

REACH YOUR TARGET



ANGEL CAPITAL ASSOCIATION



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Pat Gouhin, CEO
913-894-4700

pgouhim@angelcapitalassociation.org



Chiara Renella-Brooks, Director Partnerships
919-306-9463

crenella-brooks@angelcapitalassociation.org

Welcome!

The Angel Capital Association is a collective of accredited angel investors, North America's most prolific, early-stage investment class. ACA is the largest angel professional development organization in the world, with 14,000 angel investors and 250+ groups in 50 states and 6 Canadian provinces.

On behalf of the team, we welcome you and look forward to delivering the value our partners and members will receive.

- Pat Gouhin

- Chiara Renella-Brooks

Partner with



ANGEL CAPITAL ASSOCIATION

Create meaningful interactions with your target audience



REACH

ACA represents 14,000+ accredited angels who individually fund a combined average of 31,000 companies



ENGAGE

1 million impressions per year:
in-person/virtual events,
targeted emails, webinars,
social media, app downloads
and website



INFLUENCE

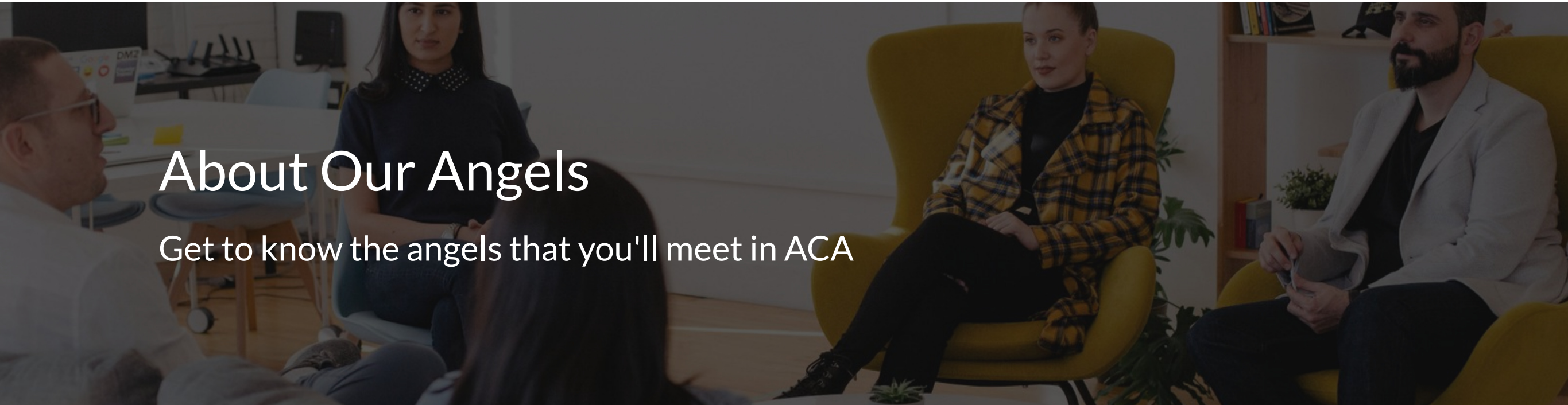
75%+ of ACA member deals are syndicated, reaching multiple angel groups who invest in dozens of different industries



ANGEL CAPITAL ASSOCIATION

About Our Angels

Get to know the angels that you'll meet in ACA





ANGEL CAPITAL ASSOCIATION

Who are ACA's angel investors?

Member Demographics

14,000 members
250+ angel organizations
50 states represented
6 Canadian provinces represented

DISTINCT

Average Angel in ACA

9 years of investing experience
10 active investments
14.5 years as entrepreneur

ENGAGED

Investment Statistics

75,000 deals evaluated per year
3,500 deals funded per year
31,000 member portfolio companies

ACTIVE

ACA Angels at a Glance

Top angels have an important say in what their portfolio companies do and purchase and ACA can help you connect to this highly influential group.

9

of Year Investing

10

of Investments

2

of Ventures Founded

Education: Masters

Professional Backgrounds:
Corporate Leaders and Professional Services

Multiple Roles:

Board of Directors, public companies, private businesses, universities and non-profit organizations, Mentors and advisors

14.5

of Years as an Entrepreneur

10

% of Portfolio for Angel Investing

2.7

of Exits

Meet A Few of Our Angels

ACA's board of directors is full of active, successful, and influential angel investors

“



"There is no greater collection of thought leadership in terms of funding innovation."

Christopher Mirabile
Launchpad Ventures

“



"ACA is the community of passionate investors at the core of supporting and funding innovation across North America."

Lorine Pendleton
Portfolio

“



"Angels are eager to learn, connect, and grow through ACA's events, connecting with the most active investors and ecosystems."

Marcia Dawood
Next Wave Impact

“



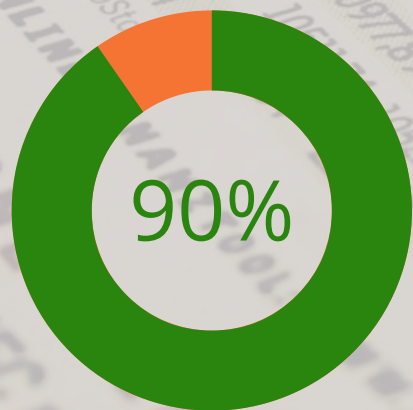
"There is no better way to connect with high net worth, highly influential impact makers and funders in ecosystems across North America than the ACA."

Angela Jackson
Portland Seed Fund

Angels Drive and Influence Economies

Angel investors are the "secret weapon" of startup companies around the world

\$25 billion
US angels invest annually



Angels contribute 90% of outside equity raised by startups -- and they are the primary source of funding for companies that are too small for bank loan and venture capital firms

71,000

Angels funded 71,000 early stage companies, as compared to 4,000 early stage companies founded by venture capital firms



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ACA Members are Highly Engaged

ACA members are loyal, passionate, and interested in sponsors of the organization

ACA Highly Engaged

Over 10k+ social media followers

- LinkedIn -- 5,400+ angels
- Private LinkedIn Group -- 960+ Angels
- Twitter -- 7,200+ angels
- Facebook -- 2,300+ angels

Webinars

- Average of 2 webinars per month
- Average of 200-400 registrations
- 22-24% Open rate
- 20,000+ No. of recipients

ACA Member eNews

- 8,400+ emails sent a week
- 24,000 emails sent a month
- 28%-33% open rate (above industry standards)

Website

- 10,000+ users a month
- Average time on site 2:25
- 34,000+ page views per month

RESULT: Multi-channel benefits; Sponsors realize 1 Million + impressions per year



ANGEL CAPITAL ASSOCIATION

Packages Designed to Meet Your Goals

Focused sponsorship opportunities crafted by marketing experts

Maximize Visibility with ACA Angels



NEW! Angel Sessions | educational mini conference



NEW! Education | ACA Angel University; ACA Angel Funders Report; Partner Educational Training



NEW! ACA Virtual Fall Forum | Investing in the New World - Oct 27/28



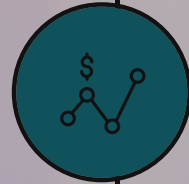
NEW! Podcast | twelve episodes on an angels journey- the angel next door



NEW! ACA Public Policy Series | Behind the Scenes with Policy Makers, six sessions specific to policy makers



Digital Program | website, emails, social media **Webinars** | Bimonthly topics varies



NEW! Diversity, Equity & Inclusion Award



ACA Luis Villalobos Award + Hans Severiens Award



Annual Summit | largest gathering of angel investors in the world



Annual Partnership | receive maximum exposure and premium access to ACA members



ANGEL CAPITAL ASSOCIATION

ACA 2020 Fall Angel Forum VIRTUAL

Oct 27-28, 2020

Gain insights from global experts as we explore “investing in the new world” and soak up real-time expertise with five hours of virtual, interactive programming each day.

Meet and engage with dozens of global, diverse experts and discuss the most current angel investing topics while connecting with people who can help you grow. Plus, we'll have a virtual happy hour and crowd-sourced discussion groups for low-key and high-comfort networking

V-Exhibit

\$2,500

- 1 Complementary Registration
- ACA Virtual Partner Announcement
- Virtual Customized Partner Page
- Image or Video on Microsite
- Logo on all event materials, including website and pre-event emails

V-Session

\$5,000

- 2 Complimentary Registrations
- **Partner Introduce a Virtual Session**
- Virtual Customized Partner Page
- Image or Video on Microsite
- Logo on all event materials, including website and pre-event emails

V-Expert

\$7,500

- 3 Complementary Registrations
- **Highlighted as expert speaker with panel participation or 2-5 min intro virtual happy hour**
- Virtual Customized Partner Page
- Image or Video on Microsite
- Logo on all event materials, including website and pre-event emails

Innovation Showcase - Focus on Founders of Color

Twelve available positions

\$3K per position

\$5K for two position

\$30K for exclusive rights for all twelve

Podcast



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Hosted by Marcia Dawood

- Theme- An Angel's Journey- How did you get here?
- Title- THE ANGEL NEXT DOOR
- First of its kind



Overview

- Guest speakers are recognized by the angel community and beyond
- A focus on how other can be angels too and how we can grow the angel community
- Opened to ACA members and groups with the emphasis on the community at large



Details

- Weekly Episodes- 12 episodes this fall
- Each episode 20-30 min in length
- Launch September after Labor Day (Sept 8, 2020)



Benefits

- 60+ introduction by the Host and closing remarks and offerings provided by the partner
- Integrated in the subject matter of an episode as it applies to content
- ACA social media push + emails + web logo images
- Exclusive \$12,000 (12 episodes) /Semi Exclusive \$6,000 (6 episodes)/ Blocks \$4,000 (4 episodes)

Education



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ACA Angel University

ACA Angel University is built to deliver cutting-edge insights, practical tips and lessons learned for early stage investors. Attendees gain meaningful expert connections in comprehensive, easy-to-access virtual workshops. We have five universities in this and next calendar year



ACA Angel Funders Report

Angel groups will learn from the data and analysis to help their member angels make better decisions and grow their access to quality deal flow. The 2019 Angel Funders Report covers 2018 data from 68 angel groups and includes new insights from 1,170 investments, including how many angels invest per deal, the experience level of the startup CEO and whether the angel group is represented on the company's board- the 2020 report will be released in September 2020!



Educational Partner Training

Monetize the educational IP you already have curated! Partners will share/build their educational training through targeted ACA member and non-member outreach. Non-ACA curated content will live on the Educational tab of ACA website and be marketed along with core ACA developed materials.



ACA ANGEL UNIVERSITY

Professional Angel Education (PAE)/Certificates:

All individual ACA Angel University workshops provide one hour of Professional Angel Education (PAE) learning credits upon completion. A certificate of achievement will be awarded to participants who successfully complete all workshops in the following ACA Angel University tracks:

- Angel Investing Basics
- Angel Investing Deeper Dive
- Completion of the full ACA Angel University workshop offerings

<https://www.angelcapitalassociation.org/aca-angel-university/>



Fall of 2020- Virtual \$10,500- Exclusive

Program dates from **September 14 to 23.**



Winter of 2021- Virtual \$10,500- Exclusive

Program dates from **January 19 to March 2, 2021.**



Spring of 2021- Virtual - Basic \$6,000- Exclusive

Program dates from **March 8 to 11, 2021.**



Summit 2021- Virtual or In-Person

Program dates from **March 3 to 4, 2021. (In-Person Portland)**



Fall of 2021- Virtual- Deep Dive \$4,500- Exclusive

Program dates from **October 19-21, 2021.**

Each Virtual Angel University Partners receives:

- Premier recognition in the course Slide Deck
- Verbal recognition from speaker
- Logo on website landing page and marketing emails/registration site
- Logo on session access page
- Logo on all correspondence with attendees
- 60-90 second intro or video

This does not include the Summit 2021

BEHIND THE SCENES WITH POLICY MAKERS

ACA PUBLIC POLICY SERIES



As the voice for many American angel investors, The Angel Capital Association advocates for legislative and regulatory policies that catalyze angel investments in the entrepreneurial startups that create jobs and fuel innovation.

For the first time ever, ACA is introducing Behind the Scenes with Policy Makers: ACA Public Policy Series. This new bimonthly event invites ecosystem leaders to engage in exclusive conversations with key policy makers and a select group of angels on the most pressing policy issues related to early-stage investing. You'll meet people who can change the way you think about investing.

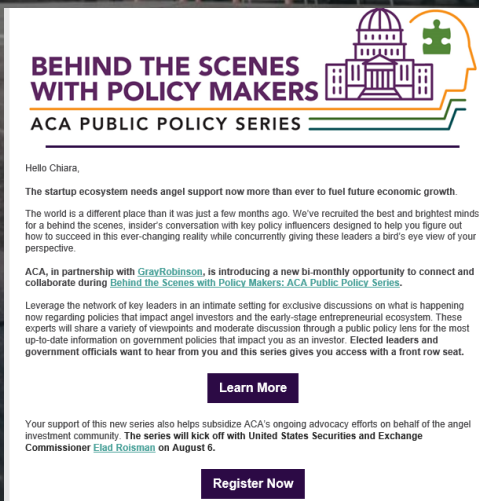
The webinar series will provide participants with the expert viewpoints of our nation's legislative leadership and start essential discussions on the bipartisan efforts to create change. We've recruited the best and brightest minds for a behind the scenes, insiders dialogue with key influencers designed to help you figure out how to succeed in a new world.



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Public Policy Partnership \$10,000

- Partner logo/link recognition on web landing page
- Recognition a premium slide in the deck
- Verbal recognition from speaker
- Logo on marketing emails/registration site/social media
- Logo on session access page
- Logo on all correspondence with attendees
- 60-90 second intro or video



NEW! Virtual Angel Sessions

These quarterly, half day, educational mini conferences are designed to maintain engagement throughout the year

Partner with ACA on one or all of these Angel Sessions to maximize your exposure

- Recognition on a special slide in the slide deck
- Verbal recognition from speaker
- Logo on marketing/registration site
- Pre/post event emails and social media
- Logo/video on session access page
- Logo on all marketing correspondence
- Logo on all correspondence with attendees
- Ability to "own a session" as part of your exclusive partnership- Subject to approval
- Opened to partner to have a vChat at the end of the session or virtual Happy Hour!

Exclusive \$15,000 - All four

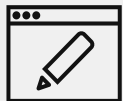
Include Summit \$20,000



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Annual Summit| largest gathering of angel investors in the world



Exhibitor \$5,000

- 2 Full Conference Registration
- 2 Passes to the VIP Board & Sponsor Reception
- Exhibit Table/Virtual Partner Page
- 1/4 page ad in Program Guide OR Image/Video on Microsite
- Logo on all event materials
- ACA Board Ambassador
- Post Summit Attendee List (Limited Data)



Exhibitor + Breakfast \$7,500

- 2 Full Conference Registrations
- 2 Passes to the VIP Board & Sponsor Reception
- Exhibit Table/Virtual Partner Page
- 1/4 page ad in Program Guide OR Image/Video on Microsite
- Logo on all event materials
- ACA Board Ambassador
- Post Summit Attendee List (limited data)
- Invitation to 50 min breakfast briefing



Expert \$10,000

- 4 Full Conference Registrations
- 4 Passes to the VIP Board & Sponsor Reception
- Exhibit Table/Virtual Partner Page
- 1/2 page ad in Program Guide OR Image/Video on Microsite
- Logo on all event materials
- 2 ACA Board Ambassadors
- Post Summit Attendee List (limited data)
- Participation and recognition as speaker on panel or session
- 1 Custom event emails (pre/post)
- 2 ACA Social media posts (pre/post)



Track \$15,000

- 5 Full Conference Registrations
- 5 Passes to the VIP Board & Sponsor Reception
- Exhibit Table/Virtual Partner Page
- Full page ad in Program Guide OR Image/Video on Microsite
- Logo on all event materials
- 2 ACA Board Ambassadors
- Post Summit Attendee List (limited data)
- Participation and recognition as speaker on panel or session
- 2 Custom event emails (pre/post)
- 2 ACA Social media posts (pre/post)
- Recognition on all sessions in the track
- Distribution of materials

Interested in Innovation Showcase? We are offering only to 30 spots.

Annual Partnership

Receive premium access to ACA members- Sample packages

Bronze

- ACA Summit Exhibitor Package (\$5,000 level)
- ACA Board Ambassador
- Partner video on website + Social Media
- Email ads-4 total subject to calendar availability
- Access to Private LinkedIn Group
- Linked logo on partner page

\$10,000

Silver

- ACA Summit Expert Package (\$10,000 level)
- ACA Board Ambassador
- Partner video on website + Social Media
- Email ads-5 total subject to calendar availability
- Access to Private LinkedIn Group
- Linked logo on partner page
- Sponsor Spotlight Feature

\$15,000

Gold

- ACA Summit Track or Award Package (\$15,000 level)
- 2 ACA Board Ambassador
- Partner video on website + Social Media
- Email ads-6 total subject to calendar availability
- Access to Private LinkedIn Group
- Linked logo on partner page
- **Sponsor Spotlight Feature**
- **ACA Home Page-Web Button**
- **Logo on slide on Webinars (24 per year)**
- **Hot Topics- 30 min session**

\$25,000

Platinum

- ACA Summit Track or Award Package (\$15,000 level)
- 2 ACA Board Ambassador
- Partner video on website + Social Media
- Email ads-8 total subject to calendar availability
- Access to Private LinkedIn Group
- Linked logo on partner page
- Sponsor Spotlight Feature
- ACA Home Page-Web Button
- Logo on slide on Webinars (24 year)
- Hot Topics - 30 min session
- Access to monthly member sector calls
- Exclusive Channel Sponsor
- Custom Hosted Event

\$50,000



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Customized Package Sample

Allow ACA to customize a package to meet your corporate objectives or let's tailor any of the existing programs to fit your needs

- Digital Content and Advertising
- Webinars
- Virtual Demos
- Email advertising campaign
- Website advertising
- Social posts/campaigns
- In-Person and Virtual Events
- ACA Angel University, Custom hosted event
- Host virtual or in-person receptions or social events
- Virtual Round table discussions and breakout groups
- Access and Leadership Opportunities
- Blog



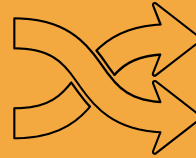
Working with ACA: It's as simple as 1-2-3!

Work with our team to create a sponsorship package that's perfect for your company



TELL US YOUR GOALS

Share your marketing goals, target markets, and key offerings



ACA MATCHES OPPORTUNITIES

We'll find the right opportunities to dovetail your message with our events and communications



CRAFT THE PERFECT PACKAGE

Together, we'll create a package that works with your budget



LEARN MORE

Chiara Renella-Brooks

crenella-brooks@angelcapitalassociation.org

(919) 306-9463



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