

G2 Served as Exclusive Financial Advisor to Marquee Event Group

Marquee Event Group, a portfolio company of Dubin Clark, has sold certain assets to industry leaders EventWorks and Quest Events, portfolio companies of the TZP Group.

CLIENT:



Marquee Event Group (“Marquee” or “the Company”) is one of the largest event rental providers in the country. The Company was formed in 2017 through the acquisition of multiple event rental businesses and has a history of over 30 years of premier service.

Marquee combines extensive event expertise and high-touch client support with an expansive rental inventory to provide event organizers, planners, and caterers with a full suite of event products and services. The Company operates from four key locations: Kansas City, Austin, Dallas, and Chicago.

SITUATION:

The global pandemic negatively impacted the event rental market, requiring operators to quickly and dynamically navigate a complex cessation and then return of live events. Through that trying period, companies required capital, operational guidance, and many ultimately looked to exit following the market recovery.

Marquee, with a dominant market position across certain central metro areas, was no different. To navigate these issues and position itself for long-term growth, Marquee needed expert financial advisory guidance.

ENGAGEMENT:

G2 Capital Advisors, LLC (“G2”) began its engagement with Marquee in 2020 as the Company’s exclusive financial advisor to support the Company through the market challenges of the pandemic. Over the past four years, G2 has been instrumental in supporting Marquee’s strategic objectives.

In June 2020, amid the global lockdown and cessation of live events, G2 played a crucial role in stabilizing Marquee’s financial position. G2, alongside Dubin Clark, supported negotiations to source additional capital

to fund the business, bridging to the other side of the pandemic. G2 also advised the Company on operational efforts including cost reduction and liquidity management strategies. G2 provide financial advisory services through 2021 and 2022, allowing the Company the flexibility to continue to invest and recover with the return of live events.

Following Marquee's recovery, stakeholders tapped G2 to evaluate strategic alternatives and pursue a refinancing or sale process to generate a liquidity event and find a new partner for future growth. G2 executed a comprehensive market analysis, identified and solicited potential acquirers, and managed negotiations to ensure a smooth and successful transaction. G2 also supported the Company with additional financial advisory services through the sale process.

OUTCOME:

Under G2 and Dubin Clark's guidance and the commitment of its senior executives, Marquee successfully completed a strategic sale of certain assets to industry leaders EventWorks and Quest Events, expanding their operational capabilities, providing access to additional talent, and broadening their geographic footprint. EventWorks and Quest Events will now extend their reach into Dallas, Austin, San Antonio, and Kansas City, collectively supporting over 80,000 events annually.

"We are delighted with the outcome of this process and appreciate G2's expertise, strategic insights, and steadfast support throughout the process, which were crucial in achieving this result," said Mike Martinis, CEO of Marquee.

"This deal exemplifies our commitment to delivering strong outcomes for our clients through complex market and deal dynamics. We are proud to have facilitated this strategic acquisition, positioning EventWorks and Quest Events for continued growth and success in the event rental industry. The transaction represents the culmination of four years of effort across a broad G2 team to support the Company" said Kerri Ford, Managing Director and Technology & Business Services Practice Leader at G2 Capital Advisors.

"G2 was critical to the success of Marquee. Without G2's industry, financial, and transactional expertise and the dedication to Marquee and its investors we would not have achieved this outcome" said Tom Caracciolo, Managing Partner of Dubin Clark.

G2 Capital Advisors provides M&A, capital markets, and restructuring advisory services to the middle market. We offer integrated, multi-product, and sector-focused services by pairing highly experienced C-level executives with specialist investment bankers. We aspire to be our clients' trusted advisors of choice, including corporations and institutional investors.

To learn more about this transaction, contact the deal team directly.

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