

# SPONSORSHIP OPPORTUNITIES



2026



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—ranging from statewide briefings and annual receptions to regional meetings and committee sessions—provide valuable opportunities to hear updates on legislative activity, engage directly with elected officials, and influence policy priorities.

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

Listing

Listing

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

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
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>Advocacy Resources</b>					
Exclusive Election Updates					X

"This was my first time attending the event. It was a great way to meet people from across the state in many different sectors. I found the briefing very informational as well. It was a great way to learn the priorities of the organization."

- Adrienne Miller, Grow Cedar Valley





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# TAKING CARE OF BUSINESS CONFERENCE

**425+**

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.





## 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 Recognition			X	X
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

"The Taking Care of Business Conference was outstanding, as always! The agenda, speakers and sessions were all great. Renewing and deepening personal and business relationships and building new ones is what the Conference is all about. Another great success."

- Chris Sackett, BrownWinick



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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 \$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	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	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
Social Media Recognition			X	X	X
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

"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





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

## GOLF CLASSIC

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

SPONSORSHIP BENEFITS:	BEV. CART \$1,000	GOLF HOLE \$2,500	EAGLE \$3,500	PRESENTING \$5,000
Sponsor Recognition				X
Golf Registrations		2	2	4
Reception Registrations	1	2	2	4
Event Signage	Beverage Cart	Representative at Tee/Hole	Registration	Reception
Registration Website	Listing	Listing	Logo	Logo





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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

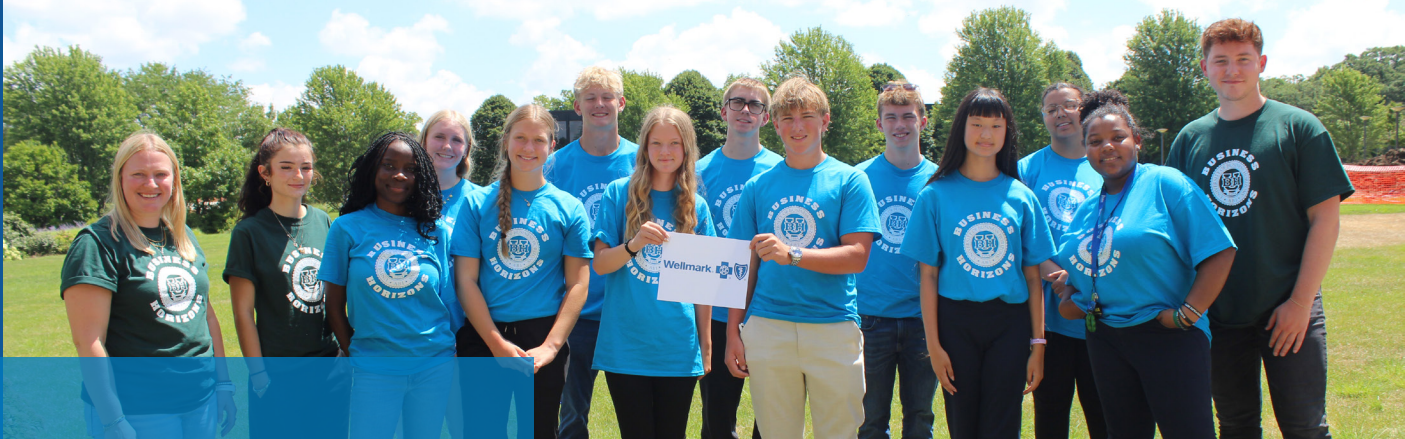
Pre-Employment Testing Seminar | Automation Summit

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	SUPPORTING \$1,000	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
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 Bhararadwaj, 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 \$1,000	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
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



1,400+

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

	SINGLE SESSION SPONSORS			ANNUAL SPONSORS			
SPONSORSHIP BENEFITS	BRONZE \$500	SILVER \$750	GOLD \$1,500	SUPPORTING \$2,500	CONNECTING \$5,000	LEADING \$10,000	PRESENTING \$20,000
Alumni Event Sponsor							EXCLUSIVE
Logo on Welcome Bags							X
Speaking Opportunity						X	X
60-second Video Spot (Provided by Sponsor)						X	X
Full-Page Ad in Participant Notebook					X	X	X
Recognition in Alumni Newsletter					X	X	X
Listing in Press Release				X	X	X	X
Recognition at Alumni Events & Annual Conference				X	X	X	X
Annual Publications				Listing	Listing	Listing	Listing
Social Media Post			Sponsored Session	X	X	X	X
Recognition on Program Website		Listing	Listing	Logo	Logo	Logo	Logo
Session Signage	Listing	Listing	Logo	Logo	Logo	Logo	Logo
Promo Item	X	X	X	Session of Choice	Session of Choice	Session of Choice	Alumni Events

## 2025-26 SESSION SCHEDULE

DATE	TOPIC	LOCATION
October 1-3, 2025	Opening Retreat	Indianola
November 6-7, 2025	Agriculture & Renewable Resources	Fort Dodge
December 4-5, 2025	Workforce & Economic Development	Cedar Valley
January 14-16, 2026	Government	Des Moines
March 5-6, 2026	Manufacturing	Muscatine
April 9-10, 2026	Education	Decatur County
May 7-8, 2026	Rural Vitality	Perry
June 2-4, 2026	ABI Conference & Graduation	Coralville / Iowa City

*The 2026-27 session schedule has not yet been finalized.*



# 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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Partnership Relations Manager

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