

ACG[®] Boston

DEALFEST Northeast

JUNE 10 & 11, 2025
LAWN ON D & BOSTON CONVENTION
& EXHIBITION CENTER

SPONSORSHIP BROCHURE

ABOUT DEALFEST NORTHEAST

We're thrilled to announce the return to **Lawn on D** for this year's DealFest Northeast — and we're kicking things up a notch!

Say goodbye to the traditional beer-tasting reception and hello to the **Opening Block Party**, set to be the ultimate M&A networking experience. This year's block party will feature even more exciting opportunities to connect, energize, and engage in a vibrant outdoor space that's perfect for sparking meaningful conversations.

As you mingle with **over 800 middle-market deal professionals** — including capital providers, intermediaries, transaction advisors, and strategics — you'll enjoy the buzz, fun, and spontaneity that Lawn on D is known for. With its playful installations, lawn games, and laid-back festival vibe, this block party sets the perfect tone for relationship-building that could lead to your next big deal.

The next morning, **DealSource** takes over with an exclusive, invitation-only event for capital providers and intermediaries. Over 400 participants will dive into one-on-one meetings, pre-scheduled through ACG Access, DealSource's private networking tool, ensuring a highly efficient and targeted way to drive dealflow in the middle-market M&A community.

For those not attending DealSource, the **Attendee Lounge** will be open, offering unreserved tables for pre-planned or spontaneous meetings. **Content sessions** will provide fresh insights throughout the day, followed by a closing **cocktail reception** for all, rounding out a two-day event designed to deliver the connections and knowledge that fuel success.

AGENDA

Tuesday, June 10, 2025

Lawn on D | 420 D St. | Boston, MA

- **3:00pm - 4:00pm:** Young Professionals Networking
- **4:00pm - 7:00pm:** Opening Block Party

Wednesday, June 11, 2025

Boston Convention & Exhibition Center | 415 Summer St. | Boston, MA

- **8:00am - 9:00am:** Women of Leadership Breakfast
- **8:00am - 9:30am:** Attendee Lounge Open with Breakfast
- **9:00am - 3:00pm:** DealSource (by invitation only)
- **10:00am - 11:30am:** Speaker Session
- **11:30am - 1:00pm:** Networking Lunch
- **12:30pm - 1:30pm:** Speaker Session
- **2:00pm - 3:00pm:** Speaker Session
- **3:00pm - 4:00pm:** Closing Cocktail Reception

(All times shown in US Eastern)

THE BIGGEST M&A BLOCK PARTY IN THE NORTHEAST

SPONSORSHIP BENEFITS AT-A-GLANCE

	PREMIER	PLATINUM	GOLD	SILVER
Tickets to DealFest Northeast on June 10 & 11	10	8	6	4
Access to DealSource (on June 11) & ACG Access, the meeting scheduling tool	•	•		
Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)	•	•	•	•
Co-Host of Opening Block Party w/ prominent branding on June 10	•			
Branded table in DealSource Meeting Room on June 11	•			
Company profile & ad in digital guidebook (distributed to all attendees & available for download on the event website)	Full page color ad	Full page b&w ad	Half page color ad	Half page b&w ad
Discounted rate for additional DealFest Northeast attendees	•	•	•	•
Recognition on signage, event website, email blasts & social media	Prominent	•	•	•
Table in Attendee Lounge to display marketing materials, attendee giveaways, etc. on June 11	•	•	•	•
	\$12,500	\$10,000	\$7,500	\$5,000

SPONSORSHIP OPPORTUNITIES

Premier Level

\$12,500

Industry exclusivity.

BENEFITS

- Marquee Sponsor of Open Block Party and DealSource, along with the Private Equity & Investment Banking Host firms
- 10 tickets to DealFest Northeast
- Access to DealSource & ACG Access, the meeting scheduling tool for all firm attendees
- Prominent recognition on signage, website, email blasts & social media
- Prominent table placement on June 10th & 11th to display marketing materials, attendee giveaways, and host meetings
- Discounted rate for additional DealFest attendees
- Company profile & full page color ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)

Platinum Level

\$10,000

Choose from 1 of the following industry exclusive options:

- Content Session (1 sponsor per session - 3 total available): sponsor of one of the three content sessions. Will work with ACG Boston to determine topic & speakers together
- ACG Access (1 available): sponsor of scheduling tool used by participating PE & IB firms to setup DealSource meetings. Sponsor branding within platform which launches 3 weeks prior to the event
- Women of Leadership Breakfast (2 available): Sponsor and co-host of women's breakfast session (includes signage and opportunity for branded giveaway)
- Specialty Coffee Station Sponsor (1 available): Signage as exclusive specialty coffee station sponsor in Attendee Lounge on June 11. Work with ACG Boston to choose preferred station
- Lanyard Sponsor (1 available): Logo included on attendee badge lanyard

BENEFITS

- Table in Attendee Lounge for marketing materials, attendee giveaways, etc. on June 11
- 8 tickets to DealFest Northeast
- Access to DealSource & ACG Access, the meeting scheduling tool for four (4) attendees
- Recognition on signage, website, email blasts & social media
- Discounted rate for additional DealFest attendees
- Company profile & full page black & white ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)

SPONSORSHIP OPPORTUNITIES

Gold Level

\$7,500

Choose from 1 of the following industry exclusive options:

- Young Professionals Reception (2 available): Sponsor & co-host of young professionals reception (includes signage and opportunity for branded giveaway) on June 10
- Breakfast Sponsor (1 available): Signage as exclusive breakfast sponsor in Attendee Lounge on June 11
- Lunch Sponsor (1 available): Signage as exclusive lunch sponsor in Attendee Lounge on June 11
- Charging Station Sponsor (1 available): Signage as exclusive charging station sponsor on June 11 (includes opportunity for branded charging giveaway)
- Closing Happy Hour Sponsor (1 available): Signage as exclusive sponsor of the closing happy hour reception on June 11

BENEFITS

- Table in Attendee Lounge on June 11 for marketing materials, attendee giveaways, etc.
- 6 tickets to DealFest Northeast
- Recognition on signage, website, email blasts & social media
- Discounted rate for additional DealFest attendees
- Company profile & half page color ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)

Silver Level

\$5,000

No exclusivity.

BENEFITS

- Table in Attendee Lounge on June 11 for marketing materials, attendee giveaways, etc.
- 4 tickets to DealFest Northeast
- Recognition on signage, website, email blasts & social media
- Discounted rate for additional DealFest attendees
- Company profile & half page black & white ad in digital guidebook
- Attendee list w/contact information pre/post event (distributed weekly, beginning 1 month out)