



*All-Star*  
SPONSORSHIP



# 2021 ALL-STAR BENEFITS



## IOWA COMMUNICATIONS ALLIANCE

We exist to support and enhance Iowa's rural communications industry. We provide educational opportunities to members, promote economic growth and stability of members and the communities they serve, and advocate in matters of state and federal public and regulatory policy.

## ALL-STAR SPONSORSHIP PROGRAM

This program was created exclusively for ICA's Associate Members to maximize the impact of your event sponsorship. By bundling your sponsorships, you get to pick the specific event items and receive other great benefits that only All-Star Sponsors are eligible for.

The Iowa Communications Alliance will regularly turn to All-Star Sponsors for their expertise as presenters in our educational programs, maximizing visibility for your company in front of the hundreds of decision makers in Iowa's telco industry.

## THE ALL-STAR SPONSORSHIP PROGRAM BENEFITS INCLUDE:

**An effective platform to market your company to all Iowa Communications Alliance members**



**A consistent way to budget your sponsorship dollars**



**You stand out and gain recognition as an industry expert**



**Countless networking opportunities at Iowa Communications Alliance events**



**Attend all or several ICA conferences throughout the year.**



**Includes annual associate membership dues (valued at \$625)**

## DIAMOND - \$10,000

### Marketing:

- + Corporate logo on event marketing (event e-mails, event brochures, and ICA event webpages)
- + Corporate logo on scrolling banner ad on ICA website
- + Corporate logo on All-Star banner displayed at all in-person events
- + Opportunity to curate company content for ICA blog up to five times a year
- + Corporate logo on ICA's Facebook banner ad up to three times a year for seven days
- + Curate content for company feature in Friday's newsletter two times a year (GM/CEO target audience)

### Annual Meeting & Expo:

- + 20x50 Exhibitor Booth (\$2,700 value)
  - Preferred booth placement prior to opening the exhibitor floor to the public
  - 6 booth attendant passes included
- + 5 Annual Meeting & Expo Attendee Passes (\$2,000 value)
- + One Keynote Sponsor (\$1,200 value)
- + Two preferred parking passes at the Annual Meeting & Expo for all three days

### All Other Events:

- + 5 attendee passes for all other events hosted throughout the year\* (\$2,000 value)
- + Tabletop sponsorship at all other ICA events excluding the Annual Meeting & Expo (\$2,000 value)\*
  - 2 tabletop passes included
- + Sponsorship of the Beverage Cart at the Golf & Grill Classic (\$1,200 value)
- + Opportunity to speak at events with committee approval

## SILVER - \$6,500

### Marketing:

- + Corporate logo on event marketing (event e-mails, event brochures, and ICA event webpages)
- + Corporate logo on scrolling banner ad on ICA website
- + Corporate logo on All-Star banner displayed at all in-person events
- + Opportunity to curate company content for ICA blog up to three times a year
- + Corporate logo on ICA's Facebook banner ad up to one time a year for seven days
- + Curate content for company feature in Friday's newsletter one time a year (GM/CEO target audience)

### Annual Meeting & Expo:

- + 8x20 Exhibitor Booth (\$1,200)
  - Preferred booth placement prior to opening the exhibitor floor to the public
  - 4 booth attendant passes included
- + 4 Annual Meeting & Expo Attendee Passes (\$1,500 value)
- + One preferred parking pass at the Annual Meeting & Expo for all three days

### All Other Events:

- + 3 attendee passes for all other events hosted throughout the year\* (\$1,200 value)
- + Sponsorship of the Snack Sponsor or Host a Hole at the Golf & Grill Classic (\$1,200 value)
- + Opportunity to speak at events with committee approval

## GOLD - \$7,500

### Marketing:

- + Corporate logo on event marketing (event e-mails, event brochures, and ICA event webpages)
- + Corporate logo on scrolling banner ad on ICA website
- + Corporate logo on All-Star banner displayed at all in-person events
- + Opportunity to curate company content for ICA blog up to four times a year
- + Corporate logo on ICA's Facebook banner ad up to three times a year for seven days
- + Curate content for company feature in Friday's newsletter two times a year (GM/CEO target audience)

### Annual Meeting & Expo:

- + 8x20 Exhibitor Booth (\$1,200)
  - Preferred booth placement prior to opening the exhibitor floor to the public
  - 4 booth attendant passes included
- + 4 Annual Meeting & Expo Attendee Passes (\$1,500 value)
- + Two preferred parking passes at the Annual Meeting & Expo for all three days

### All Other Events:

- + 4 attendee passes for all other events hosted throughout the year\* (\$1,500 value)
- + Tabletop sponsorship at all other ICA events excluding the Annual Meeting & Expo (\$2,000 value)\*
  - 2 tabletop passes included
- + Sponsorship of the Snack Sponsor or Host a Hole at the Golf & Grill Classic (\$1,200 value)
- + Opportunity to speak at events with committee approval

## BRONZE - \$5,000

### Marketing:

- + Corporate logo on event marketing (event e-mails, event brochures, and ICA event webpages)
- + Corporate logo on scrolling banner ad on ICA website
- + Corporate logo on All-Star banner displayed at all in-person events
- + Opportunity to curate company content for ICA blog up to three times a year
- + Corporate logo on ICA's Facebook banner ad up to one time a year for seven days
- + Curate content for company feature in Friday's newsletter one time a year (GM/CEO target audience)

### Annual Meeting & Expo:

- + 8x10 Exhibitor Booth (\$700)
  - Preferred booth placement prior to opening the exhibitor floor to the public
  - 4 booth attendant passes included
- + 2 Annual Meeting & Expo Attendee Passes (\$800 value)
- + One preferred parking pass at the Annual Meeting & Expo for all three days

### All Other Events:

- + 2 attendee passes for all other events hosted throughout the year\* (\$800 value)
- + Sponsorship of the Snack Sponsor or Host a Hole at the Golf & Grill Classic (\$1,200 value)
- + Opportunity to speak at events with committee approval

*\*In the event that we need to transition to a virtual event(s) ICA will communicate an alternative benefit to your company for the in-person attendee passes.*

# 2021 EVENTS CALENDAR



## ANNUAL MEETING & EXPO

March 29-31st  
Community Choice Credit Union  
Convention Center  
Des Moines, IA



## CYBERCON V

May 19-20th  
Sheraton Hotel  
West Des Moines, IA



## GOLF & GRILL CLASSIC

September 13-14th  
Lake Panorama National Golf Course  
Panora, IA



## CONVERGENCE TV

September TBD



## IMPACT

TBD



## THANK YOU 2020 ALLSTAR SPONSORS!

