

THE INDEPENDENT SPONSOR FORUM

2025 Sponsorship Opportunities

Elevating the brand and effectiveness of the independent sponsor asset class in the lower middle market ecosystem.



WHAT IS THE ISF?



The **Independent Sponsor Forum (ISF)** was launched in 2023 in partnership with the Small Business Investor Alliance (SBIA) **as the only vetted membership community developed exclusively BY and FOR independent sponsors.** Supported by an active Steering Committee of leading lower middle market investors, ISF has created a high-quality, carefully curated and efficient initiative that is purpose-built to meet the rapidly evolving needs of lower middle market investors. In its first year of operations, ISF has gained remarkable market traction, garnering over 400 vetted members and selling out each of its three Deal Series events. Bringing its mission to life, ISF has launched:

- **The ISF Deal Series:** Invite-only, one-day events bringing pre-screened independent sponsors and capital providers together for deeply efficient 1:1 meetings.
- **Independent Sponsor Boot Camps:** Immersive, one-day education experiences designed for independent sponsors, with qualifying professional backgrounds, who are pursuing their first deal or have recently completed their first or second deal.
- **Peer-to-Peer Roundtables:** Virtual and in-person opportunities to connect with independent sponsor peers in a candid, confidential setting to exchange best practices, collaborate on solutions to industry challenges, and build relationships.
- **ISF Insights:** A monthly newsletter sharing thought leadership, reports and data, policy updates and more.

Get Involved in 2025

Increase your visibility in a target rich environment where you can demonstrate your firm's expertise with a rapidly growing segment of the market by sponsoring one or more of the four (4) ISF Deal Series and two (2) Boot Camps scheduled for 2025. Each Deal Series event will be limited to a maximum of five (5) Patron Sponsors and sponsorship of Boot Camps will be offered only as an add-on to Deal Series Sponsorships.



2024 Accomplishments: Year in Review

With three high-quality, sold-out Deal Series events, culminating in a record 225 attendees at the final ISF Deal Series event in Chicago, we are eager to lay the groundwork for an even more impactful 2025.

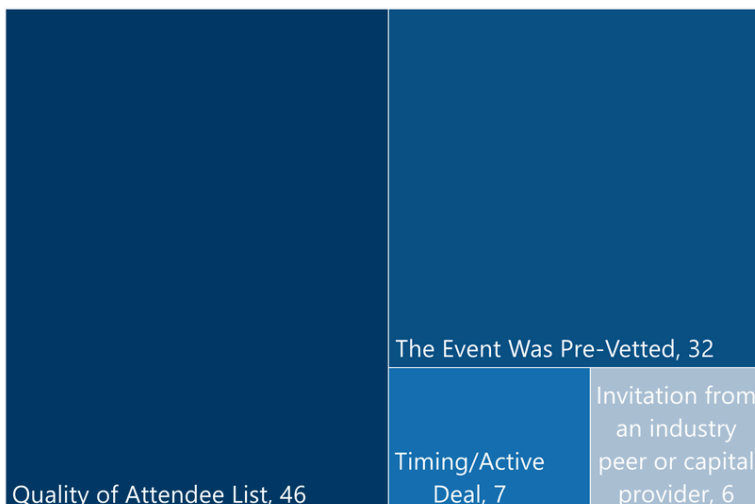
Who are the members of ISF?

The Independent Sponsor Forum currently has 160 vetted independent sponsor firms representing 420 individual members. Most members have a background in private equity, corporate development, industry/operational experience or investment banking.

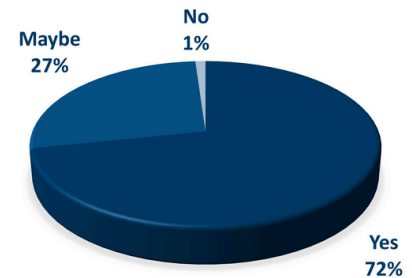
2024 By The Numbers

- **2,100+** One-to-one meetings
- **550** Deal Series attendees: 50/50 split of capital providers and independent sponsors
- **420** Individual Independent Sponsor Members
- **160** Independent Sponsor Firm Members
- **32** Emerging Independent Sponsors attended the inaugural Boot Camp
- **26** Capital Provider Steering Committee Members
- **21** Independent Sponsor Steering Committee Members
- **3** Peer-Only Roundtable Discussions
- **3** Invite-Only Deal Series Events
- **1** Emerging Independent Sponsor Boot Camp

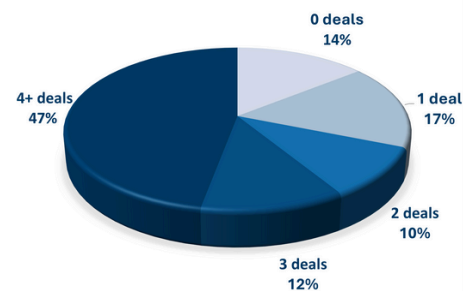
MOTIVATION FOR ATTENDING



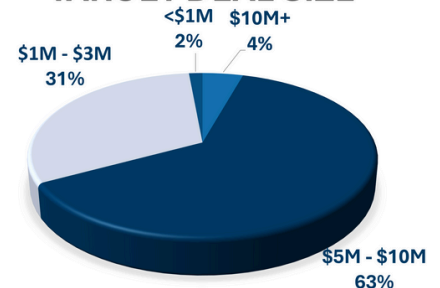
ACTIONABLE DEALS



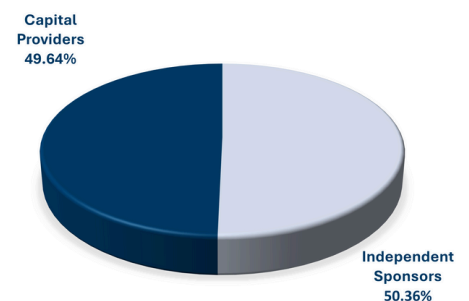
DEALS CLOSED BY OUR INDEPENDENT SPONSORS



TARGET DEAL SIZE



EVENT ATTENDANCE



Overview of ISF Deal Series

All ISF Deal Series events have become a sought after alternative for lower middle market dealmakers seeking a higher ROI, vetted attendees and more efficient format.

- Open by invitation only to pre-screened capital providers and independent sponsors, ensuring each participant that their time will be well spent and yield the highest return.
- Vendor involvement is restricted to a limited number of ISF sponsors.
- Efficient one-day format of 1:1 meetings between capital providers and independent sponsors.
- Fireside chats focus on unpacking current market challenges and/or opportunities.
- Organized in different regions across the country, the ISF Deal Series timing is designed to match the natural cadence of deal flow.

There are currently four Deal Series events on the calendar for 2025:

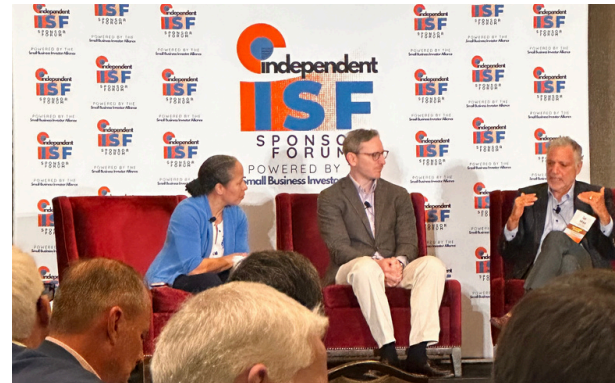
- Los Angeles | January 30, 2025
- Nashville | March 12, 2025
- Philadelphia | May 2025
- Chicago | September 10, 2025

Sample Agenda

8:30am	Registration & Networking Breakfast
9:00am	1:1 Meetings (4)
10:30am	Fireside Chat
11:00am	1:1 Meetings (4)
12:30pm	Luncheon & Fireside Chat
2:00pm	1:1 Meetings (4)
3:30pm	Fireside Chat
4:00pm	1:1 Meetings (3)
5:00pm	Networking Reception

“ Great event and group of "real" independent sponsors.

–2024 Deal Series Attendee



Overview of ISF Boot Camp

The ISF Independent Sponsor Boot Camp is always hosted the day prior to a Deal Series event. It is an immersive executive education style initiative launched in September 2024 with great success. Developed by leading independent sponsors leveraging their deep expertise, ISF Boot Camp is designed to provide those who are newer to the strategy with critical insights, best practices, effective strategies, valued networks and frameworks for success.

2024 Faculty and Curriculum Advisors

David Acharya, Managing Partner, Acharya Capital

Omar Akbar, Partner, Aperion Management

Richard Baum, Managing Partner, Consumer Growth Partners

Max DeZara, Founder & Managing Partner, Akoya Capital

Bruce Lipian, Managing Director, StoneCreek Capital

Jeffrey Piper, Managing Director, LXP

Darren Snyder, Partner, Fremont Partners

Doug Song, Managing Partner, Prodos Capital

Josh Welk, Founder & Managing Partner, Full Guard

Curriculum

The one-day curriculum guides attendees through understanding and planning for the unique challenges and opportunities presented when investing on a deal-by-deal basis without a committed fund. The curriculum covers:

1. What It Takes to Become an Independent Sponsor – Investment Frameworks, Commitment & Strategies
2. Models for Sourcing Your Deals & Adding Value
3. Types of Capital in the Market and Building Your Capital Stack on a Deal by Deal Basis
4. IOI & LOI: Nuances of Staging Diligence & Negotiating the Deal
5. Sourcing Capital, Structuring the Deal & Understanding What's Market in Deal Terms
6. Key Governance Considerations & Alignment of Interests Unique to Independent Sponsor Led Deals
7. Independent Sponsor Strategies for Growing the Business with an Exit in Mind

There are two Boot Camps scheduled for 2025:

- Nashville | March 11, 2025
- Chicago | September 9, 2025

“ Highly valuable primer on independent sponsor deals. This was a world class event. Well done!

-2024 Boot Camp Attendee



Meet the ISF National Steering Committees



Capital Provider Steering Committee

Albert Alexander
Director, Bluehenge Capital

Les Alexander
Partner, Jefferson Capital Partners

Cameron Coley
Principal, Plexus Capital

David Fang
Private Equity Investment Officer, Unity Hunt Family Office

Casey Hammontree
Partner, Resolute Capital Partners

Matthew Harnett
Partner, Tecum Capital

Tony Hill
Principal Business Development, Trivest Partners

Mark Hollis
Senior Partner, Centerfield Capital Partners

Aaron Katzman
Vice President, Route 2 Capital Partners

Rob Kissling
Principal, Source Capital

Grant Kornman
Partner, Align Collaborate

Michael Kornman
Partner, Align Collaborate

Doug Lancey
Managing Director, Tamarix Capital Partners

Todd Morris
Managing Director, True West Capital Partners

John Pontius
Partner, Capital Alignment Partners

Joe Rodgers
Principal, Source Capital

Omar Simmons
Senior Partner, Avante

Tyson Smith
Partner, Tecum Capital

William Timmerman
Managing Principal, Graham Capital Investments

Timothy Welles
Partner, Pine Street Capital

Patrick Weston
Managing Partner, Route 2 Capital Partners

J.D. White
Managing Principal, MB Global Partners

Lane Wiggers
Managing Director, Argosy Private Equity

Paul Witinski
Partner, Ironwood Capital

Stacey Wittelsberger
Partner, Patriot Capital

Brinda Yohanann
Managing Director, First Haven Capital



Independent Sponsor Steering Committee

David Acharya
Managing Partner, Acharya Capital

Omar Akbar
Partner, Aperion Management

Richard Baum
Managing Partner, Consumer Growth Partners

Alejandro Capetillo
Partner, Agile Growth Equity

Matthew Dakil
Vice President, Hemingway Capital

Max DeZara
Founder & Managing Partner, Akoya Capital

Erik Ginsberg
Managing Partner & Co-Founder, Slate Capital Group

Griffin Gordon
Founder & CEO, Taurus Capital Partners

Sanjay Gulati
Principal, Surge PE

Bonnie Harland
Director, Pouschine Cook Capital Management

Sam Henderson
Co-Founder & Partner, Hullson Partners

Bruce Lipian
Managing Director, StoneCreek Capital

Chris Melton
Chairman & CEO, The White Oak Group

Tom Parro
Founder, MERK Capital

Jeffrey Piper
Managing Director, LXP

Scott Seelbach
Partner, Clarity Growth Partners

Mike Skaff
Managing Director, Seneca Partners

Darren Snyder
Partner, Fremont Partners

Douglas Song
Managing Partner, Prodos Capital LLC

Franklin Staley
Managing Director, Exeter Street Capital

Josh Welk
Founder & Managing Partner, Full Guard Capital

SPONSORSHIP OPPORTUNITY^[1]

Patron Sponsor: \$15,000 per ISF Deal Series event | Boot Camp \$5,000 per add-on
Exclusively for advisory firms, though not industry exclusive, this sponsorship level offers a deeply valuable opportunity to increase visibility, drive brand awareness, demonstrate expertise and expand your reach within the growing independent sponsor community. The Patron sponsorship offers the following benefits:

- Highly limited – maximum of six (6) sponsors per event and two (2) per industry to ensure visibility in a target-rich environment.
- Opportunity to participate in a content session or host a luncheon Roundtable Discussion. Opportunities to be determined with Executive Director based on expertise and industry demand. Content topics will be driven by community needs.
- Opportunity to introduce yourself and your team to the market and demonstrate your expertise with a dedicated exhibit and meeting table.
- Receive custom invitations with your logo to invite clients and prospects (both subject to committee vetting) to this invitation only event. Collaborate with the committee to develop the target list for both independent sponsors and capital providers.
- Logo and brand visibility on all event-related channels including website, emails, and signage.
- Receive advance copy of attendance list to plan your business development approach.
- Two (2) registrations to the sponsored event.
- Contribute thought leadership pieces to ISF members and attendees via ISF Insights.

Boot Camp Benefits:

- Boot Camp is taught solely by Independent Sponsors, however sponsors will have the opportunity to attend the luncheon and closing reception, introduce themselves at the close of the day, distribute materials, refer prospects, and host post Boot Camp virtual technical sessions on legal, capital provider and diligence aspects of IS dealmaking.

Contributing Sponsor: \$5,000 per ISF Deal Series event
(PLEASE NOTE: Only for private capital provider funds.)

- Receive custom invitations with your logo to invite clients and prospects (subject to committee vetting).
- Collaborate with the committee to develop the target list for both independent sponsors and capital providers.
- Logo and brand visibility on all event-related channels including website, emails, 1:1 meeting app, and signage.
- Receive advance copy of attendance list to plan your business development approach.
- One (1) registration to the sponsored event.
- Contribute thought leadership pieces to ISF members and attendees.



[1]Please note that ISF staff retains final approval authority on all matters associated with each regional forum.

Sponsorship Agreement Application

As part of the Sponsorship Agreement, you agree to provide primary and secondary contact names to the ISF. These individuals will be the sole points of contact with the ISF regarding sponsorship and are responsible for disseminating all information to the appropriate individuals at your firm, including, but not limited to networking lists, registration codes, hotel reservation information, deadlines for deliverables, and invoices.

Select the event you wish to sponsor:

- January 30 (Los Angeles, CA)
- March 12 (Nashville, TN)
- May 2025 (Philadelphia, PA)
- September 10 (Chicago, IL)

Select the sponsor level requested:

- Patron Sponsor (\$15,000/event)
- Add-on 1 Boot Camp (\$5,000)
- Add-on 2 Boot Camps (\$10,000)
- Contributing Sponsor (\$5,000/event)
(for capital providers only)

PRIMARY CONTACT INFORMATION

Contact Name: _____

Company Name: _____

Telephone #: _____ Email: _____

SECONDARY CONTACT INFORMATION

Contact Name: _____

Telephone #: _____ Email: _____

Authorized Signature: _____

Date: _____ Total: _____

Sponsorship fees are due via ACH within 30 days of receipt of invoice.

Please scan this page and email to Stephanie McAlaine at stephanie@sbia.org

- Please note the terms of sponsorships are non-negotiable, and all sponsorship payments are non-refundable.
- SBIA is not responsible for lost or missing sponsor materials.
- Covid-19 pandemic declarations have been lifted, however, in the event of any future material conditions that could make it unreasonable or impossible to go forward with a particular event, the ISF reserves the right at its sole discretion to amend the structure of any in-person event either to a hybrid or virtual format, or to cancel the event entirely, and the ISF may modify sponsor benefits accordingly.

