

# 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 |



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# 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.





## 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                                                       | GRANITE<br>\$2,000 | BRONZE<br>\$3,000 | SILVER<br>\$5,500 | GOLD<br>\$10,000 | PLATINUM<br>\$15,000 |
|----------------------------------------------------------------------------|--------------------|-------------------|-------------------|------------------|----------------------|
| <b>Legislative Briefing and Reception &amp; Business Day in Des Moines</b> |                    |                   |                   |                  |                      |
| Sponsor Highlighted on Stage                                               |                    |                   |                   | X                | X                    |
| Event Registrations                                                        |                    | 2                 | 3                 | 4                | 5                    |
| Company on Marketing Materials                                             | Small              | Small             | Medium            | Medium           | Large                |
| Logo on Registration Website                                               | Small              | Small             | Medium            | Medium           | Large                |
| Logo on Event Signage                                                      | Small              | Small             | Medium            | Medium           | Exclusive            |
| <b>Regional and Committee Meetings</b>                                     |                    |                   |                   |                  |                      |
| Logo on Marketing Materials                                                |                    |                   | X                 | X                | X                    |
| Logo on Registration Website                                               |                    |                   | Small             | Medium           | Large                |
| Logo on Event Signage                                                      |                    |                   | Small             | Medium           | Exclusive            |
| <b>Advocacy Resources</b>                                                  |                    |                   |                   |                  |                      |
| 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



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# TAKING CARE OF BUSINESS CONFERENCE

**450+**

Conference Attendees



**250+**

Organizations Represented



**5,000**

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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AND INDUSTRY**

## TAKING CARE OF BUSINESS CONFERENCE

| SPONSORSHIP BENEFITS:             | GRANITE<br>\$2,500 | BRONZE<br>\$6,000 | SILVER<br>\$10,000 | PLATINUM<br>\$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.*



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# 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.





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## ELEVATE IOWA MANUFACTURING TOUR

| SPONSORSHIP BENEFITS                     | SUPPORTER<br>\$2,500 | TRAILBLAZER<br>\$5,000 | INNOVATOR<br>\$10,000 | PREMIER<br>\$20,000   |
|------------------------------------------|----------------------|------------------------|-----------------------|-----------------------|
|                                          |                      |                        |                       | INDUSTRY<br>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                     |

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# IOWA MANUFACTURING CONFERENCE

**370+**

Conference Attendees



**110+**

Organizations Represented



**900**

Average Online Visits  
Conference Web Page



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

| SPONSORSHIP BENEFITS                       | SILVER<br>\$3,000 | GOLD<br>\$5,000 | PLATINUM<br>\$10,000 | PRESENTING<br>\$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

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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<br>\$2,500 | GOLD<br>\$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<br>\$1,000 | GOLF HOLE<br>\$2,500           | PREMIER<br>\$5,000                   |
|-------------------------|----------------------|--------------------------------|--------------------------------------|
| Sponsor Recognition     |                      |                                | X                                    |
| Golf Registrations      |                      | 2                              | 4                                    |
| Reception Registrations | 1                    | 2                              | 4                                    |
| Event Signage           | Beverage Cart        | Representative at Tee/<br>Hole | Reception &<br>Branded Drink Tickets |
| Registration Website    | Listing              | Listing                        | Logo                                 |



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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 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.



# BUSINESS HORIZONS

| SPONSORSHIP BENEFITS                       | SUPPORTING<br>\$2,500 | CONNECTING<br>\$5,000 | LEADING<br>\$7,500 | PRESENTING<br>\$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



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# 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.



# LEADERSHIP IOWA UNIVERSITY

| SPONSORSHIP BENEFITS                       | SUPPORTING<br>\$2,500 | CONNECTING<br>\$5,000 | LEADING<br>\$7,500 | PRESENTING<br>\$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



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# LEADERSHIP IOWA

40

Participants Each Year



40

Entities Represented Each Year



1,500+

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.



## 2026-27 LEADERSHIP IOWA

October 2026 - June 2027 | Statewide

| SPONSORSHIP BENEFITS                             | SILVER<br>\$750      | GOLD<br>\$1,500      | CONNECTING<br>\$2,500 | LEADING<br>\$5,000   | PRESENTING<br>\$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<br>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<br>Choice  | Session of<br>Choice | Session of<br>Choice   |

## 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](mailto: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!

**Levi Lefebure**

Membership Development Manager

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