2027 SPONSORSHIP OPPORTUNITIES

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

CALENDAR OF EVENTS & OPPORTUNITIES

EVENT	DATE
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
Golf Classic	August
Policy Development Meetings	August
Elevate Iowa Manufacturing Tour	October
Iowa Manufacturing Conference & Legends Awards	October
Leadership Iowa	October-June

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

PUBLIC POLICY ADVOCACY

200+
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.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

PUBLIC POLICY

PUBLIC POLICY PREMIER EVENTS

ABI's public policy events bring together business leaders, policymakers, and stakeholders from across Iowa to discuss key issues affecting industry. These gatherings provide valuable opportunities to hear updates on legislative activity, engage directly with elected officials, and influence policy priorities.

All policy sponsor opportunities are open to members only.

SPONSORSHIP BENEFITS	BRONZE $3,000	SILVER $5,500	GOLD $10,000	PLATINUM $15,000
Legislative Briefing and Reception & Business Day in Des Moines				
Sponsor Highlighted on Stage			X	X
Event Registrations	2	3	4	5
Company on Marketing Materials	Small	Medium	Medium	Large
Logo on Registration Website	Small	Medium	Medium	Large
Logo on Event Signage	Small	Medium	Medium	Exclusive
Regional and Committee Meetings				
Logo on Marketing Materials		X	X	X
Logo on Registration Website		Small	Medium	Large
Logo on Event Signage		Small	Medium	Exclusive
Advocacy Resources				
Exclusive Election Updates				X

"As a small business owner in rural Iowa, Business Day in Des Moines is a worthwhile way to connect with a variety of business leaders. The ABI team executes the event seamlessly!"

- 2026 Attendee, Business Day in Des Moines

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

TAKING CARE OF BUSINESS CONFERENCE

450+
Conference Attendees

250+
Organizations Represented

5,000
Average Online Visits
Conference Web Page

TAKING CARE OF BUSINESS CONFERENCE

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.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

ANNUAL CONFERENCE

TAKING CARE OF BUSINESS CONFERENCE

SPONSORSHIP BENEFITS:	GRANITE $2,500	BRONZE $6,000	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 Recognition			X	X
Exhibit Booth Space		X	X	X
Golf Hole Sponsorship		X	X	X
Conference Registrations		2	4	8
Signage at Conference Event	Shared	Shared	Exclusive	Exclusive
Logo on Conference Website	X	X	X	X
Promo Item for Attendee Giveaways	X	X	X	X

All non-members will incur a 25% fee on any sponsorship package.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

ELEVATE IOWA MANUFACTURING TOUR

20+
Stops Across Iowa

500+
Signatories

20
Elected Officials and State Agency Directors in Attendance

ELEVATE
IOWA MANUFACTURING

The Elevate Iowa Manufacturing Tour is ABI's newest initiative to showcase the exciting career opportunities in advanced manufacturing across Iowa. The multi-day tour connects students, educators, and job seekers with Iowa's manufacturers, offering an up-close look at the innovation, technology, and rewarding careers that fuel our state's economy.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

MANUFACTURING

ELEVATE IOWA MANUFACTURING TOUR

SPONSORSHIP BENEFITS	SUPPORTER $2,500	TRAILBLAZER $5,000	INNOVATOR $10,000	PREMIER $20,000
				INDUSTRY EXCLUSIVE
Input on Stops				X
Video Spotlight			X	X
Backstage Pass			Select Stops	All Stops
Sponsor Recognition			Select Stops	All Stops
Promo Item in Giveaway Bags		X	X	X
Signage		Select Stops	Select Stops	All Stops
RV Wrap		Listing	Logo	Logo
Logo on Website	Listing	Listing	Logo	Logo
Social Media Recognition	X	X	X	X
Manufacturing Conference Registration(s)	1	2	4	6

All non-members will incur a 25% fee on any sponsorship package.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

IOWA MANUFACTURING CONFERENCE

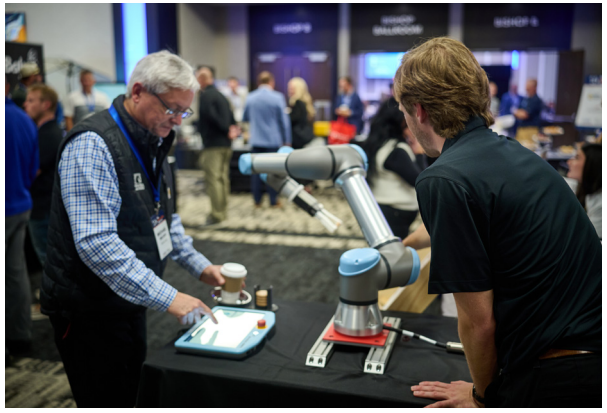
370+
Conference Attendees

110+
Organizations Represented

900
Average Online Visits
Conference Web Page

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.



IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

MANUFACTURING

IOWA MANUFACTURING CONFERENCE

and Legends in Manufacturing Awards

SPONSORSHIP BENEFITS	SILVER $3,000	GOLD $5,000	PLATINUM $10,000	PRESENTING $15,000
				EXCLUSIVE
Speaker Introduction			X	X
30-second Video Spot (Provided by Sponsor)			X	X
Social Media Recognition		X	X	X
Exhibit Booth	X	X	X	X
Company Listing on Printed Materials	Listing	Logo	Logo	Logo
Signage	Shared	Shared	Exclusive	Exclusive
Registration Website	Listing	Small Logo	Medium Logo	Large Logo
Registrations	2	4	6	8

"ABI delivered another fantastic conference! The speakers were all great and the topics all relevant to today's dynamic world of manufacturing. Plus it was a great way to end the ELEVATE RV tour!"

- Dick Smith, Agri-Industrial Plastics

All non-members will incur a 25% fee on any sponsorship package.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY

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.

This event and sponsor opportunities are open to members only.

SPONSORSHIP BENEFITS:	SILVER $2,500	GOLD $5,000
Speaker Introduction		X
Sponsor Recognition	X	X
Event Signage	Shared	Exclusive
Registration Website	Small Logo	Large Logo
Event Registrations	1	2

GOLF CLASSIC

Spend a casual day on the course with over 100 of Iowa's business leaders at this premier networking golf event.

All non-members will incur a 25% fee on any sponsorship package.

SPONSORSHIP BENEFITS:	BEV. CART $1,000	GOLF HOLE $2,500	PREMIER $5,000
Sponsor Recognition			X
Golf Registrations		2	4
Reception Registrations	1	2	4
Event Signage	Beverage Cart	Representative at Tee/ Hole	Reception & Branded Drink Tickets
Registration Website	Listing	Listing	Logo

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY FOUNDATION

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 high school 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.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY FOUNDATION

FOUNDATION

BUSINESS HORIZONS

SPONSORSHIP BENEFITS	SUPPORTING $2,500	CONNECTING $5,000	LEADING $7,500	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
Program Signage		Listing	Logo	Logo
Competition and Graduation Invitation		X	X	X
Listing in Annual Publications		X	X	X
Full-Page Ad in Participant Notebook		X	X	X
Participant Scholarships	1	2	3	4
Logo on Program Website	X	X	X	X
Promo Item in Welcome Bag	X	X	X	X
Recognition in Participant Materials	Listing	Logo	Logo	Logo

"It means a lot, and it reminds me that we are the future. Companies want us to have these enriching experiences and we will be better professionals because of it."

- Siddhi, Program Participant

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY FOUNDATION

LEADERSHIP IOWA UNIVERSITY

25+
Yearly Participants

10+
Colleges and Universities Represented

250+
Program Participants Since Inception

LEADERSHIP IOWA UNIVERSITY

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.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY FOUNDATION

FOUNDATION

LEADERSHIP IOWA UNIVERSITY

SPONSORSHIP BENEFITS	SUPPORTING $2,500	CONNECTING $5,000	LEADING $7,500	PRESENTING $10,000
Speaking Opportunity				X
60-second Video Spot (Provided by Sponsor)				X
Social Media Post			X	X
Program Signage		Listing	Logo	Logo
Networking Lunch Invitation		X	X	X
Listing in Annual Publications		X	X	X
Full-Page Ad in Participant Notebook		X	X	X
Participant Scholarships	1	2	3	4
Logo on Program Website	X	X	X	X
Promo Item in Welcome Bag	X	X	X	X
Recognition in Student Materials	Listing	Logo	Logo	Logo

"The ABI team presents a phenomenal opportunity through Leadership Iowa University to get exposure to real leaders around Central Iowa doing amazing work in a wide array of industries and settings."

- Jack Ward, Program Participant

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY FOUNDATION

LEADERSHIP IOWA

40
Participants Each Year

40
Entities Represented Each Year

1,500+
Program Participants Since Inception

LEADERSHIP IOWA

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.

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY FOUNDATION

FOUNDATION

2026-27 LEADERSHIP IOWA

October 2026 - June 2027 | Statewide

SPONSORSHIP BENEFITS	SILVER $750	GOLD $1,500	CONNECTING $2,500	LEADING $5,000	PRESENTING $10,000
	SESSION SPONSORSHIPS		ANNUAL SPONSORSHIPS		
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 Webpage			X	X	X
Recognition at Alumni Events & Annual Conference			X	X	X
Listing in Annual Publications			X	X	X
Social Media Recognition		Sponsored Session	X	X	X
Listing in Press Release		X	X	X	X
Session Signage	Listing	Logo	Logo	Logo	Logo
Promo Item in Welcome Bag	X	X	Session of Choice	Session of Choice	Session of Choice

IOWA ASSOCIATION OF BUSINESS AND INDUSTRY FOUNDATION

FOUNDATION

2026-27 LEADERSHIP IOWA

Session Schedule

DATE	TOPIC	LOCATION
October 8-9, 2026	Opening Retreat	Oskaloosa
November 5-6, 2026	Agriculture & Renewable Resources	Boone
December 3-4, 2026	Economic Development & Workforce	Marshalltown
January 13-15, 2027	Government	Des Moines
March 4-5, 2027	Manufacturing	Mason City / Clear Lake
April 1-2, 2027	Education	Council Bluffs / City of Treynor
May 6-7, 2027	Healthcare & Public Services	Spencer
June 8-10, 2027	ABI Conference & Graduation	Dubuque

For more information, contact Sydney Strunk at (515) 235-0564 or sstrunk@iowaabi.org.

"The biggest takeaways for me were getting to know so many amazing leaders in my class - all talented in different ways, learning about business, industry and communities across the state, meeting LI Alumni, and getting to lean into renewing and expanding my own personal and professional leadership skills. It was transformative for me!"

- 2025-26 Program Participant

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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