



The 5th Annual

## ACG Cincinnati Cup

*An M&A Case Study Competition  
between the best and brightest MBA students in  
Greater Cincinnati and Northern Kentucky*



### **Overview of the ACG Cincinnati Cup**

The ACG Cincinnati Cup is a unique case study competition designed to give students from the tri-state's leading MBA programs invaluable insight into mergers and acquisitions, investment banking, corporate financial advisory and private equity.

Through this program, we are introducing the next generation of business leaders to ACG Cincinnati as well as the local M&A, corporate growth, and corporate development community. In 2012, ACG Cincinnati will host the 5<sup>th</sup> Annual ACG Cincinnati Cup case study competition. The competing teams will be drawn from the following four universities:

**University of Cincinnati  
Xavier University  
Miami University  
Northern Kentucky University**

***The ACG Cincinnati Cup provides students with the unparalleled opportunity to:***

#### ***Develop Relationships...***

- Interact with leading finance executives, professionals, and organizations in the Greater Cincinnati and Northern Kentucky region
- Network with potential employers, colleagues, referral sources, clients, vendors, and mentors

#### ***Enhance knowledge, skills, and abilities...***

- Gain insight into the inner workings of corporate finance and deal-making in a real world setting
- Test critical and strategic thinking as well as problem solving skills
- Enhance business and financial acumen
- Polish public speaking, information organization and delivery, and team-building capabilities

***And, last but not least, win cash awards!***

### **What's the Deal?**

The ACG Cincinnati Cup case study competition is centered on a fictitious business scenario. In a prior year's case study, as an example, the CEO and Board of Directors of a fictitious company were contemplating whether to divest one of their business units, acquire a competitor, or maintain the status quo. Each team of MBA students act as if they are members of their own investment banking firm.

This year, the competition begins in January 2012 with a ROUND 1 event at each participating university. During ROUND 1, each team of MBA students will receive the same case study, perform analysis, develop a strategy, and make a pitch to a panel of judges. These judges, who are acting as if they are members of a Board of Directors for a prospective client, determine which investment banking firm should be "hired". One team of MBA students from each participating university then advances to the FINAL ROUND.

The FINAL ROUND event will be held on Wednesday, February 29, 2012 at the Kingsgate Marriott. On this date, one team from each participating university will make another pitch (based upon an updated case study) to a different panel of judges. These judges will determine which one investment banking firm should be "hired".

Each team of MBA students that advances to compete in the FINAL ROUND will receive a cash prize. A total of \$9,500 will be awarded: \$5,000 for the winning team and \$1,500 for each team of finalists!

### ***Sponsorships Available!***

See back for more information

#### ***Please contact:***

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**Need more info? Visit:** [www.acgcincinnati.org](http://www.acgcincinnati.org)





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### PRESENTING SPONSOR - \$10,000 (1 available)

- Name affiliation with each mention of the event: *The 2012 ACG Cincinnati Cup presented by "Your Company Name"*
- Primary logo/name placement on all 2012 ACG Cincinnati Cup promotional material
- Exclusive participation in ACG Cincinnati's **2012 Deal Maker Awards Dinner** (to be held in May 2012):
  - **UNIQUE ON-STAGE EXPOSURE:** During the **Deal Maker Awards Dinner** program, in front of the anticipated 500+ attendees, present the ACG Cincinnati Cup trophy to the winning team
  - All benefits applicable to the **Deal Maker Awards SILVER SPONSORSHIP** (\$5,000 value):
    - 1 table of 10 at the **Deal Maker Awards Dinner** (\$1,500 value)
    - Sponsorship of the post-event networking cocktail reception
    - 1/8 page B&W advertisement in the **Business Courier's Deal Maker Awards** supplement (\$1,350 value)
    - Secondary logo/name placement on promotional material
- Appointment of one judge in 2012 ACG Cincinnati Cup FINAL ROUND competition
- Access to students from each participating university for marketing and/or recruiting purposes

### CHAMPION SPONSOR - \$7,500 (1 available)

- Name & logo engraved onto 2012 ACG Cincinnati Cup trophy
- Name & logo printed on the \$5,000 check for the winning team
- **UNIQUE ON-STAGE EXPOSURE:** During the FINAL ROUND program, in front of the anticipated 100+ attendees, present the ACG Cincinnati Cup trophy and \$5,000 check to the winning team
- Secondary logo/name placement on all 2012 ACG Cincinnati Cup promotional materials
- Host table for winning team at ACG Cincinnati's **2012 Deal Maker Awards Dinner** in May 2012 (four complimentary seats)
- Host table for winning team at ACG Cincinnati's March 2012 luncheon (four complimentary seats)
- Sponsor up to five one-year ACG memberships for winning team and university
- Appointment of one judge in 2011 ACG Cincinnati Cup FINAL ROUND competition
- Access to students from each participating university for marketing and/or recruiting purposes

### RECEPTION SPONSOR - \$2,500 (1 available)

- Name affiliation with each mention of the FINAL ROUND competition's post-event cocktail reception
- All benefits provided to the "TALENT SPONSORS"
- Logo/name placement on certain 2012 ACG Cincinnati Cup promotional material for the FINAL ROUND

### FINAL ROUND SPONSOR - \$5,000 (1 available)

- Name affiliation with each mention of the competition's FINAL ROUND: *The "Your Company Name" FINAL ROUND*
- All benefits provided to the "TALENT SPONSORS"
- Secondary logo/name placement on all 2012 ACG Cincinnati Cup promotional material for the FINAL ROUND
- Appointment of one judge in 2012 ACG Cincinnati Cup FINAL ROUND competition

### UNIVERSITY SPONSORS - \$2,500

- Ability to choose and sponsor one of the four participating universities (first come, first serve!).  
Miami University ~ Northern Kentucky University  
University of Cincinnati ~ Xavier University
- Logo/name placement on certain 2012 ACG Cincinnati Cup promotional materials
- Opportunity to provide opening and/or closing comments during "your" university's ROUND 1 event
- Appointment of one judge in "your" university's ROUND 1 competition
- Host table for "your" university's ROUND 1 winning team at one of ACG Cincinnati's monthly luncheons in 2012 (four complimentary seats for your company)
- Access to students from "your" university for marketing and/or recruiting purposes

### TALENT SPONSORS - \$1,000

- Access to MBA students from each participating university for marketing and/or recruiting purposes
  - Group sponsorship of each pre-competition educational seminar hosted by ACG Cincinnati \*
  - Group sponsorship of one post-competition networking event for all participating MBA students \*
  - Group sponsorship of one networking luncheon for all ROUND 1 winning teams \*
  - Set-up table top displays and distribute marketing and/or recruiting materials during the event \*; meet and greet the participating MBA students before and after their presentations
  - Recognition from the podium during the opening and/or closing comments of each university's ROUND 1 event \*
  - Two complimentary seats at one of ACG Cincinnati's monthly luncheons in 2012
- \* Attendance limited to two representatives per Talent Sponsor

### SPONSORSHIP ADD-ON TO ANY PACKAGE - \$1,250

(\$250 savings)

- Table Sponsorship at the 2012 Deal Maker Awards Dinner on May 16<sup>th</sup> at the Hyatt Regency, Cincinnati – includes up to 10 seats, signage at the event, logo on all printed materials and Business Courier ad

#### Sign up now...contact:

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