



Your Guide to AREA Engagement

SPONSORSHIP GUIDE

2026

www.amesalliance.com



Inside the 2026 Sponsorship Guide:

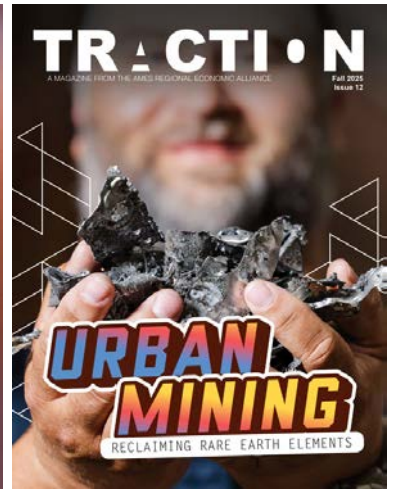
- **Traction Investor**
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On behalf of the Ames Regional Economic Alliance, I'm pleased to share our 2026 Sponsorship Guide—your connection to opportunities that strengthen our regional economy, support local businesses, and enhance quality of life across Central Iowa. Each sponsorship represents an investment in collaboration and progress, helping us advance initiatives in advocacy, workforce, community development, and business growth. Thank you for your continued partnership and commitment to building a vibrant, thriving Ames region where businesses and communities succeed together.

Jan Williams

Vice President, Investor Relations
jan@amesalliance.com



TRACTI·N INVESTOR

What is Traction?

The Ames Regional Economic Alliance and affiliate organizations help create traction in our community. We drive business and community vitality in the Ames region by being connectors. We lead, engage, and advocate for the betterment of our communities. We help get projects off the ground or help move them forward, and we are undeterred in our purpose, cause, and passion. A great idea often needs a little bit of progress and momentum, and we help provide that traction to move it forward.



YEAR-LONG INVESTMENT:  **\$8,500**

Each TRACTI·N Investor will receive prominent brand placement on all of our key communication pieces. This includes:

Website - homepage of the Ames Regional Economic Alliance website.

Email - weekly email that has a distribution list of 2,400 individuals of key regional businesses.

Key Events - Signage at signature Ames Regional Economic Alliance events.

Traction Magazine - publication with a quarterly distribution of 21,000. During one quarter, your business will be part of a Traction Investor Profile with two images and written content. Your team will have input on both.

Social Media - during that quarter, your business will be featured as a Traction Investor on social media.

SPEAKER EVENTS



Economic Outlook Breakfast February 5, 2026

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 four-county business community. The 2026 event will feature Dr. Peter F. Orazem, Interim Chair and Professor, Department of Economics for Iowa State University, as the keynote speaker.



Agriculture Breakfast March 27, 2026

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 9, 2026

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.



Building Community Breakfast Fall 2026

As we work to make the four-county region a more inviting place to live, work and do business, it is critical that we assemble programs like this to empower our members and the greater community. Local leaders who impact hiring, decision-making, organizational culture and environment are encouraged to attend this breakfast.



Presenting
Sponsor

\$5,000



Gold
Sponsor

\$3,000



Supporting
Sponsor

\$1,500

Annual Event December 2026

This Ames Regional Economic Alliance event is our largest of the year, incorporating all of our affiliates to celebrate the accomplishments of the past year. There is a projected attendance of 700.



Presenting Sponsor

\$10,000



Gold Sponsor

\$7,000



Silver Sponsor

\$5,000



Book Sponsor

\$5,000



Dessert Sponsor

\$2,000



Supporting Sponsor

\$1,000

NETWORKING EVENTS



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



1 Million Cups

Every week, entrepreneurs present business ideas to the local community and learn how those around them can support their business in its growth. Your local 1 Million Cups (1MC) community gives you the opportunity to refine your elevator pitch to a diverse audience, access training programs, and engage with a network for support.



\$1,000
annually

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 2026.

2026 Events:

- March
- June
- September
- December



Presenting Sponsor

\$3,000



Gold Sponsor

\$2,000



Supporting Sponsor

\$1,000



SIGNATURE EVENTS



Golf Day June 5, 2026

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.

-  Presenting Sponsor
\$4,000
-  Gold Sponsor
\$3,000
-  Silver Sponsor
\$2,000
-  Breakfast or Gift Sponsor
\$1,500
-  19th Hole Sponsor
\$1,500
-  Golf Hole Sponsor
\$750



Team Registration  **\$650** 4-some

Steak Fry September 8, 2026

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 that is traditional held the first Tuesday after Labor Day!

-  Presenting Sponsor
\$4,000
-  Gold Sponsor
\$3,000
-  Beverage Sponsor
\$1,500
-  Entertainment Sponsor
\$1,500



Annual Awards January 8, 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 event celebrates the accomplishments of the annual award recipients for each organization across the four-county region. The 2026 event will be held at the Iowa State University Memorial Union.

-  Presenting Sponsor
\$4,000
-  Gold Sponsor
\$3,000
-  Silver Sponsor
\$2,000
-  Beverage Sponsor
\$2,000
-  Supporting Sponsor
\$1,000



ADDITIONAL EVENTS



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
- State of the AREA
- State of Education
- State of Technology

 Presenting Sponsor
\$2,500

 Gold Sponsor
\$2,000

Housing Summit February 27, 2026

The Ames Regional Economic Alliance's first-ever Housing Summit will explore how housing drives economic opportunity for families, communities, and businesses across the region. Attendees will engage in timely discussions, connect with Iowa housing leaders, and celebrate excellence during the 2025 AREA Housing Impact Awards luncheon. All housing professionals, advocates, and community leaders are invited to be part of this anticipated event.



 Presenting Sponsor
\$3,000

 Gold Sponsor
\$2,000

 Supporting Sponsor
\$1,000

Campustown



Taste of Campustown (Spring / Summer Event)

Experience the flavors of Ames at Taste of Campustown, where local restaurants come together under the tents to offer delicious samples and a vibrant taste of our community's dining scene.

Campustown Fall Classic (Fall Event)

Join us in Campustown for this complimentary event that will feature mini golf holes, each hosted by a different Campustown business.

Small Business Weekend (Fall Promotion)

Celebrate Small Business Weekend by shopping local, discovering unique finds, and supporting the small businesses that make our community thrive.

Holiday Sales (Winter Promotion)

Celebrate the season in Campustown with festive lights, holiday shopping, and local flavors—your one-stop destination for gifts, gatherings, and holiday cheer!

Luck of the Irish

Celebrate St. Patrick's Day in style with the Luck of the Irish promotion from the Ames Alliance! Be the Presenting sponsor for the campaign the provides Community Cash to lucky shoppers across the region!


\$1,000
Presenting Sponsor



WORKFORCE SOLUTIONS



Position your organization as a leader in strengthening the Ames region's talent pipeline. Your sponsorship supports programs that attract, retain, and develop a skilled workforce while showcasing your business as a committed community partner.

Talent Retention & Attraction

Support the Live, Work, Play in Ames platform—featuring a regional job board, relocation resources, and lifestyle promotion—to position Ames as a top destination to live and work.

Strategic Marketing & Branding

Elevate regional visibility through targeted marketing, storytelling, and campaigns in regional and national media, highlighting sponsors as champions for workforce growth.

Adult Skills Training

Invest in adult education and retraining programs in key industries like healthcare, skilled trades, and transportation to strengthen the local labor force.

Engagement & Leadership Development

Support initiatives connecting students, interns, and young professionals with local businesses to build the region's future leaders.



Annual Commitment

All Workforce Solutions Programming is included

\$3,500

AREAYP

ORGANIZATION SPONSORSHIP

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





BE PART OF THE LIVE WORK PLAY IN AMES BRAND

We are extending opportunities for community businesses to be part of Live Work Play in Ames, our most dynamic and forward-facing brand from the Ames Regional Economic Alliance. Launched in 2025, the Live Work Play in Ames brand promotes the vibrancy of the region through the promotion of community events, live music across the region, and content that combines all Live Work and Play opportunities.

YEAR-LONG WEBSITE PRESENCE:



\$2,000

\$166 per month

- **FEATURED ATTRACTIONS (PLAY)**
- **READY TO MOVE? (LIVE)**
- **JOB BOARD (WORK)**
- **COMMUNITY DIRECTORY**

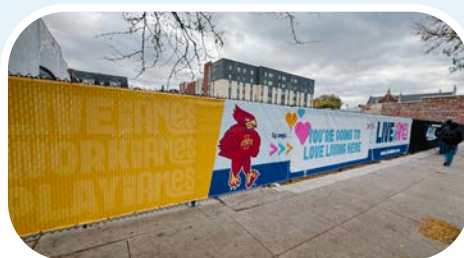


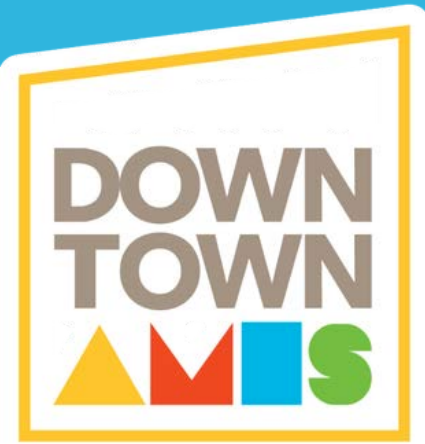
OVER 20,000 ACTIVE WEBSITE VISITORS IN 2025

HOW WE DRIVE TRAFFIC:

The Live Work Play in Ames brand is our most active and forward-facing and it's promoted everywhere! Here are a few examples:

- Traction magazine (21K quarterly)
- Discover Ames Visitor Guides
- Iowa Stater Alumni magazine
- ISU Welcome Fest Guides
- Fareway semi-trailer
- Main Street banner
- Campustown 130-foot windscreen
- Social media





DOWNTOWN AMES

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.

Presenting Sponsor
\$2,500

Sustaining Visionary Sponsor starting at
\$500

Beautification Projects

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

Presenting Sponsor
\$2,500



Downtown Promotions

Downtown Ames promotions bring energy and excitement to the heart of our community throughout the year. From seasonal celebrations and family-friendly events to special shopping and dining experiences, each promotion highlights the unique spirit and local flavor of our downtown district.



January



February



July



November



December



\$1,000
per promo

Sponsorship Benefits:

- Logo placement on all event marketing (social, print, and website)
- Social media shoutouts to our engaged followers
- On-site presence at events for face-to-face customer engagement
- Recognition in email newsletters

Art Walk / Music Walk

(June 11 / September 17)

Art Walk and Music Walk showcase the creativity and energy of Downtown Ames. Art Walk transforms downtown into an interactive gallery with local artists, while Music Walk fills the streets with live performances from musicians.



\$1,000
per event



Event Vendor **\$500**

515 Day

515 Day is a celebration of our region held on May 15 that includes 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 play.



Presenting Sponsor
\$5,000



Live Music
\$2,500



Beer Garden
\$2,000



Supporting Sponsor
\$1,500

Fourth of July Parade (July 4)

The annual Fourth of July Parade brings the community together to celebrate with festive floats, music, and red, white, and blue pride through the streets of Downtown Ames.



Presenting Sponsor
\$2,000



Supporting Sponsor
\$1,000



Witches Walk (October 8)

Witches Walk transforms Downtown Ames into a spirited Halloween celebration with costumes, treats, and fun for all ages.



Presenting Sponsor
\$2,500



Gold Sponsor
\$2,000

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

Vendor - **\$500**

Trick or Treat in Downtown Ames - \$500

Snow Magic (December 3)

Snow Magic kicks off the holiday season in Downtown Ames with twinkling lights, special shopping, and festive family activities.



Presenting Sponsor
\$2,500



Carriage Ride Sponsor
\$2,000

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



BUSINESS ADVOCACY

Support the Alliance's Business Advocacy program and help shape a strong political and business climate across Boone, Greene, Hamilton, and Story counties, Iowa, and the nation.

Local Policy: Sponsor programs with local elected officials and receive recognition in our Local Policy Update emails.

State Policy: Support our State Legislative Breakfast Kickoff, other events, and weekly updates during session.

National Policy: Back our advocacy efforts, including the annual Washington, D.C. Fly-In and meetings with national and international partners.

 Presenting Sponsor
\$10,000

 Gold Sponsor
\$5,000

 Silver Sponsor
\$2,500



2026 Calendar At-A-Glance:

- **January** - State Legislator Kick Off Breakfast
- **February** - Alliance Connect + Converse Legislative Reception in Des Moines
- **March** - State Legislative Update with CWL Group
- **April** - U.S. Chamber Foundation / Alliance Student Civic Bee Program
- **April** - Ames Alliance Washington D.C. Fly-In
- **May** - State Legislative Session Review
- **Fall** - State Legislative Candidate Forums

\$1K-\$3K Sponsorship 



U.S. Chamber Foundation Civics Bee April 10, 2026

The Ames Regional Economic Alliance and the U.S. Chamber of Commerce Foundation are hosting a civics competition for 6th–8th graders to test their civics knowledge and compete for recognition and cash prizes.


\$1,000
Presenting Sponsor

Washington D.C. Fly-In April 2026

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.

 Presenting Sponsor
\$10,000

 Dinner Sponsor
\$2,500

 Supporting Sponsor
\$1,000

COMMUNICATIONS



The AREA Podcast showcases the voices shaping Ames and the surrounding region. Each episode will feature in-depth conversations with community and business leaders, sharing their personal stories, professional journeys, and insights into the innovation and growth driving our area forward.

Supporting Sponsor

- Available to multiple businesses
- 30-second ad in the middle during a podcast break
- 4-episode minimum commitment
- Website placement (year-long commitment)
- Social media acknowledgement



Year-long (16 episodes)

\$4,000



4-episodes

\$1,600

Email Marketing

Reach our directory of more than 2,400 stakeholders through targeted email visibility — either embedded in our weekly correspondence or through a dedicated email blast.

Year-long Weekly Email Banner Advertisement

Be part of the Alliance's most consistent communication touchpoint. Your banner will appear in our weekly email, ensuring continuous exposure to business leaders, community partners, and regional stakeholders all year long.



Each week throughout the year

\$5,000

Monthly Banner Advertisement in our Weekly Email

Showcase your organization once a month within our weekly email. This option provides recurring brand visibility while aligning your message with timely community and Alliance updates that our readers rely on.



One-month Commitment

\$500

Solo Email Blast

Send a custom e-blast to our email directory of over 2,400 stakeholders. Share major event announcements, grand openings, press releases, job postings, and more. Written content and graphics are developed by your team. Space is limited to two (2) blasts per month.



Fully Customizable email (sent once)

\$500



Ames Documentary Film Festival September 27, 2026

The Ames Documentary Film Festival is a new event in 2026 that will showcase short nonfiction films that highlight powerful storytelling and academic insight. Debuting alongside the Octagon Arts Festival on September 27, 2026, it adds a new cinematic dimension to Ames' celebration of the arts.



Presenting Sponsor

\$2,000



Supporting Sponsor

\$500



AMES MAIN STREET FARMERS' MARKET

Located on the 300 and 400 block of Main Street, including 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 average 8,000 visitors each market Saturday. Discover something new and join us! Support the overall Market as an individual sponsor!



Presenting Sponsor

\$2,500



Gold Sponsor

\$2,000



Day Sponsor

\$500



Market Tote Giveaway

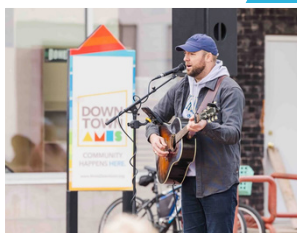
\$3,250



IA League of Heroes

\$1,000

Community Connector - \$600



Market Music

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



\$3,500

All season (24 weeks)



\$700

Monthly

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!



\$5,000

All Children's Events



\$3,000

Petting Zoo (3)



\$3,000

Pony Rides (3)



\$3,000

Face Painting (2)



Kids Market - \$1,500



Cooking Contests

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



\$1,000

Presenting Sponsor (all 3 events)

Community Harvest Winter Clothes Drive (Hosted on the final day of the season!)

The Ames Main Street Farmers' Market is more than fresh produce and local goods. It's about caring for our community. We're gathering warmth the same way we gather the harvest, through our Community Harvest Winter Clothing Drive.



\$1,500

Presenting Sponsor

ADDITIONAL OPPORTUNITIES



Inter-City Visits

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.



Presenting Sponsor

\$3,000



Supporting Sponsor

\$1,500

Participant costs will be available as planning progresses

Support the businesses and organizations you value today to help ensure they are strengthened for tomorrow. Through the PAY IT FORWARD initiative, Ames Alliance Investors can help fellow members—especially non-profit organizations facing budget challenges—remain connected, supported, and engaged during uncertain economic times.

Pay it Forward

Alliance Investors Helping Organizations



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 39 runs January-November 2026.



Alliance AMES REGIONAL ECONOMIC 

**304 Main Street
Ames, IA 50010**

515.232.2310

www.amesalliance.com