



2024

AMES REGIONAL ECONOMIC
Alliance

SPONSORSHIP GUIDE



MEMBERSHIP & BUSINESS DEVELOPMENT

\$8,000

Annual Commitment

*Previously known as
Inner Circle*

Traction Sponsor

Previously known as Inner Circle, this sponsorship opportunity provides year-round value for your business.

Each **TRACTION** sponsor will receive prominent display through all of our core communication channels, including:

- **WEBSITE** - Logo displayed on website that has 73K+ visitors each year.
- **WEEKLY EMAIL** - Logo displayed in our Weekly Newsletter that gets sent to 2,400+ contacts.
- **TRACTION MAGAZINE** - Logo placement in each quarterly publication that has a quarterly distribution of 20,000 copies across Ames.
- **SOCIAL MEDIA** - During the quarter where your business is profiled, our team will also create a custom Traction Investor social media video.
- **SIGNATURE EVENTS** - Traction Sponsors will be displayed at our Signature and Speaker Events.



Inter-City Visit

Join us as we travel to another community, learn about their infrastructure and development plans, and network with community leaders. This opportunity provides time to let our community leaders learn what other communities are doing well and determine how to make our communities more enticing to live, work, and play. Previous trips have included visits to Manhattan, KS; Fort Collins, CO; Lafayette, IN; and Columbia, MO.



\$3,000

Presenting Sponsor

\$2,000

Welcome reception

\$2,000

Dinner Sponsor

\$1,500

Lunch Sponsor

\$1,000

Social Hour Sponsor

\$1,000

Supporting Sponsor

Coffee Mingle

Some of the best relationships are met with a coffee in hand. Meet with fellow members before work at various locations across the Ames MSA. Engage with friends, make new connections and get your day off to a great start! Sponsors are asked to provide coffee and pastries.

\$500
per event

Business After Hours

This monthly gathering is all about connecting! As one of our largest monthly events that rotates locations, it provides a platform for members to build their repertoire of business relations throughout the community. Each host is expected to incur food and beverage expenses. Complementary pre-promotional video included.

\$850
per event

Agriculture Day - March 21, 2024

Iowa is known for its rich agricultural roots! Join us as we devote an event to enriching the industry, educating our community with statistics and research findings, and learn how we continue to find new ways to meet the needs of our local, state and national economy. The 2024 event will feature Roger Underwood, an Agriculture Technology Innovator and Inventor, as the keynote speaker.

\$4,000
Presenting Sponsor

\$3,000
Gold Sponsor

\$1,000
Silver Sponsor

\$1,000
Beverage Sponsor
(two available)



Manufacturing Breakfast October 2024

Join us as we highlight and celebrate the manufacturing industry in Ames throughout the Ames MSA, including Boone and Story County! Hear from industry experts and collaborate with fellow colleagues to foster deeper relationships in the profession.

\$4,000
Presenting Sponsor

\$3,000
Gold Sponsor

\$2,000
Silver Sponsor

\$1,000
Supporting Sponsor
(two available)

SIGNATURE EVENTS



Golf Day - June 21, 2024

A four-person best shot tournament for Chamber members of all talent levels! This event is held every summer at a local Ames golf course with 144 golfers.

\$4,000

Presenting Sponsor

\$3,000

Gold Sponsor

\$2,000

Silver Sponsor

\$1,000

Tee Marker Sponsor

\$1,000

Breakfast Sponsor

\$1,500

19th Hole Reception

\$600

Putting Green or Driving Range Sponsor

\$750

Golfer Gifts Sponsor

\$500

Golf Hole Sponsor
(18 available)

\$600

Golf Team Registration

\$500

Beverage / Awards Sponsor
(four available)



Steak Fry - September 3, 2024

This casual event is ideal for engaging with our local community members and making new connections. Join us for this casual (no ties allowed) event!

\$4,000

Presenting Sponsor

\$3,000

Gold Sponsor

\$1,500

Past Chair's Mug Sponsor

\$1,000

Beverage Sponsor
(two available)

\$1,000

Entertainment Sponsor

\$300

Vending





A SYMPOSIUM ON BUILDING INCLUSIVE ORGANIZATIONS

The Ames Regional Economic Alliance has partnered with the City of Ames, Iowa State University, and the Story County Board of Supervisors to host this impactful, enlightening, one day event in the Fall of 2023.

\$3,000

Gold Sponsor

\$2,000

Silver Sponsor

\$1,000

Bronze Sponsor

Annual Event

December 2024

This Ames Regional Economic Alliance event incorporates all of our affiliates: Ames Economic Development Commission, Ames Main Street, Ames Main Street Farmers' Market, Ames Seed Capital, LLC, FUEL Story County, and The Ames Foundation, and celebrates the accomplishments of the past year. There is a projected attendance of 400.

\$10,000

Presenting Sponsor

\$7,000

Gold Sponsor

\$5,000

Silver Sponsor

\$3,000

Gift Sponsor

\$2,000

Bronze Sponsor

\$1,500

Beverage Sponsor
(two available)

\$1,000

Reserve Seating Sponsor



Annual Awards

January 25, 2024

Every year the Ames Regional Economic Alliance and its affiliate organizations recognize individuals and businesses who have shown exemplary service and commitment in their profession or in the community. The combined Annual Event of the Ames Chamber of Commerce, Ames Economic Development Commission, Ames Main Street, FUEL Story County, Ames Seed Capital, The Ames Foundation, Campustown, and Ames Farmers' Market celebrates the accomplishments of the annual award recipients for each organization. There is a projected attendance of 200.



\$5,000
Presenting Sponsor

\$3,000
Gold Sponsor

\$3,000
Awards Sponsor

\$2,000
Silver Sponsor

\$1,000
Bronze Sponsor

Economic Outlook Breakfast - January 18, 2024

Kick off the new year by getting in front of local leaders as we forecast the local, state and regional opportunities, challenges and economic trends, and how they affect the Ames, Boone and Story County business community. The 2024 event will feature Kanlaya Barr, Director of Corporate Economics at John Deere, as the keynote speaker.

\$3,000
Presenting Sponsor

\$2,000
Gold Sponsor

\$1,500
Silver Sponsor

\$1,000
Bronze Sponsor

LEADERSHIP

“
In order to be **effective**, both **leadership**
and learning must be utilized **together**.
”

LEADERSHIP AMES 37

Apply today!

Leadership Ames

This program was created to develop informed, involved, and concerned local leaders. Both experienced and developing leaders get a broader view of civic leadership responsibilities and opportunities through direct contact with a wide spectrum of institutions and people who shape the community where we live and work. Class 37 runs January-November 2024.

\$3,000

Presenting Sponsor

\$500

Themed Session Sponsor (multiple available, contact for dates and availability)



Fueling & Uniting Engaged Leaders (FUEL)
Networking opportunities include, but not limited to a progressive dinner, a family-friendly picnic, bi-monthly socials, and lunch and learns.

Spark Sponsor

Have your logo featured on the Fuel website calendar. Make a difference in fostering relationships through community outreach! Includes two complimentary memberships.

\$500

Annual Commitment

Ignite Sponsor

Impact others by hosting a soft-skilled workshop bi-annually. Encourage your employees to attend and learn something new! Gain professional development via an upcoming Lunch 'n Learn! Includes five complimentary memberships.

\$1,000

Annual Commitment

Flame Sponsor

Prominent logo placement on marketing materials, events, website, and newsletters. Unlimited memberships.

\$2,500

Annual Commitment

WORKFORCE SOLUTIONS PROGRAMMING



Workforce Attraction

Aspects of our workforce attraction program include the following: WorkInAmes.com and WorkInBooneia.com, our comprehensive Ames/Story County/Boone job and relocation board; Home Base Iowa program, career fairs (local, regional, and virtual), and key partner sponsorships with the ISU Alumni Association. The overall goal of these efforts is to enhance the recruiting and retention efforts of our Boone and Story County businesses.

Talent Development

The goal of this aspect of our Workforce Solutions programming is to support the overall economic recovery of Boone and Story County. We will do this by implementing up-skill training opportunities, encouraging local child care provider training, and other efforts that will support talent development in Boone and Story County.

Summer Intern Program

A series of (summer) events for interns and young professionals in the Story and Boone County area. These events are geared to acquaint attendees with the region, enhance professional development, and network with our business community. In 2023, we averaged nearly 150 registered interns per event.

PreK-12 Programming

We actively promote a number of initiatives that seek to unite schools and our business community as well as develop highly skilled and adaptable innovators and leaders. These initiatives include but are not limited to: career exploration, youth leadership programming, career fairs, apprenticeships, Teaching for the Workforce professional development conference, and student/parent career exposure opportunities.

Career Fairs

As part of the Workforce Solutions sponsorship, our team actively works a variety of career fairs under the Work in Ames brand. These include university career fairs and community-centered ones such as at North Grand Mall.

DIVERSITY, EQUITY, AND INCLUSION

Women in Leadership

Through a series of events, the Women in Leadership program will provide a space where we can talk about leadership, mentoring opportunities, and build relationships. The events will engage individuals for discussion with the opportunity to build small groups/networks outside of the main group.

Untapped Workforce: 3-Part Series

Each event, starting in February, will be a roundtable discussion. The Ames Regional Economic Alliance will host businesses that are utilizing or interested in using these untapped workforce, as well as community leaders. Discussions will be around how we can use these untapped workforce, what has worked for others, and what are concerns from employers. Each session will be held at the Ames Regional Economic Alliance office from 7:30 AM - 9:00 AM on the following dates:

- February 8 - Untapped Workforce: Justice Involved Individuals
- June 6 - Untapped Workforce: Individuals with Disabilities
- October 3 - Untapped Workforce: Immigration

All of the Workforce Solutions Programming is included for a

\$3,500
Annual Commitment
(15 available)



WORK
in **AMES.com**

WorkinAmes.com is the job board for the entire Ames Metropolitan Statistical Area (MSA), servicing Ames, Boone, and Story County, and featuring a wide range of career opportunities. Visitors to the website are able to upload their resume and contact information that is forward to our Workforce sponsors. The website generates over 100,000 job searches annually. As an employer, you can post jobs to the website, and if you are looking for employment, we are certain you will find it here and become part of our vibrant workforce!

PUBLIC POLICY

Public Policy Leadership

Be an essential supporter of the Alliance's Public Policy program and play an instrumental role in assuring a favorable political and business climate in Boone and Story County, throughout Iowa, and the nation. State Policy work supports our State Legislative Forum (March), end of session after hours (May), and the Legislative Kick-off event (January), as well as our weekly Legislative Update emails during session. Local policy sponsors support programming connected to our local elected officials including school boards, City Council and Boone and Story County Supervisors. Additionally, you will receive recognition in our weekly Local Policy Update email (during weeks when State Legislature is not in session).

\$5,000

Presenting Sponsor

\$2,000

Gold Sponsor

\$1,000

Silver Sponsor

Ames MSA Connect + Converse Legislative Reception February 6, 2024

Ames MSA business, community, and institutional leaders have a unique opportunity to interact with State Legislators, officials, and other elected officials.

\$3,000

Presenting Sponsor

\$1,000

Supporting Sponsor

\$500

Booth Sponsor



Congressional Staff Visit

Join us in welcoming Congressional staff members from all our Iowa representatives in Washington D.C. in this new event to 2023. The day will begin with an early lunch and will progress to a tour of the Ames MSA with visits of the business, industry, and education partnerships that are driving our economic development successes.

\$5,000

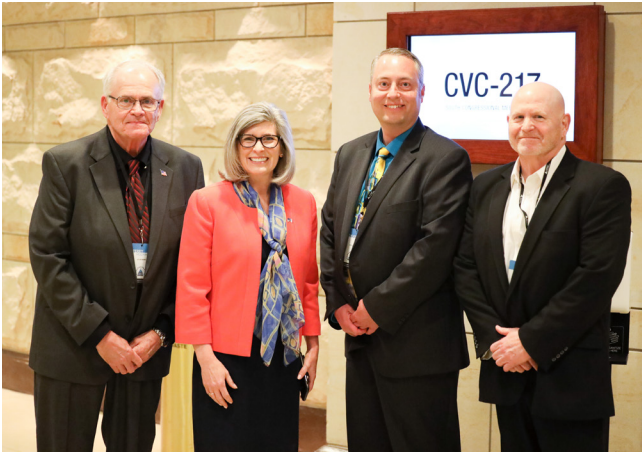
Presenting Sponsor

\$2,500

Gold Sponsor

\$2,000

Networking Reception



Washington D.C. Fly-In

& Federal Policies

Yearly, a delegation of community, business, and institutional leaders are assembled to travel to Washington D.C. and to present our federal priorities to our elected officials and select agencies.



\$10,000
Premier Fly-In Sponsor

\$2,500
Dinner Sponsor

\$1,000
Supporting Sponsor

\$1,000
App / Mobile Site Sponsor

State of Series

Join the Ames Regional Economic Alliance for a panel of leaders in major industries in Ames, Boone and Story County. We are offering an opportunity for these industries to showcase what they do, but also how those who are unfamiliar with specific industries can learn more to better understand and serve the community.

- **State of Healthcare (March)**
- **State of Education (August)**
- **State of Ames MSA (October)**

\$1,000

Presenting Sponsor per event



2024 Public Policy Event Schedule

- **January 5** - State Legislator Kick Off Breakfast
- **February 6** - Ames MSA Connect + Converse Legislative Reception at Iowa Tap Room,
- **February** - Pours & Policy - Legislative Local Reception
- **March** - State Legislative Update with Nyemaster Law Firm
- **April 16-18** - Ames Chamber Washington DC Fly In
- **April/May** - U.S. Chamber Foundation Student Civic Bee Program
- **August** - Congressional Staff Fly In



Ames Main Street

sustaining sponsorship creates a unique identity and focus on downtown. The presence of locally owned businesses gives this district an all-inclusive shopping experience. Ames Main Street is an investor-based organization, open to anyone in the community that would like to support its development.

\$1,000

Sustaining Sponsor

Beautification Projects

Keep Downtown Ames flourishing through ongoing beautification projects such as landscaping, flowerbeds, and planter enhancements, and painting projects.

\$2,500

Presenting Sponsor

\$1,500

Sustaining Sponsor

Community Events

Bring the community together by supporting events like Sidewalk Sales, Art Walk, Snow Magic and more! Events are subject to change.

*Heart of Ames Days
(Feb.)*

\$2,000

*Sidewalk Sales
(July)*

\$2,000

Music Walk (Sept.)

\$750

Art Walk (June)

\$750

Trick or Treat (Oct.)

\$500

Shop Local Saturday (Nov.)

\$1,000



\$1,500

Presenting Sponsor

\$750

Gold Sponsor



515 Week, held May 15 through May 18, will include 515 themed shopping specials, Family Night in Downtown Ames, a moonlight farmers' market, a live concert, and many more activities to help spread the word about 515 Days.

NEW! Downtown After Sundown

You asked for it. More food trucks, more vendors, more music! Join us for the third week of our "After Sundown" series, featuring our nighttime farmers' market and food truck showdown, beer garden and live music on the streets of Downtown Ames.

\$5,000

Presenting Sponsor

\$1,500

Gold Sponsor

\$1,000

Music / Farmers' Market
Sponsor

\$500

Supporting Sponsor



Witches Walk

\$2,000

Presenting Sponsor

\$1,000

Costume Contest

\$500

Silver Sponsor

\$2,000

Presenting Sponsor

\$1,500

Ice Sculpture

\$500

Santa Sponsor



Campustown Events

NEW! Tasty Tuesdays!

Enjoy specials and deals at Campustown restaurants and bars on Tuesdays in July!

NEW! Campustown After Sundown

You asked for it. More food trucks, more vendors, more music! Join us for the second week of our "After Sundown" series, featuring our nighttime farmers' market and food truck showdown, beer garden and live music on the streets of Campustown.

NEW! Campustown Food Truck Frenzy and Market

Hosted on the same weekend as Cyclone Family Weekend, this event features live music, food trucks, vendors, and a good time!

\$1,500

Sponsor per event



Ames Main Street Farmers' Market

Located on the 300 and 400 block of Main Street, including the Tom Evans Plaza, the Ames Main Street Farmers' Market brings local food and fun to the heart of Ames on Saturdays, May until October. This Saturday morning staple has grown to host 3000 visitors weekly. Discover something new and join us! Support the overall Market as an individual sponsor!

\$1,000
Platinum Sponsor

\$300
Single Saturday Sponsor

**Market Tote
Giveaway**
\$3,000

**Bill Riley
Talent Show**
\$500

**IA League
of Heroes**
\$750

Market Music

Live music is a tradition at each Market! Sponsor signage is placed near the musicians each week to visibly thank our sponsors.

\$4,500
Exclusive Music Sponsor
(all season, May-October)

\$1,000
Monthly Sponsor



Children's Events

The Ames Main Street Farmers' Market is family-friendly and hosts a number of children's events and activities throughout the season!

\$4,000
Exclusive Children's Events
Sponsor (all 11 events)

\$1,500
Petting Zoo Sponsor
(two events)

\$1,500
Pony Rides Sponsor
(three events)

\$1,500
Exclusive Kid's Face Painting
Sponsor (five events)



Farm to Table - August 4, 2024

Join us as we enjoy an authentic, progressive meal made from creative culinary chefs that will stimulate your palate while dining amongst friends.

\$4,000

Presenting Sponsor

\$3,000

Chef Sponsor

\$1,500

Music Sponsor

\$1,000

Table Sponsor (8 seats)



Cooking Contests

There are three cooking contests throughout the season, each one drawing a large and diverse crowd!

\$1,000

Exclusive Cooking Contest Sponsor (three events, Market will provide prizes)

\$350

Single Cooking Contest Sponsor (Market will provide prizes)



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