



AMES REGIONAL ECONOMIC  
**Alliance** 

# 2025 SPONSORSHIP GUIDE





# MEMBERSHIP & BUSINESS DEVELOPMENT

**\$8,500**  
Annual Commitment

## 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 21,000 copies across residential and commercial addresses in 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; Columbia, MO; Fargo, ND; and communities in Iowa.



**\$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 area. Engage with friends, make new connections and get your day off to a great start! Sponsors are asked to provide coffee and pastries. Complementary pre-promotional video included.

**\$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



**Roger Underwood**  
Founder, Becker Underwood

## Agriculture Breakfast March 2025

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.

## Manufacturing Breakfast October 2025

Join us as we highlight and celebrate the manufacturing industry throughout the area. Hear from an industry expert and connect with fellow colleagues to strengthen relationships in the profession.



**Jason Andringa**  
CEO and President, Vermeer Corporation

**\$5,000**  
Presenting Sponsor

**\$4,000**  
Gold Sponsor

**\$2,500**  
Silver Sponsor

**\$1,000**  
Supporting Sponsor

# SIGNATURE EVENTS



## Golf Day - June 27, 2025

A four-person best shot tournament for Alliance 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

**\$1,500**

Breakfast Sponsor

**\$1,500**

19th Hole Reception

**\$600**

Putting Green or Driving Range Sponsor

**\$1,500**

Golfer Gifts Sponsor

**\$750**

Golf Hole Sponsor  
(18 available)

**\$600**

Golf Team Registration

**\$1,000**

Beverage / Awards Sponsor



## Steak Fry - September 2, 2025

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

**\$1,000**

Entertainment Sponsor

**\$300**

Vending







# Annual Event

**December 2025**

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, AREA Young Professionals, and The Ames Foundation, and celebrates the accomplishments of the past year. There is a projected attendance of 700.

**\$10,000**

Presenting Sponsor

**\$7,000**

Gold Sponsor

**\$5,000**

Silver Sponsor

**\$3,000**

Gift Sponsor

**\$2,000**

Bronze Sponsor

**\$2,000**

Dessert Sponsor

**\$1,500**

Beverage Sponsor

**\$1,000**

Reserve Seating Sponsor



# Annual Awards

## January 2026

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, and Ames Main Street Farmers' Market celebrates the accomplishments of the annual award recipients for each organization. There is a projected attendance of 200.



**\$3,500**  
Presenting Sponsor

**\$3,000**  
Gold Sponsor

**\$2,000**  
Silver Sponsor

**\$1,000**  
Bronze Sponsor

**\$1,000**  
Beverage Sponsor

**\$500**  
Supporting Sponsor

## Economic Outlook Breakfast - January 2025

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 2025 event will feature Robin Anderson, State of Iowa Economist, as the keynote speaker.

**\$3,000**  
Presenting Sponsor

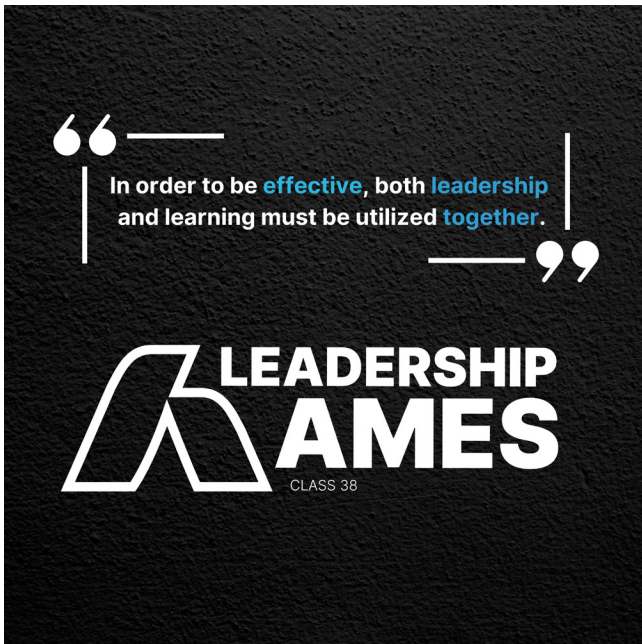
**\$2,000**  
Gold Sponsor

**\$1,500**  
Silver Sponsor

**\$1,000**  
Bronze Sponsor



# LEADERSHIP



## Leadership Ames

A course for our communities! One of our flagship programs in the AREA to cultivate and engage informed leaders who are prepared to address the challenges and opportunities through the Ames region. Themed sessions allow participants to ask questions, tour facilities, and discuss important topics that cultivate meaningful conversations. Class 38 runs January-November 2025.

## \$500

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

# AREAYP

## AREA Young Professionals

*provides a forum for networking, professional development, and community partnerships. We promote and preserve the businesses, attractions, and events that make our Central Iowa communities a great place to live, work, and play, while being committed to creating an environment that attracts and retains young professionals in our area.*

### Level 1 - \$2,500

- Unlimited AREA YP Memberships
- Individually featured as an AREA YP sponsor on social media
- AREA YP can host an event on-site at your organization
- Prominent logo placement on marketing materials, e-newsletter, website, and at events

### Level 2 - \$1,000

- Includes five annual AREA YP Memberships
- Logo placement on marketing materials, e-newsletter, website, and at events
- Featured in group sponsor posts on social media

### Level 3 - \$500

- Includes two annual AREA YP Memberships
- Logo placement on marketing materials, e-newsletter, website, and at events

# WORKFORCE SOLUTIONS PROGRAMMING



## **Retention & Attraction of Talent**

By hosting a comprehensive website and job board that attracts talent, we promote the Ames region as an ideal place to live and work. The site features job opportunities with relocation information that will encourage long-term residency and feature business sponsor logos.

Through increased visibility and creating a positive perception of the Ames region, we are a top destination for skilled professionals through focused marketing efforts on workforce stories via social media, WorkinAmes.com, and Livability magazine.

## **Adult Skills Training**

We've created inclusive opportunities for residents and offer retraining programs focused on healthcare, skilled trades and transportation, to enhance the local labor force.

## **Engagement**

### **PK-12 Students, College Students and Young Professionals in Leadership Opportunities**

We actively promote a number of initiatives to unite schools and the business community. We'll host two major professional development events for interns to encourage engagement and foster long-term relationships with students, young professionals and local businesses. Join the effort to continue to develop leadership and workforce skills through work-based learning opportunities that will foster a long-term talent pipeline.

## **Data & Surveys**

We will create comprehensive data reports for sponsors, providing businesses with valuable workforce data and will highlight feedback from HR surveys on local workforce challenges and opportunities.

## **Marketing**

External marketing campaigns and targeted efforts through social media and print advertising will increase visibility and positive perception of the region as a top destination for skilled professionals.





# Women in Leadership

Four (4) quarterly events across the AREA, featuring speakers, authors, and local leaders, while affording time to meet new acquaintances, build and connect your circle of influence and gain inspiration in our community. Events will take place in March, June, September, and November 2025.

- \$3,000

Presenting Sponsor
- \$2,000

Gold Sponsor
- \$1,500

Beverage Sponsor
- \$1,000

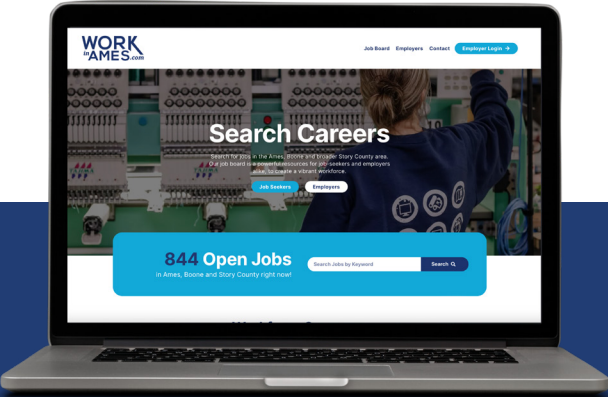
Silver Sponsor
- \$500

Supporting Sponsor

All of the Workforce Solutions  
Programming is included for a

**\$3,500**

Annual Commitment



WorkinAmes.com is the job board featuring a wide range of career opportunities. servicing the Ames, Boone, and Story County region. As a Workforce Development sponsor, a direct link on the website will point prospective employees to your job board.

# 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 across our region in Boone, Hamilton and Story County, throughout Iowa, and the Nation.

**Local Policy:** Sponsors support programming connected to our local elected officials including School Boards, City Council and County Supervisors. Additionally, you will receive recognition in our weekly Local Policy Update email (during weeks when State Legislature is not in session).

**State Policy:** Sponsors supports our State Legislative Legislative Breakfast Kickoff (January), Legislative Evening Reception in Des Moines (February), Lobbyist Lunch Mid-Session Report (March), End of Session After Hours (May), as well as our weekly Legislative Update emails during session.

**National Policy:** Sponsors support our work on national and international policy efforts to grow and protect our regional business and community partners through our advocacy. Our annual Washington DC Fly In (May), Iowa Congressional Staff Fly In (August) and hosting of Congressional delegation members and international partners throughout the year, US Chamber Foundation/Alliance Civic Bee Competition (January - April)

**\$5,000**  
Presenting Sponsor

**\$2,000**  
Gold Sponsor

**\$1,000**  
Silver Sponsor

## Alliance Connect + Converse Legislative Reception

Ames area 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



## Congressional Staff Fly-In

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

**\$5,000**  
Presenting Sponsor

**\$2,000**  
Gold Sponsor





# 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

**U.S. Chamber Foundation /  
Alliance Civic Bee**

# \$1,000

Presenting Sponsor

## State of Series

Join the Ames Regional Economic Alliance for a panel of leaders in major industries across the three-county region. 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 Wellness (March)***
- ***State of the AREA (May)***
- ***State of Education (August)***
- ***State of Innovation (November)***

# \$2,000

Presenting Sponsor per event

# \$1,500

Gold Sponsor per event

# \$1,000

Silver Sponsor per event

Supporting Sponsor - \$500

## 2025 Public Policy Event Schedule

- **January** - State Legislator Kick Off Breakfast
- **February** - Alliance Connect + Converse Legislative Reception in Des Moines
- **March** - State Legislative Lunch Update with CWL Group
- **April** - U.S. Chamber Foundation / Alliance Student Civic Bee Program
- **May 6-8** - Ames Alliance Washington D.C. Fly-In
- **May** - 2025 State Legislative Session Review Event
- **August** - Congressional Staff Fly-In



## Ames Main Street

sustaining sponsorship creates a unique identity with a 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.

**\$1,500**

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.

*Winter Sidewalk Sale (Jan.)*

**\$1,000**

*Heart of Ames (Feb.)*

**\$750**

*Luck of the Irish (March)*

**\$500**

*Art Walk (June)*

**\$750**

*Summer Sidewalk Sale (July)*

**\$1,000**

*Music Walk (Sept.)*

**\$750**

*Trick or Treat (Oct.)*

**\$500**

*Small Business Sat. (Nov.)*

**\$500**







**515 Week**, held May 15-16, will include 515 themed shopping specials, a farmers' market, a live concert, and many more activities to help spread the word about the area code where we live, work, and thrive.

**Downtown After Sundown (Thursday)**

**\$2,000**

Beer Garden

**\$2,000**

Live Music

**\$1,500**

Supporting Sponsor

Farmers' Market - **\$1,000** Vendor - **\$500**

**Big Bash at Bandshell Park (Friday)**

**\$2,500**

Music Sponsor

**\$2,500**

Beer Garden

**\$1,000**

Supporting Sponsor

Vendor - **\$500**



**Witches Walk**

**\$2,500**

Presenting Sponsor

**\$2,000**

Gold Sponsor

**\$1,500**

Silver Sponsor

Supporting Sponsor - **\$1,000** Vendor - **\$500**

**\$2,500**

Presenting Sponsor

**\$2,000**

Gold Sponsor

**\$1,500**

Silver Sponsor

Ice Sculpture - **\$1,000** Santa - **\$500**



# After Sundown Series

Music, food trucks, vendors, oh my! Join us as we enjoy our "After Sundown" Series showcasing nighttime farmers' market and food trucks, beverage garden, and live music in various parts of our community.



**May / Ames Main Street**

**June / Campustown**

**July / North Grand Mall**

**\$4,000**

Presenting Sponsor

**\$2,500**

Silver Sponsor

**\$1,500**

Bronze Sponsor

**\$1,500**

Vending Sponsor

**\$1,500**

Beverage Sponsor

**\$500**

Supporting Sponsor



## 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 5,000 visitors weekly. Discover something new and join us! Support the overall Market as an individual sponsor!

**\$2,500**  
Platinum Sponsor

**\$1,000**  
Gold Sponsor

**\$300**  
Single Saturday Sponsor

**\$3,250**  
Market Tote Giveaway

**\$1,000**  
IA League of Heroes

### 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)

**\$3,000**  
Petting Zoo Sponsor  
(three events)

**\$2,000**  
Pony Rides Sponsor  
(three events)

**\$2,000**  
Exclusive Kid's Face Painting  
Sponsor (five events)





## Farm to Table (Summer 2025)

Returns to Prairie Moon Winery in 2025. Join us as we enjoy a delicious progressive meal, authentically crafted from a creative culinary chef, sure to stimulate your palate while in the company of friends.

**\$4,000**

Presenting Sponsor

**\$3,000**

Chef Sponsor

Music or Dessert Sponsor - **\$1,500**

Supporting Sponsor - **\$1,500**

Table Sponsor (8 seats) - **\$1,100**

## 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)



# Campustown

## Tasty Tuesday's (July 2025)

Tasty Tuesday's is a bar and restaurant promotion in Campustown, every Tuesday in the month of July.

**\$500**

Presenting Sponsor



## Campustown Farmers' Market (August 2025)

Join us for a night time Farmers' Market in Campustown with food trucks, farmers' market vendors, live music and more!

**\$1,500**

Presenting Sponsor

**\$1,000**

Supporting Sponsor

Booth - **\$300**

## Campustown Games (September 2025)

In partnership with Iowa State University Family Weekend, enjoy food and drink while engaging with businesses in our Campustown area.

**\$1,000**

Presenting Sponsor

**\$500**

Supporting Sponsor



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