



IOWA
ASSOCIATION
OF BUSINESS
AND INDUSTRY

SPONSORSHIP OPPORTUNITIES

20
25

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



IOWA
ASSOCIATION
OF BUSINESS
AND INDUSTRY



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.

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



IOWA
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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.





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

“There is no better conference to connect with other Iowa businesses. The content is top notch and the opportunity to converse with various business leaders from all over the state is invaluable.”

- Ashley Sly MHCS, PC



IOWA
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AND INDUSTRY



IOWA MANUFACTURING CONFERENCE

300+

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.





**IOWA
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IOWA MANUFACTURING CONFERENCE and Legends in Manufacturing Awards



SPONSORSHIP BENEFITS	BRONZE \$1,000	SILVER \$2,500	GOLD \$5,000	PLATINUM \$10,000	DIAMOND \$15,000
					EXCLUSIVE
Speaker Introduction				X	X
30-second Video Spot (Provided by Sponsor)				X	X
Sponsored Social Post			1 Day	2 Days	3 Days
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	1	2	4	6	8

“This was my first year attending the event, and I was very impressed overall. The schedule was laid out very well. The day flowed smoothly with a good mix of speakers, workshops and networking; it was over before I knew it! Thanks, ABI, for putting on a great event!”

- Tom Cox, SSAB



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 \$1,000	BIRDIE \$2,500	EAGLE \$3,500	PRESENTING \$5,000
Event Signage					X
Logo on Registration Website				X	X
Golfer Registrations			2	2	4
Course Signage	Beverage Cart	Representative at Tee/Hole	Lunch	Reception	Registration



**IOWA
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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





IOWA
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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 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
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
Logo on Program Website			X	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, program participant



IOWA
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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, program participant



IOWA
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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
Session Signage	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, Weaton Companies, Fairfield, IA

SESSION SCHEDULE

DATE	TOPIC	LOCATION
October 2-4, 2024	Opening Retreat	Algona
November 7-8, 2024	Agriculture & Renewable Resources	Shenandoah & Clarinda
December 5-6, 2024	Economic Development & Workforce	Ottumwa
January 8-10, 2025	Government	Des Moines
March 6-7, 2025	Manufacturing	Clinton
April 3-4, 2025	Education	Sioux Center
May 1-2, 2025	Public Safety & Security / Community Preparedness & Response	Cedar Rapids
June 10-12, 2025	ABI Conference & Graduation	Council Bluffs

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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