

PE + M&A Annual Sponsorship

Since 2003, the Upstate Capital Association of New York has fostered relationships and connections to encourage private equity investments throughout Upstate New York. The organization sustains a robust dealmaking community to support established companies and their financing needs.

Upstate Capital's PE + M&A priorities include:

1. **Promoting Private Equity** - highlighting the role that private capital plays in Upstate New York's upper small market/lower middle market companies
2. **Making Dealmaker & Investor Connections** - for owners and executives and dealmakers that will help drive strategic growth and change
3. **Providing Thought Leadership** - on enduring topics and the latest trends to dealmakers, business owners, CEOs, CFOs and other executives across New York

Upstate Capital delivers:

- **6 programs annually** across the region and online with upper small market/lower middle market programming, from intimate roundtables to 100+ attendee events
- **Invite-only CEO forums** during select events
- **More than 75 members** providing investment capital, M&A and deal-making services to companies across and outside the region
- **Bimonthly CEO peer group** for executives of established companies
- **Annual awards** for Middle Market Dealmaker and Middle Market Deal of the Year

PE + M&A Annual Sponsorship

PE + M&A Diamond

You and your organization get the most exclusive package with high visibility to the private equity dealmakers and investors active in Upstate New York. You are a thought leader and highly visible member of the PE + M&A community.

Benefits

- Naming rights for one marquee event (Saratoga Forum or Buffalo Private Equity Summit)
 - Own the top sponsorship of the event
 - Prominent speaking opportunity
 - Role on planning committee
- Industry exclusivity for one category for annual sponsorship Gold and above [eg: banking, legal, audit, tax, legal, valuation, insurance, cybersecurity] for 12 months, with right of first refusal for following year, for the PE + M&A market
- Board seat on Upstate Capital Board of Directors
- Invitation to speak at up to three events during the year
- Invitation to author and co-author blog articles for the Upstate Capital community
- Recognition at all PE + M&A events, with a verbal thank-you during the program and prominent logo placement throughout the event
- Prominent logo placement on weekly newsletters to Upstate Capital mailing list
- Prominent logo placement in Annual Report and Members' Directory, printed and distributed annually
- Exhibit booth and/or sponsor table at online and in-person events
- Up to 20 memberships for people in your organization
- Social media sharing and cross-posting of your company's content periodically
- Invitation to share company collateral in "event boxes" shipped to attendees for online events and at in-person events

Customization available.

Diamond Exclusive Annual Sponsorship

\$50,000

PE + M&A Platinum

Tailored to meet your organization's needs, you receive a premium year-round package of benefits with high visibility to the private equity dealmakers and investors active across New York. You are a highly visible member of the PE + M&A community.

Benefits

- Naming rights and premium visibility for one of our content-rich products. Choose one of the following:
 - Annual report (print & digital)
 - Member directory (print & digital)
 - Quarterly deal flow reports
- Industry exclusivity for one category for annual sponsorship Gold and above [eg: banking, legal, audit, tax, legal, valuation, insurance, cybersecurity] for 12 months, with right of first refusal for following year, for the PE + M&A market
- Board seat on Upstate Capital Board of Directors
- Invitation to speak at up to three events during the year
- Invitation to author and co-author blog articles for the Upstate Capital community
- Recognition at all PE + M&A events, with a verbal thank-you during the program and prominent logo placement throughout the event
- Prominent logo placement on weekly newsletters to Upstate Capital mailing list
- Prominent logo placement in Annual Report and Members' Directory, printed and distributed annually
- Exhibit booth and/or sponsor table at online and in-person events
- Up to 10 membership seats for people in organization
- Social media sharing and cross-posting of your company's content periodically
- Invitation to share company collateral in "event boxes" shipped to attendees for online events and at in-person events

Customization available.

Platinum Exclusive Annual Sponsorship

\$25,000

Middle Market Gold Exclusive

You and your organization get a premium year-round package of benefits with high visibility to the private equity dealmakers and investors active in Upstate New York. You are a highly visible member of the PE + M&A community.

Benefits

- Industry exclusivity for one category for annual sponsorship Gold and above [eg: bank, legal, audit, tax, legal, valuation, insurance, cybersecurity] for 12 months, with right of first refusal for following year, for the PE + M&A market
- **Board seat on Upstate Capital Board of Directors**
- Invitation to speak at up to three events during the year
- Invitation to author and co-author blog articles for the Upstate Capital community and/or host a webinar
- Recognition at all PE + M&A events, with a verbal thank-you during the program and prominent logo placement throughout the event
- Prominent logo placement on weekly newsletters to Upstate Capital mailing list
- Prominent logo placement in Annual Report and Members' Directory, printed and distributed annually
- Exhibit booth and/or sponsor table at online and in-person events
- Up to 10 membership seats for people in organization
- Social media sharing and cross-posting of your company's content periodically
- Invitation to share company collateral in "event boxes" shipped to attendees for online events and at in-person events

Gold Exclusive Annual Sponsorship

\$15,000

PE + M&A Silver

You and your organization get a year-round package of benefits with visibility to the private equity dealmakers and investors active in Upstate New York.

Benefits

- Invitation to speak at two events during the year **and seat on planning committee**
- Invitation to author blog articles for the Upstate Capital community **and/or host webinar**
- Recognition at all Middle Market events, with a verbal thank-you during the program and logo placement throughout the event
- **Logo on weekly newsletters to Upstate Capital mailing list**
- Logo placement in Annual Report and Members' Directory, print and digital
- Exhibit booth and/or sponsor table at online and in-person events
- Up to 10 membership seats for people in organization
- Social media sharing and cross-posting of your company's content periodically
- Invitation to share company collateral in "event boxes" shipped to attendees for online events and at in-person events

PE + M&A Silver Annual Sponsorship

\$7,500

PE + M&A Bronze

You and your organization year-round visibility to the private equity dealmakers and investors active in Upstate New York.

Benefits

- Invitation to speak at two events during the year
- Invitation to author and co-author blog articles for the Upstate Capital community
- Recognition at all Middle Market events, with a verbal thank-you during the program and logo placement throughout the event
- Logo placement in Annual Report and Members' Directory, print and digital
- Exhibit booth and/or sponsor table at online and in-person events
- Up to 10 membership seats for people in organization
- Social media sharing and cross-posting of your company's content periodically
- Invitation to share company collateral in "event boxes" shipped to attendees for online events and at in-person events

PE + M&A Bronze Annual Sponsorship

\$5,000

MIDDLE MARKET 2020 CALENDAR

Month	2020 Date	Location/ Online	Title	Content/Speakers	Target Audience	Target Size
March	3/6	Albany	CEO Perspective	Tony Hynes, CEO of PVA, on building his \$70M+ manufacturing robotics company	Business owners, entrepreneurs, deal makers	40
March	3/12	Buffalo	Economic Outlook	Gary Keith, economist on regional economic forecast	Deal makers	40
June	6/17	Online	CEO Perspective + Top Strategies	Buy, sell, wait - challenges for growth in the COVID economy, managing loss, PPP & EIDL, recapitalization	Business owners, executives (CEOs, CFOs), dealmakers	100
July	7/8	Online	Industry Focus: Future of Food	Combined audience - both middle market and early stage. M&A, innovation, industry expertise, investors both VC and PE	Business owners, entrepreneurs, deal makers, industry professionals	150
August	8/5-8/6	Saratoga/ Online	Marquee Event: Saratoga Forum	Two tracks: 1 for owners/execs and 1 for venture-backed CEOs, CEO & investor speakers	Business owners, executives (CEOs, CFOs), venture backed entrepreneurs, dealmakers	150
September	9/24	Buffalo/ Online	Marquee Event: Private Equity Summit	Preparing for M&A as a buyer and seller, financing	Business owners, entrepreneurs, deal makers, investors	125
December	12/9	Rochester/ Online	Marquee Event: Annual Awards Celebration	Middle market and venture capital awards for all UC members	Upstate Capital members and friends	250

Selected Past Sponsors

(Middle Market in bold)

Updated May 2020

\$25k and higher

NYSERDA
ESD NY Ventures
Genius NY
KeyBank

\$10k up to \$25k

Graycliff Partners
Nixon Peabody
Bonadio Group
Hamilton Lane
29 Design Studio

\$5k up to \$10k

Excell Partners
Center for Economic Growth
Koffman Southern Tier Incubator
Saratoga County Prosperity Partnership
Harris Beach

\$2,500 up to \$5k

Bond, Schoeneck and King
Innovate 518
Grasshopper Bank
EFPR Group
UR Ventures
Corning
FuzeHub
Whiteman, Osterman and Hannah
Grant Thornton

Up to \$2,500k

Lakelet Capital
Sciarabba Walker
Stonehenge Growth Equity
Cayuga Venture Fund
Think Dutchess
Cornell Agritech
Armory Square Ventures
Harter Secrest and Emery
Woods Oviatt Gillman
University of Rochester
Schwartz Heslin Group
Launch NY
BST