UPSTATE CAPITAL
ASSOCIATION OF NEW YORK

BUFFALO PRIVATE EQUITY SUMMIT

October 6 - 7, 2025 | Seneca One, Buffalo

SPONSORSHIP OPPORTUNITIES

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OVERVIEW

The Buffalo Private Equity Summit is the premier event connecting private equity and M&A transaction professionals across the Northeast and Midwest.

This event is the place to get insights into how experts see market dynamics and the road ahead, hear what CEOs have learned from their experiences with PE + M&A, and grow relationships with investors and referral sources. Between 150 and 200 people typically attend the event.

ABOUT

The Upstate Capital Association of New York is a membership-based organization founded in 2003 to support engaging private capital investors and attracting more capital to Upstate New York.

The organization creates opportunities for investors and dealmakers to make connections with each other, facilitating access to capital for companies and deal flow for investors.

Through its 501c3, the organization fosters entrepreneurship by supporting business owners and CEOs and investing in the next generation of entrepreneurs.

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AGENDA

Talent Rise Offices

500 Pearl St Suite 800, Buffalo

October 6, 2025

5:30 PM - Wine Tasting Reception

Seneca One

1 Seneca St, Buffalo

October 7, 2025

9:30 AM	Registration Opens
10:00 - 12 PM	Dealmaker Matchmaking
10:30 - 12 PM	Executive Coaching with TalentRise
11:30 - 12 PM	Emerging Professionals Workshop
Noon	Lunch
1 PM	Opening Remarks & Keynote National Center for the Middle Market
2:15 PM	Panel discussion - Case Study
3:00 PM	Afternoon Break
3:30 PM	Panel discussion - Case Study
4:15 PM	Panel discussion - Capital Allocation
5:00 PM	Taste of Buffalo - Reception
6:30 PM	Women in Private Equity Meet Up
7:00 PM	Networking Dinners

This is a draft agenda and subject to change.

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KEYNOTE...$10,000

Includes all Gold benefits + top-level sponsorship recognition before the keynote, alongside speaking opportunities on both days, limited to one sponsor. See a full list of benefits on page 5.

Gold...$5,000

There are options for exclusive sponsorships and experiences for attendees, including:

Roundtables - Hour lunch and discussion with peers who have been invited to join roundtables, generally with 8-12 participants

- **Owners & Executives -** business owners, CEOs and CFOs interested in private equity
- and strategic growth
- **Investors -** mid and senior directors for active private equity investment organizations
- **Advisors -** senior partners at law firms, accounting firms, and investment banks

SILVER & BRONZE.....$1,500 - $2,500

Includes brand exposure and visibility before and during the event in addition to inclusion in 1-1 structured Dealflow Exchange and invite-only lunch including CEOs, CFOs, investment bankers, and private equity investors. See a full list of benefits on page 5.

UPSTATE WINE TASTING SPONSOR.....$1,500

October 6 - Upstate Tasting Reception at TalentRise - Sponsor one of eight tables where attendees network and share their wine during the opening night reception

- You or Upstate Capital sources the wine arranges all the details
- You provide company branding for table (branded table cloth or banner)
- Includes two passes to the event

TASTE OF BUFFALO TABLE SPONSOR.....$1,500

October 7 - Sponsor one of eight tables where a local firms offers tastings of their locally produced product at the reception. Network with and support local founders.

SPONSORSHIP PACKAGES

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	Keynote	Gold	Silver	Bronze
Number available	1	5	10+	10+
Top-level billing in event communications	✓			
Keynote presentation introduction	✓			
Exclusively named sponsor for specific opportunity	✓	✓		
Speaking opportunity during event	✓	✓		
Premium placement in marketing materials	✓	✓		
Participate in 1-1 structured Dealmaker Match with investment bankers and private equity investors	✓	✓	✓	
Attend invite-only lunch including CEOs, CFOs, investment bankers and private equity investors	✓	✓	✓	
Brand exposure on the event website	✓	✓	✓	✓
Visibility and verbal recognition during the event	✓	✓	✓	✓
Logo on signage during event	✓	✓	✓	✓
Access to the list of event registrants before and after event	✓	✓	✓	✓
Attendee passes	7	5	3	2
	$10,000	**$5,000**	**$2,500**	**$1,500**

Contact Shelby Schneider at shelby@upstatecapital.org to sponsor this event.