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AND INDUSTRY

# SPONSORSHIP OPPORTUNITIES

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# CALENDAR OF EVENTS & OPPORTUNITIES

Legislative Briefing & Reception	January
Business Day in Des Moines	March
Regional Policy Meetings	May
Taking Care of Business Conference	June
Business Horizons	July
Executive Forum	August
Leadership Iowa University	August
Executive Open Golf Outing	August
Policy Development Meetings	August
Leadership Iowa	October -June
Iowa Manufacturing Conference & Legends Awards	October



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# PUBLIC POLICY ADVOCACY

**150+**

Business Day in Des Moines  
Attendees



**400+**

Legislative Briefing & Reception  
Attendees



**300+**

Committee and Regional Meeting  
Participants

The Iowa Association of Business and Industry takes pride in its role as the voice of Iowa's business community. Our goal is to foster a pro-business climate in our state by supporting legislation and regulation that will ensure Iowa companies are able to thrive while also attracting new businesses to our state.

Each year, hundreds of representatives from our member companies help shape ABI's Legislative Priorities and create ABI's Policy Handbook, which helps guide our work at the Statehouse.





# **PUBLIC POLICY PREMIER EVENTS**

## **Legislative Briefing & Reception | Business Day in Des Moines**

The Legislative Briefing & Reception is one of the best attended events of the legislative session. Legislators across Iowa attend to network with their constituents about issues facing business and industry. Business Day in Des Moines brings in top legislative leaders to give an update on the current session and state of the economy.

<b>SPONSORSHIP BENEFITS</b>	<b>GRANITE \$1,500</b>	<b>BRONZE \$2,500</b>	<b>SILVER \$5,000</b>	<b>GOLD \$10,000</b>	<b>PLATINUM \$15,000</b>
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SELECT ONE

### **Legislative Briefing & Reception | January**

Sponsor Highlighted on Stage				X	X
Company on Marketing Materials	Listing	Listing	Small	Medium	Large
Logo on Registration Website	Small	Small	Medium	Medium	Large
Logo on Event Signage	Small	Small	Medium	Medium	Exclusive
Event Registrations	1	2	3	4	5

### **Business Day in Des Moines | March**

Sponsor Highlighted on Stage				X	X
Company on Marketing Materials	Listing	Listing	Small	Medium	Large
Logo on Registration Website	Listing	Listing	Small	Medium	Large
Logo on Event Signage	Small	Small	Small	Medium	Exclusive
Event Registrations	1	2	3	5	Table



# PUBLIC POLICY SPONSORSHIPS cont.

SPONSORSHIP BENEFITS	GRANITE \$1,500	BRONZE \$2,500	SILVER \$5,000	GOLD \$10,000	PLATINUM \$15,000
<b>Regional Meetings   May</b>					
Logo on Marketing Materials			X	X	X
Logo on Registration Website			Small	Medium	Large
Logo on Event Signage			Small	Medium	Exclusive
<b>Committee Meetings   August</b>					
Logo on Marketing Materials				X	X
Logo on Registration Website					Exclusive
<b>DC Fly In   Fall (Semi-Annual)</b>					
Logo on Marketing Materials					Large
Event Registrations (All-Inclusive 3-Day Trip)					1
<b>Advocacy Resources</b>					
Exclusive Election Updates					X

“ABI once again did a nice job of bringing business leaders together from around the state, this time to hear directly from state political leaders as well as updates from a thought-leader on geopolitics.”

- Hank Norem, CEO, Ramco Innovations



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# TAKING CARE OF BUSINESS CONFERENCE

**525+**

Conference Attendees



**260+**

Organizations Represented



**7,100**

Average Online Visits:  
Conference Web Page



Iowa's premier business conference brings together industry leaders to learn, network, and share ideas on how to grow and strengthen Iowa's business climate.





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# TAKING CARE OF BUSINESS CONFERENCE

SPONSORSHIP BENEFITS:	GRANITE \$2,500	BRONZE \$5,000	SILVER \$10,000	PLATINUM \$25,000
				FIVE AVAILABLE
Speaker Introduction				X
Logo on Conference Invitation				X
30-Second Video Spot			X	X
Sponsor Highlighted on Stage			X	X
Social Media Post			1 Day	2 Days
Exhibit Booth Space		X	X	X
Signage at Conference Event	Shared	Shared	Exclusive	Exclusive
Logo on Conference Website	X	X	X	X
Golf Hole Sponsorship	X	X	X	X
Promo Item in Welcome Bag	X	X	X	X
Conference Registration(s)	1	2	4	8

"As always, the ABI conference delivered a value-packed agenda for business leaders in Iowa. The networking was fantastic and it was also a great time to re-connect with my own senior leadership team."

- Lori Schaefer-Weaton, President, Agri-Industrial Plastics



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# IOWA MANUFACTURING CONFERENCE

**250+**

Conference Attendees



**110+**

Organizations Represented



**900**

Average Online Visits:  
Conference Web Page

## **ABI** IOWA MANUFACTURING CONFERENCE

This conference brings together experts to provide insight and advice on the top challenges and opportunities facing Iowa manufacturers today. Manufacturers from across the state will also gather to celebrate icons in the industry at the Legends in Manufacturing Awards, organized by Elevate Iowa, a program of ABI.







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# **IOWA MANUFACTURING CONFERENCE** and Legends in Manufacturing Awards



<b>SPONSORSHIP BENEFITS</b>	<b>BRONZE \$1,000</b>	<b>SILVER \$2,500</b>	<b>GOLD \$5,000</b>	<b>PLATINUM \$10,000</b>	<b>DIAMOND \$15,000</b>
					<b>EXCLUSIVE</b>
Speaker Introduction				X	X
30-second Video Spot (Provided by Sponsor)				X	X
Sponsored Social Post			1 Day – ABI 2 Days – Elevate	2 Days – ABI 4 Days – Elevate	2 Days – ABI 4 Days – Elevate
Exhibit Booth		X	X	X	X
Company Listing on Printed Materials	Listing	Listing	Logo	Logo	Logo
Signage	Shared	Shared	Shared	Exclusive	Exclusive
Registration Website	Listing	Listing	Small Logo	Medium Logo	Large Logo
Registrations	2	4	6	8	10

“ABI and Elevate put on a first class Manufacturing Conference in Ankeny at the FFA Center [on] October 4, 2023. It is a must attend Conference for Iowa Manufacturers and the speakers and topics were right on target for today’s businesses.”

- Jack Hasken, CEO, Jackson Mfg., Inc.



## EXECUTIVE FORUM

Join executives from across Iowa to discuss the latest trends, challenges, and opportunities in business and industry. Hear from Iowa company CEOs throughout the event.

SPONSORSHIP BENEFITS:	BRONZE \$1,000	SILVER \$2,500	PRESENTING \$5,000
Sponsor Recognition		X	X
Event Signage	Shared	Shared	Exclusive
Logo on Registration Website	Listed	Small Logo	Large Logo
Event Registrations	1	2	3

## EXECUTIVE OPEN GOLF OUTING

Mark your calendars to spend a casual day networking with over 100 of Iowa's foremost business leaders at this premier executive golf event.

SPONSORSHIP BENEFITS:	BEV. CART \$500	GOLF HOLE \$750	BIRDIE \$2,500	EAGLE \$3,500	PRESENTING \$5,000
Event Signage					Exclusive
Logo on Registration Website				X	X
Golfer Registrations			2	2	4
Representative at Tee/Hole		X	X	X	X
Course Signage	Beverage Cart	X	X	X	X



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# SMALL EVENT SPONSORSHIPS

ABI offers a diverse array of professional development initiatives year-round, catering to a more intimate and focused audience. Choose a sponsorship category below for any of the following events:  
 Connecting Statewide Leaders | Workers' Compensation Seminar  
 Pre-Employment Testing Seminar | Automation Summit

SPONSORSHIP BENEFITS (PER EVENT)	SUPPORTING \$1,000	PROGRAM \$2,500
Welcome / Introduction		X
Logo on Event Signage	Shared	Exclusive
Logo on Event Registration Site	X	X
Event Registration	1	3





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# BUSINESS HORIZONS

**60+**

Yearly Participants



**40+**

Number of Schools  
Represented



**5,000+**

Program Participants  
Since Inception



Business Horizons (BH) is a five-day innovation simulation bringing students (grades 9-12) of all experience levels from across the state together to gain a better sense of how their skills connect to the business world and the real world.



# BUSINESS HORIZONS

SPONSORSHIP BENEFITS	BRONZE \$500	SILVER \$750	GOLD \$1,500	CONNECTING \$2,500	LEADING \$5,000	PRESENTING \$10,000
Speaking Opportunity						X
60-second Video Spot (Provided by Sponsor)						X
Industry Team Named After Sponsor					X	X
Logo on Program T-Shirt					X	X
Social Media Post					X	X
Logo on Program Website				X	X	X
Program Signage				Listing	Logo	Logo
Competition and Graduation Invitation				X	X	X
Annual Publications				Listing	Listing	Listing
Full-Page Ad in Participant Notebook				X	X	X
Participant Scholarships			1	2	3	4
Promo Item in Welcome Bag		X	X	X	X	X
Recognition in Participant Materials	Listing	Listing	Listing	Logo	Logo	Logo

"This program taught me lessons I wouldn't have learned in a traditional classroom setting. Even if students chose not to go into something business related, they're learning skills at Business Horizons that they'll continue using every day in their own careers."

- Jacob Kurt, 2018 participant



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# LEADERSHIP IOWA UNIVERSITY

25+

Yearly Participants



10+

Colleges and Universities  
Represented



250+

Program Participants  
Since Inception

LEADERSHIP★IOWA

U N I V E R S I T Y

Leadership Iowa University (LIU) is designed to bridge the gap between college and career, and assist emerging professionals and leaders along their path to personal and professional success. The program connects students with a multitude of Iowa professionals and provides an introduction to the diverse array of experiences they can gain here in the state.





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# LEADERSHIP IOWA UNIVERSITY

SPONSORSHIP BENEFITS	BRONZE \$500	SILVER \$750	GOLD \$1,500	CONNECTING \$2,500	LEADING \$5,000	PRESENTING \$10,000
Speaking Opportunity						X
60-second Video Spot (Provided by Sponsor)						X
Social Media Post					X	X
Networking Lunch Invitation				X	X	X
Annual Publications				Listing	Listing	Listing
Participant Scholarships				1	2	3
Logo on Program Website			X	X	X	X
Full-Page Ad in Participant Notebook			X	X	X	X
Promo Item in Welcome Bag		X	X	X	X	X
Recognition in Student Materials	Listing	Listing	Listing	Logo	Logo	Logo

“I learned through this program that everyone leads in their own way. LIU allowed me to focus on my leadership strengths and learn from others, an experience I will always be grateful for. Each speaker and tour reinforced how incredibly thankful I am to be in Iowa because of everything the state has to offer.”

- Chase Henry, 2022 participant



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# LEADERSHIP IOWA

40

Participants Each Year



40

Entities Represented Each Year



1,400+

Program Participants  
Since Inception



## THE COURSE FOR OUR STATE

Leadership Iowa (LI) is Iowa's premier issues-awareness program promoting leadership and civic responsibility in our state. Through an integrated series of eight monthly sessions, participants are provided with a wide range of eye-opening experiences and insights that highlight the opportunities and challenges facing Iowa.







# LEADERSHIP IOWA

SPONSORSHIP BENEFITS	SESSION SPONSORS			ANNUAL SPONSORS		
	BRONZE \$500	SILVER \$750	GOLD \$1,500	CONNECTING \$2,500	LEADING \$5,000	PRESENTING \$10,000
Speaking Opportunity						X
60-second Video Spot (Provided by Sponsor)						X
Full-Page Ad in Participant Notebook					X	X
Recognition in Alumni Newsletter					X	X
Logo on Program Website				X	X	X
Recognition at Alumni Events & Annual Conference				X	X	X
Annual Publications				Listing	Listing	Listing
Social Media Post			Sponsored Session	X	X	X
Listing in Press Release		X	X	X	X	X
Event Signage and Agenda	Listing	Listing	Logo	Logo	Logo	Logo
Promo Item in Welcome Bag	X	X	X	Session of Choice	Session of Choice	Session of Choice

“Leadership Iowa has been one of the greatest personal growth experiences of my life. This program allowed me the opportunity to really get to know people with vastly different life experiences than my own, and in the process, learn about important issues facing our great state.”

- Matt Doty, COO, Weaton Companies, Class of 2021-22

# QUESTIONS?

**The Iowa Association of Business and Industry (ABI) has been the organization for business and industry in the state of Iowa since 1903.** ABI's events and programs span all counties and industries with a reach of more than 330,000 employees.

Event and program sponsorships let you associate your brand and offerings with ABI's network to:

- **Broaden visibility** and reinforce your image among Iowa's business leaders
- **Engage** with other professionals and establish important relationships
- **Support** current and future business leaders

As a reminder, your gifts and/or donations to ABI's Foundation, which is organized as a 501(c)(3) may be a tax-deductible charitable contribution. ABI Foundation program student scholarship information is also available upon request.

# CONTACT US!

The information contained in this packet is meant to guide sponsorship discussion. Customized packages are available at your request and based on your company's specific goals. We look forward to working with you!

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