



Your Guide to AREA Engagement

SPONSORSHIP GUIDE

2027

www.amesalliance.com



Inside the 2027 Sponsorship Guide:

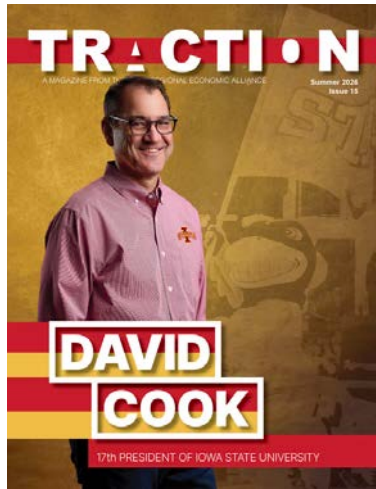
- **Traction Investor**
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On behalf of the Ames Regional Economic Alliance, I'm pleased to share our 2027 Sponsorship Guide—your connection to opportunities that strengthen our regional economy, support local businesses, and enhance quality of life across 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



TRACTION 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 TRACTION 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

ANNUAL LUNCHEON

December 2027

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



Economic Outlook Breakfast January 2027

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 impact the four-county region.



Agriculture Breakfast March 2027

Iowa is known for its rich agricultural roots! Join us as we devote an event to enriching the industry and how we find new ways to meet the needs of our local, state and national economy.



Manufacturing Breakfast October 2027

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.



Healthcare Breakfast
Spring 2027



Education Breakfast
Summer 2027



Building Community Breakfast
Fall 2027



Presenting Sponsor

\$5,000



Gold Sponsor

\$3,000



Supporting Sponsor

\$1,500

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 December 2027.

2027 Events:

- March
- June
- September
- December



Presenting Sponsor

\$3,000



Gold Sponsor

\$2,000



Supporting Sponsor

\$1,500



SIGNATURE EVENTS



Golf Day (x2)

June 4, 2027

A four-person best shot, 18-hole tournament for Alliance members of all talent levels! New this year is a 9-hole, 18 team event to close out your golf season.



Presenting Sponsor

\$5,000



Gold Sponsor

\$4,000



Silver Sponsor

\$3,000



Breakfast or Gift Sponsor

\$1,000



19th Hole Sponsor

\$1,500



Golf Hole Sponsor

\$750

Team Registration

\$650 4-some



Steak Fry September 7, 2027

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



Taste of the AREA July 2027

\$1K-\$5K Sponsorship

Join us for Taste of the AREA, an evening celebrating the incredible flavors, creativity, and local businesses that make our area unique and filled with savored bites!

Sample a delicious variety of delectables from area restaurants, food trucks, caterers, and local food businesses in this come-and-go experience.



Annual Awards January 7, 2027

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 2027 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



Housing Summit

February 25, 2027

The Ames Regional Economic Alliance's 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 2026 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

\$2,000

Campustown



Taste of Campustown (Summer Promotion)

Experience the flavors of Ames as local restaurants come together to showcase delicious samples and the Campustown dining scene.

Campustown Fall Classic (Fall Event)

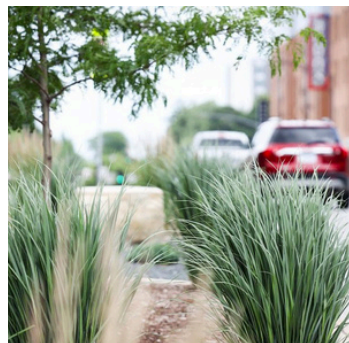
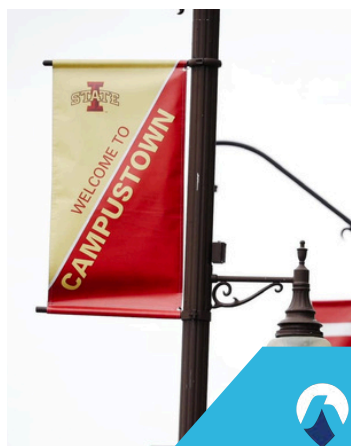
Enjoy a mini golf experience featuring 9 holes of golf, music, and business specials.

Small Business Weekend (Fall Promotion)

Shop local and support the small businesses that make Campustown special.

Campustown Cocoa Crawl (Winter Event)

Celebrate the holiday season with festive activities, local shopping, food and drinks, and plenty of holiday cheer.



Beautification Sponsor \$5,000

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 that 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

IMPACT SPONSOR - \$5,000

- Presenting sponsor recognition at the AREA YP 25 Year Celebration
- Opportunity to welcome attendees at event
- All benefits included in the Level 1 level

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 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**



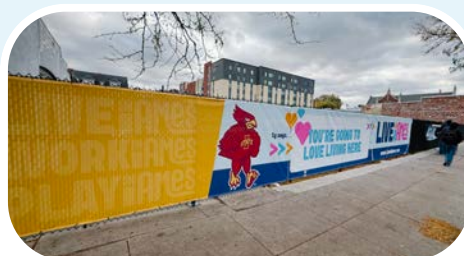
OVER 20,000 ACTIVE WEBSITE VISITORS IN 2026

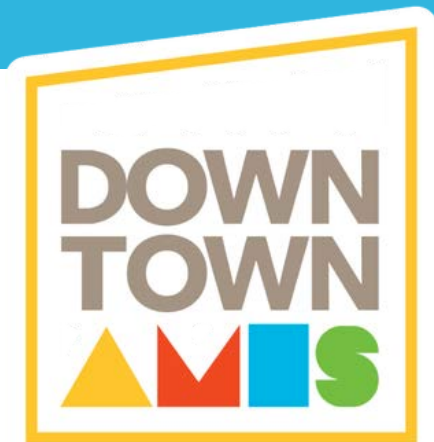
HOW WE DRIVE TRAFFIC:

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.



Visionary Investor

\$2,500



Partner Investor

\$500

Beautification Projects

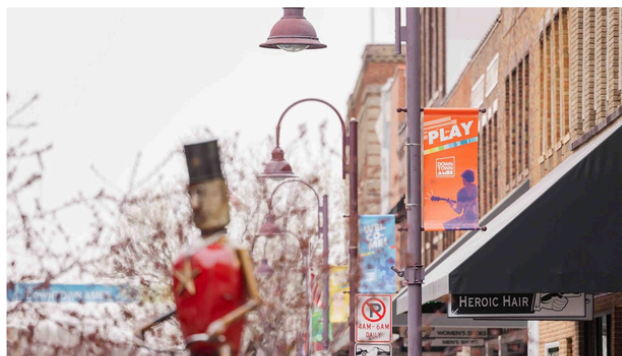
Keep Downtown Ames flourishing through ongoing beautification projects such as landscaping, flowerbeds, and planter enhancements, and painting projects.



Presenting Sponsor

\$2,500

Supporting Sponsor - **\$500**



Downtown Promotions - \$1,000

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.



February



July



November



November



\$1,000

Volunteer Support

Community Volunteer Sponsor

Support the volunteers who bring Downtown Ames' events and beautification efforts to life, from community events to flower planting, holiday decorating, and downtown clean-up days. Sponsors receive recognition and tagging in volunteer recruitment and thank you posts reaching 12,000+ followers, along with recognition as a Community Volunteer Sponsor supporting volunteer t-shirts, Community Cash, drink tickets, and other volunteer appreciation efforts.

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



Music Walk / Art Walk

(April 2027 / June 2027)

Music Walk and Art 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

\$750

515 Day (May 14, 2027)

515 Day is a celebration of our region held in the middle of May 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

\$8,000



Stage Sponsor

\$5,000



Music Sponsor

\$2,500



Supporting Sponsor

\$1,500

Fourth of July Parade (July 4, 2027)

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

\$1,000



Supporting Sponsor

\$500



Witches Walk (October 14, 2027)

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 2, 2027)

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



Presenting Sponsor

\$2,500



Reindeer 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



\$1K-\$3K Sponsorship

2027 Calendar At-A-Glance:

- **January** - State Legislator Kick Off Breakfast
- **February** - 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
- **Fall** - Elected Officials Candidate Social

U.S. Chamber Foundation Civics Bee April 9, 2027

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 14-16, 2027

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)

\$5,000



8-episodes

\$3,200

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 26, 2027

The Ames Documentary Film Festival is an annual celebration of nonfiction storytelling, bringing compelling documentary films and filmmakers to Ames. The festival will continue to showcase diverse stories and perspectives while creating opportunities for education, conversation and connection through the art of documentary film.



Presenting Sponsor

\$2,000



Supporting Sponsor

\$500



AMES MAIN STREET FARMERS' MARKET

Located on the 200, 300 and 400 blocks 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!



Gold Sponsor
\$2,500



Silver Sponsor
\$2,000



Day Sponsor
\$500



Market Tote Giveaway
\$3,250



Supporting Sponsor
\$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.



\$3,000
All season (24 weeks)



\$600
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!



\$6,000
All Children's Events



\$3,000
Petting Zoo (3)



\$2,000
Pony Rides (3)



\$2,000
Face Painting (5)



\$1,000 IA League of Heroes



Community Harvest Winter Clothes Drive - \$1,500

Hosted on the final day of the Ames Main Street Farmers' Market, the Community Harvest Winter Clothing Drive is about caring for our community. As we gather the harvest, we also gather warmth by collecting winter clothing donations for those in need.



Cooking Contests

There are six (6) cooking contests throughout the season, each one drawing a large and diverse crowd!



\$1,000
Presenting Sponsor (all 6 events)

Moonlight Market on Main (October 15, 2027)

Join us for Moonlight Market on Main, a magical Friday evening filled with everything you enjoy about shopping, food, music and community, but with a little nighttime sparkle!



\$2,500
Presenting Sponsor



\$1,500
Supporting Sponsor



\$1,000
Live Music Sponsor



\$600
Smores' Bar

NEW

ADDITIONAL OPPORTUNITIES



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; Athens, GA; and communities in Iowa.



Presenting Sponsor

\$3,000



Supporting Sponsor

\$1,500

Participant costs will be available as planning progresses

AREA Next 20 brings together seasoned leaders and advanced-career professionals from across the region to exchange ideas, reconnect with peers, collaborate more deeply and build relationships that extend beyond the typical business connection.

Designed as a peer network for experienced leaders, including Leadership Ames alumni, AREA Next 20 creates space for meaningful conversations about the opportunities and challenges facing our communities and businesses. Through regular gatherings throughout the year, participants will build relationships that become stronger and more valuable over time. AREA Next 20 is about building trust beyond the handshake.

AREA NEXT 20

BUILDING TRUST BEYOND THE HANDSHAKE



Presenting Sponsor

\$2,500



Supporting Sponsor

\$1,500



CLASS 40

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 40 runs January–November 2027.



Day Themed Sponsor

\$500



Graduation Sponsor

\$1,000



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