (2) complimentary tickets to Signature Programs
- Two (2) complimentary tickets to Outstanding Growth Awards
- Two (2) complimentary tickets to the **new** Fall Social Networking Event

Exposure Benefits

- Sponsor-aware name badges at Signature Programs, Outstanding Growth Awards, and Fall Social
- Opportunity to provide speaker(s) for Signature Programs where appropriate

Marketing Benefits

Visibility on marketing & communication materials, including:

- Sponsor table towers at Signature Programs
- Email announcements for all designated programs as appropriate
- Logo on Signature Program “Look Who’s Coming” emails and post-event surveys
- PowerPoint slide recognition at Signature Programs & OGA
- Logo and paragraph on Sponsor webpage
- Recognition on OGA event communications
- Social media exposure at least three (3) times per year

Annual Bronze

Bronze

\$2,500

Ticketing Benefits

- One (1) complimentary ticket to the **new** Fall Social Networking Event
- One (1) complimentary ticket to Outstanding Growth Awards

Marketing Benefits

Visibility on marketing & communication materials, including:

- Sponsor table towers at Signature Programs
- Email announcements for all designated programs as appropriate
- Logo and website link on Signature Program “Look Who’s Coming” emails and post-event surveys
- PowerPoint slide recognition at Signature Programs & OGA
- Logo on Sponsor webpage
- Recognition on OGA event communications
- Social media exposure at least two (2) times per year

Annual Investments

Benefits At-A-Glance

	PLATINUM	GOLD	SILVER	BRONZE
Right of first refusal to maintain sponsorship level	✓	✓		
Complimentary Non-Member tickets to Signature Programs	8	6	2	
Complimentary Tickets to Outstanding Growth Awards (OGA)	7	5	2	1
Complimentary Tickets to Fall Social Event	6	4	2	1
Complimentary Tickets to Young Professionals Events	4			
Individual banner with logo displayed at Signature Programs & Outstanding Growth Awards (OGA)	✓	✓		
Featured Sponsor at one (1) Signature Program	✓	✓		
Opportunity to provide Welcome Greeter at Signature Programs	✓	✓		
Verbal recognition at Signature Programs & OGA	✓	✓	✓	
PowerPoint slide recognition at Signature Programs & OGA	✓	✓	✓	✓
Acknowledgement on Sponsor table towers at events	✓	✓	✓	✓
Sponsor-aware ribbon on nametags at Signature Programs & OGA	✓	✓	✓	
Recognition in e-mail announcements for Signature Programs & OGA	✓	✓	✓	✓
Recognition on ACGWM homepage	✓	✓	✓	✓
Recognition on Sponsor Webpage	✓	✓	✓	✓
Social Media Recognition	5	4	3	2

Special Investments Small-Group Networking



NEW

**SOLD
OUT**

***Women's* Corks & Conversation**

Sponsorship Investment: \$3,500

Exclusive to one (1) company annually

ACG Women's Corks & Conversation is a new small-group networking, women's-only initiative for ACG Western Michigan members and non-members alike, hosted four (4) times per year, occurring quarterly.

Exposure Benefits

Visibility on marketing & communication materials, including:

- Company name and logo exclusivity on all event email announcements
- Social Media Sponsor-aware posts around each event
- Exclusive Sponsor-aware name tags at each event
- Exclusive Sponsor-aware table signage at each event
- Branded drink coasters at each event



Coffee & Conversation

Sponsorship Investment: \$2,000

Exclusive to one (1) company annually

Coffee & Conversation is ACGWM's newest members-only initiative. This is small-group networking for those seeking opportunities for meaningful interactions with other chapter members, hosted six (6) times annually.

Exposure Benefits

Visibility on marketing & communication materials, including:

- Company name and logo exclusivity on all event email announcements
- Social Media Sponsor-aware posts around each event.
- Exclusive Sponsor-aware name tags at each event
- Exclusive Sponsor-aware table signage at each event
- Branded drink napkins at each event

Special Investments Talent

NEW

SOLD
OUT

2023

ACG Cup Finance Feud

Sponsorship Investment: \$1,500

This Special Investment is for the 2023 Finance Feud scheduled for November 2, 2023, and directly benefits ACG Cup 2024.

Commitments for this Sponsorship are due by October 15, 2023

Exclusive to six (6) companies



Finance Feud is ACG Western Michigan's annual Trivia night. Get your trivia teams ready for a night of fun and good-natured rivalry supporting the 2024 ACG Cup Competition.

Ticketing Benefits

- One (1) Company Sponsor Table at Finance Feud
 - Six (6) table attendee registrations
 - Three (3) drink tickets per table attendee
- Opportunity to attend and observe ACG Cup Competition

Exposure Benefits

Visibility on marketing & communication materials, including:

- Company name and logo on all event email announcements
- Social Media Sponsor-aware posts around event
- Exclusive Sponsor-aware name tags at event
- Sponsor-aware table signage at event
- Verbal recognition at event
- PowerPoint recognition at event

NEW

2024 ACG Cup Finance Feud

Sponsorship Investment: \$1,500

*This Special Investment is for the 2024 Finance Feud scheduled for November 7, 2024, and directly benefits ACG Cup 2025.
Exclusive to six (6) companies*



Finance Feud is ACG Western Michigan's annual Trivia night. Get your trivia teams ready for a night of fun and good-natured rivalry supporting the 2025 ACG Cup Competition.

Ticketing Benefits

- One (1) Company Sponsor Table at Finance Feud
 - Six (6) table attendee registrations
 - Three (3) drink tickets per table attendee
- Opportunity to attend and observe ACG Cup Competition

Exposure Benefits

Visibility on marketing & communication materials, including:

- Company name and logo on all event email announcements
- Social Media Sponsor-aware posts around event
- Exclusive Sponsor-aware name tags at event
- Sponsor-aware table signage at event
- Verbal recognition at event
- PowerPoint recognition at event

NEW

ACG Cup Competition Sponsor

Sponsorship Investment: \$2,000

Exclusive to Eight (8) companies annually



Your chance to make sure the talent you meet at the ACG Cup remember your firm! ACG Cup is our Chapter's *largest* talent driver, where company representatives meet the next generation of potential team members.

Ticketing Benefits

- Five (5) invitations and complimentary tickets to the Pre-Competition Reception
- Invitation to lunch at and observation of the Competition

Exposure Benefits

Visibility on marketing & communication materials, including:

- Logo on all designated ACG Cup-related event email announcements as appropriate
- Social Media Sponsor-aware posts around ACG Cup-related events
- Sponsor-aware table signage at Reception and Competition
- Sponsor-aware signage throughout Reception and Competition space as appropriate
- Verbal recognition at Reception and Competition

NEW



ACG University

Sponsorship Investment: \$2,000

Exclusive to five (5) companies annually



ACG University sessions are held five (5) times annually for both ACG members and non-members alike. Two trainings are offered: once in the spring, once in the fall, and each offers a deep dive into acquisition and growth strategies for anyone wishing to garner a deeper understanding of business growth.

Ticketing Benefits

One (1) ticket to all ACG University events

- 5 ACG University events annually

Exposure Benefits

Visibility on marketing & communication materials, including:

- Logo with link on all event email announcements as appropriate
- Social Media Exclusive Sponsor-aware posts around one event.
- Sponsor-aware name tags at each event
- Sponsor-aware table signage at each event
- Opportunity to provide an introduction at an ACG University event
- Verbal recognition at all ACG University events
- Power Point slide recognition at all ACG University events as appropriate



Scan or [Click Here](#) for
Sponsorship Commitment Form

ACG[®] Western Michigan
PO Box 6661
Grand Rapids, MI 49516
616.732.7149
www.acgwmich.org