



**GREATER  
IOWA CITY, INC.**

# 2026-2027 Sponsorships

# INDEX



## Be seen. Make an impact.

Select the events and programs that align with your company's values and goals. Click the event or program to learn more.

### TITLE EVENTS

Title Events are the best place for brand exposure to business professionals and community leaders.

- [Annual Meeting](#)
- [Better Together 2030 \(BT2030\)](#)  
[Excellence in Action Awards](#)
- [A Toast To Business](#)
- [Golf Classic](#)

### BUSINESS SUPPORT

Support small businesses and position your brand as a champion of local business.

- [Ambassador Program](#)
- [Ribbon Cuttings](#)
- [Community Connection Events](#)

### ADVOCACY

Support our advocacy efforts for brand exposure and engagement with legislators and municipal leaders.

- [Intercity Visit To Huntsville, AL](#)
- [DC Fly-In](#)
- [Legislative Forums](#)
- [Legislative Night in Des Moines](#)

### LEADERSHIP

Support our leadership development and connection efforts, elevating your brand to key decision makers.

- [Community Leadership Program \(CLP\)](#)

### ECONOMIC DEVELOPMENT

Position your brand by engaging with local leaders of the development, construction, and architectural + engineering community.

- [BUILD Johnson County](#)

### DIGITAL & SIGNAGE

Increase your brand's visibility through high-impact digital and on-site signage that reaches Greater Iowa City's business community year-round.

- [MERGE/808 Naming Rights](#)

Contact [michael@greateriowacity.com](mailto:michael@greateriowacity.com) to start the purchasing process, a contract agreement and invoice will be sent to you. By completing the purchase process, you indicate that you are authorized to approve company sponsorships and have entered a financial obligation and that you understand that payment of this sponsorship is due WITHIN 30 DAYS of completing a purchase unless otherwise agreed upon.

Only members in good standing with Greater Iowa City, Inc. may sponsor our work. In the event that your organization is no longer in good standing at the time of sponsorship fulfillment, the sponsorship will be terminated and refunds will not be issued.

# Annual Meeting



**Event Date:** Wednesday, November 18, 2026

**Location:** Hyatt Regency Coralville Hotel & Conference Center

**Attendees (2025):** 500+ | **Businesses Represented (2025):** 200+

Greater Iowa City, Inc.'s Annual Meeting gathers business professionals, community leaders, and elected officials who are invested in developing a resilient economy. This high-profile event offers sponsors a unique opportunity to align their brand with the region's most influential leaders while supporting local business success. Over dinner and networking, attendees gain valuable insights into key economic trends, community development progress, and new business support initiatives.

## Title Sponsor \$11,000 (1)

- Complimentary table for 8 in prime location
- Logo recognition on all promotional materials, including social media, newsletter, and website
- Personal invitation to VIP Pre-Event

### At Event:

- Visual recognition at event including top billing on projection screens. Opportunity to provide signage at check-in table
- Verbal recognition from speaker podium
- Verbal recognition at VIP Pre-Event



## Presenting Sponsor \$4,000 (5)

- Complimentary table for 8
- Logo & name recognition on promotional materials, including social media, newsletter, and website
- Personal invitation to VIP Pre-Event

### At Event:

- Logo displayed on event signage
- Verbal recognition from speaker podium
- Verbal recognition at VIP Pre-Event



## VIP Pre-Event Sponsor \$2,500 (3)

- Name recognition on personalized email invitation from CEO
- Personal invitation to join VIP Pre-Event
- Complimentary table for 8 at dinner

### At Event:

- Logo displayed on event signage
- Verbal recognition at VIP Pre-Event

## Table Sponsor \$1,250 (40)

- Logo on designated table signage
- Preferred table placement for sponsors
- Listing on the room table map
- Table for 8



**To sponsor, contact:**

Crystal Leppo at [crystal@greateriowacity.com](mailto:crystal@greateriowacity.com)

# Better Together 2030 Excellence in Action Awards



**Event Date:** January 2027

**Attendees in 2026:** 250+

**Location:** Hy-Vee Center at Centennial Park, North Liberty

Align your brand with the key individuals and projects making an impact in the greater Iowa City area. The BT2030 Excellence in Action Awards highlight community development work through the Bravo, Catalyst, and Tom Cilek's Sizzle awards. Those in attendance are our community's top champions, implementing the Better Together 2030 All In Vision plan.

## Title Sponsor \$5,000 (1)

- Complimentary table for 8 in prime location
- Logo recognition on all promotional materials, including social media, newsletter, and website
- Logo at event including top billing on projection screens and signage
- Verbal recognition from podium, including opportunity to address attendees
- Opportunity to speak to attendees and present an award

## Presenting Sponsor \$2,500 (3)

- Complimentary table for 8
- Recognition on promotional materials, including social media, newsletter, and website
- Logo at event including on projection screens and signage
- Verbal recognition from podium
- Opportunity to present an award

## Supporting Sponsor \$750 (5)

- Recognition on promotional materials, including social media, newsletter, and website
- Logo at event including on projection screens and signage
- Verbal recognition from podium

**To sponsor, contact:**

Crystal Leppo at [crystal@greateriowacity.com](mailto:crystal@greateriowacity.com)



# A Toast to Business



**Event Date:** Spring 2027

**Attendees (2026):** 250+

Align your brand with the leading businesses & individuals who champion workforce development, support future talent, strengthen the local economy, and are investing in our community. A Toast to Business honors companies making a lasting impact through investment, creativity, and dedication to our local economy. This celebratory event unites top business leaders, investors, and individuals...those shaping our community's future. With an atmosphere of celebration in a fun and casual setting, the evening will recognize excellence in workforce development, business expansion, the arts, and innovation while fostering meaningful connections. Join us in celebrating and inspiring the businesses that drive our region forward.

## Title Sponsor \$5,000 (1)

- Complimentary table for 8 in prime location
- Logo recognition on all promotional materials, including social media, newsletter, and website
- Logo at event including top billing on projection screens and signage
- Verbal recognition from podium, including opportunity to address attendees
- Opportunity to present an award and address attendees

## Presenting Sponsor \$2,500 (3)

- Complimentary table for 8
- Recognition on promotional materials, including social media, newsletter, and website
- Logo at event including on projection screens and signage
- Verbal recognition from podium
- Opportunity to present an award

## Supporting Sponsor \$750 (5)

- Recognition on promotional materials, including social media, newsletter, and website
- Logo at event including on projection screens and signage
- Verbal recognition from podium

**To sponsor, contact:**

Crystal Leppo at [crystal@greateriowacity.com](mailto:crystal@greateriowacity.com)



# Golf Classic

**Event Date:** Summer 2027

**Location:** TBD

**Attendees (2026):** 150 | **Businesses Represented (2026):** 40



One of our most anticipated annual events, the Greater IC Golf Classic is a premier event supporting our mission to strengthen local businesses and drive economic growth. This tournament offers a day of networking, friendly competition, and fun as members and investors connect on the course. Sponsorship provides a unique opportunity to showcase your brand, engage with business leaders, and be part of a community-focused tradition. Don't miss your chance to align your business with this high-profile event!

## Title Sponsor \$5,000 (1)

- Official Naming Rights of Golf Classic
- 2 Golf Foursome registrations (8 total players)
- Logo recognition on all promotional materials, including social media, newsletter, and website

### At Event:

- On-site display table opportunity near clubhouse
- Opportunity to speak about services and welcome golfers at start and speak at happy hour/awards ceremony.
- Opportunity to provide golfer goodie bag or include swag in bag

## Presenting Sponsor \$2,500 (3)

- 1 Golf Foursome registrations (4 total players)
- Name or logo recognition on all promotional materials, including social media, newsletter, and website

### At Event:

- Logo displayed on event signage
- Verbal recognition prior to shotgun start
- Opportunity to provide promotional swag in golfer bags

## Hole Sponsor \$600 (18)

- Logo signage on designated hole
- Company name listed on player golf carts
- Opportunity to set up at your hole with promotional table, tent, etc.
- Lunch delivered to personnel at hole setup

## Golf Cart Sponsor \$1,500 (2)

- Logo signage on each cart for play
- Logo on Golf Classic webpage
- Opportunity to provide promotional swag in golfer bags

## Beverage Cart Sponsor \$750 (2)

- Logo signage on beverage cart
- Logo on Golf Classic webpage
- Opportunity to provide promotional swag in golfer bags

## Lunch Sponsor \$750 (2)

- Logo signage with lunch.
- Logo on Golf Classic webpage
- Opportunity to provide promotional swag in golfer bags.

## Happy Hour Sponsor \$750 (2)

- Logo signage on bar
- Logo on Golf Classic webpage
- Opportunity to provide promotional swag in golfer bags

## Breakfast Sponsor \$750 (2)

- Logo signage on coffee/pastry table
- Logo on Golf Classic webpage
- Opportunity to provide promotional swag in golfer bags

**To sponsor, contact:**

Crystal Leppo at [crystal@greateriowacity.com](mailto:crystal@greateriowacity.com)



# Ambassador Program



**Ambassadors:** 45+

**Businesses Engaged:** *Countless*

Align your brand with our community's top business champions and support network. Ambassadors are the face of Greater Iowa City, Inc. With their blue blazers and welcoming smiles, they are easy to recognize at all of our community events. They welcome new businesses to the community and help celebrate the anniversaries and milestones of longstanding businesses. They support local business leaders - one connection at a time.

## Title Sponsor \$3,000 (1)

- Logo on Ambassador webpage through June 30, 2027
- Logo and verbal recognition at Ambassador Kick-Off Social
- Recognized verbally at all Ambassador meetings through June 30, 2027
- Recognized in Ambassador social media posts
- Recognition during ribbon cutting events as the sponsor of our Ambassador Program

## Presenting Sponsor \$1,000 (3)

- Logo on Ambassador webpage through June 30, 2027
- Logo and verbal recognition at Ambassador Kick-Off Social
- Recognized verbally at all Ambassador meetings through June 30, 2027

**To sponsor, contact:**

Michael Chen at

[Michael@greateriowacity.com](mailto:Michael@greateriowacity.com)



# Ribbon Cuttings



**Attendees:** 15 - 50 per event

**Businesses Engaged:** 30+ throughout the year

**2025 Ribbon Cuttings:** 30

Align your brand with business growth and community celebration by sponsoring Greater IC's Ribbon Cuttings. One of the top reasons businesses invest in Greater IC is to gain exposure and visibility. Our Ribbon Cutting celebrations, held several times a month from March to December, provide businesses with a platform to engage the community, foster goodwill, and generate strong social media reach and engagement.

## Title Sponsor \$2,000 (1)

- Logo recognition **through July 2027**  
**Ribbon Cutting event promotions** including:
  - Social media postings
  - Event calendar/registration page
  - Newsletters
- Verbal recognition during every Ribbon Cutting event

## Presenting Sponsor \$500 (3)

- Logo recognition in **city-specific Ribbon Cutting event promotions** including:
  - Social media postings
  - Event calendar/registration page
  - Newsletters
- Verbal recognition during each Ribbon Cutting event in sponsored city (Coralville, Iowa City, or North Liberty)

**To sponsor, contact:**

Michael Chen at [Michael@greateriowacity.com](mailto:Michael@greateriowacity.com)



# Community Connection Events



**Events/Year:** Approx. 90/year

**Attendees:** 15 - 60 per event

**Businesses Engaged:** Hundreds

These popular networking events provide an opportunity for members of the community to connect and stay informed on key local issues and happenings. These gatherings offer an intimate yet impactful setting for fostering connections, staying engaged in the community, and promoting your brand in front of local business leaders and decision-makers.

## Title Sponsor of all Connections Events: \$4,000 (1)

The Title Sponsor of all Connections Events (approximately 90/year) through July 2027.

- Logo recognition at all Lunch Connection event promotions including:
  - Social media postings
  - Event calendar/registration page
  - Newsletters
- Verbal recognition at each lunch and coffee connection
- Speak at 5 lunch/coffee connections
- Opportunity to advise on programming

## City-Specific Events

### Coralville Lunch Connection: \$2,000 (2)

Join us **every Monday at noon** for our Coralville Lunch Connections, hosted by various Coralville restaurants each week.

- Verbal recognition at each lunch
- Logo on every lunch event on our calendar

### North Liberty Lunch Connection: \$500 (2)

Join us **the second Wednesday of every month at noon** for our North Liberty Lunch Connections, hosted by various North Liberty restaurants.

- Verbal recognition at each lunch
- Logo on every lunch event on our calendar

### Iowa City Lunch Connection: \$1,000 (2)

Join us **the first and third Wednesday of every month at noon** for our Iowa City Lunch Connections, hosted by various Iowa City restaurants.

- Verbal recognition at each lunch
- Logo on every lunch event on our calendar

### North Liberty Coffee Connection: \$500 (2)

Join us **the first Friday of every month at 7:30am** for our North Liberty Coffee Connections, hosted by various North Liberty businesses.

- Verbal recognition at each coffee connection
- Logo on every coffee connection event on our calendar

**To sponsor, contact:**

Michael Chen at [michael@greateriowacity.com](mailto:michael@greateriowacity.com)



# Intercity Visit to Huntsville, AL



**Date:** September 16-18, 2026

**Attendees in 2026:** 30

Greater IC is excited to support the Eastern Iowa Airport's aerospace industry cluster work with our upcoming Intercity Visit to Huntsville, Alabama September 16 –18. Attendees will meet with aerospace industry leaders, tour the second largest research park in the U.S., and discuss successful workforce development partnerships. We will also learn about other community initiatives, including a mall redevelopment plan that's now the vibrant MidCity District, public-private affordable housing projects, and programs and events that activate downtown Huntsville.

## Title/Lead Sponsor \$5,000 (1)

- Logo recognition in event promotion, including newsletters, website, and social media posts
- Additional social media post after the trip with sponsor recognition
- Logo recognition on all trip materials (agenda, invitations, etc.)
- Verbal recognition at designated events (reception, for example)
- Opportunity to speak at reception

## Presenting Sponsor \$2,500 (4)

- Company name in event promotion, including newsletters, website, and social media posts
- Company name recognition on selected trip materials (agenda, invitations, etc.)
- Verbal recognition at designated events

## Reception Sponsor \$2,000 (1)

- Company name recognition on selected trip materials (agenda, etc.)
- Signage on the bar at the reception
- Verbal recognition at reception

## Bus Sponsor \$2,000 (1)

- Company name recognition on selected trip materials (agenda, etc.)
- Verbal recognition on bus
- Opportunity to address attendees on bus tour

## Lunch Sponsor \$1,500 (1)

- Company name recognition on selected trip materials (agenda, etc.)
- Signage at lunch
- Verbal recognition at lunch

## Breakfast Sponsor \$1,500 (1)

- Company name recognition on selected trip materials (agenda, etc.)
- Signage on the bar at the reception
- Verbal recognition at breakfast

**To sponsor, contact:**

Mackenzie DeRoo at [mackenzie@greateriowacity.com](mailto:mackenzie@greateriowacity.com)



# DC Fly-In

**Date:** Spring 2027

**Anticipated Attendees:** 30

Position your brand and representatives in front of our federal legislators. Our regional business community travels to speak to elected officials on Capitol Hill. We advocate to our elected officials and their staff, mingle with DC professionals who are from Iowa or graduates of Iowa universities, and strengthen relationships with colleagues from all across the region. Support our efforts to show our federal delegation, staff, and DC-based Iowans that our region is united and collaborative.

## Title/Lead Sponsor \$5,000 (1)

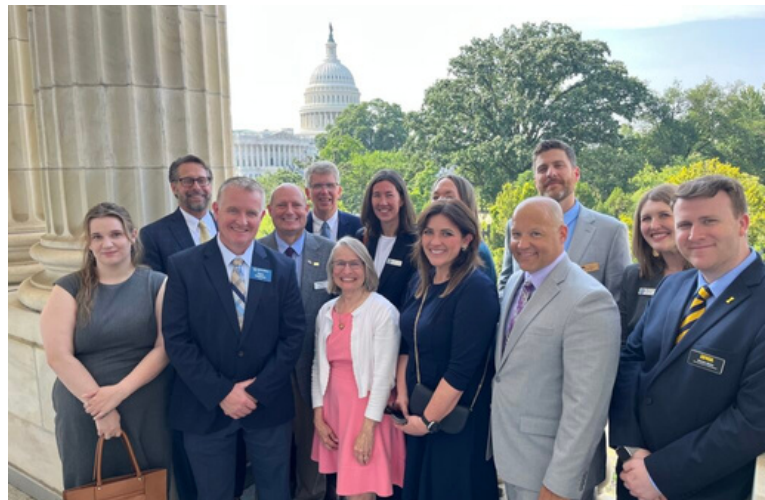
- Logo recognition in event promotion, including newsletters and social media posts by Greater IC
- Additional social media post with special and standalone recognition
- Participate in meetings with federal officials.
- Collaboration on talking points for meetings with federal officials
- Logo in reception invitations
- Verbal recognition at reception
- Logo at reception including top billing on projection screens and signage
- Opportunity to speak at reception

## Presenting Sponsor \$2,500 (4)

- Company name in event promotion, including newsletters, website, and social media posts
- Company name recognition on selected trip materials (agenda, invitations, etc.)
- Verbal recognition at designated events (reception, for example)

**To sponsor, contact:**

Mackenzie DeRoo at [mackenzie@greateriowacity.com](mailto:mackenzie@greateriowacity.com)



# Legislative Forums

**Date:** January, February, March 2027

**Attendees per session in 2026:** 30



Connect with state legislators and local leaders at our Legislative Forum series, where Greater IC will facilitate a moderated discussion on key issues impacting the business community. Legislators will provide updates on priority topics from the session and engage in a Q&A with constituents. These events are scheduled for winter and spring 2026-27, or as appropriate throughout the legislative session. This provides a unique opportunity to promote your brand, connect with influential policymakers, and demonstrate your commitment to advocacy and economic growth.

## Title Sponsor \$1,500 (1)

- Logo recognition in all event promotions including:
  - Greater IC event pages
  - Social media campaign / newsletters
- Visual recognition at event including top billing during event and opportunity to provide signage at check-in table
- Verbal recognition from podium at each forum, including the opportunity to address attendees

**To sponsor, contact:**

Mackenzie DeRoo at [mackenzie@greateriowacity.com](mailto:mackenzie@greateriowacity.com)





# Legislative Night in DSM

**Date:** March 2027

**Attendees per session in 2026:** 100 +

This event provides a key opportunity for members and investors to advocate for our 2027 Public Policy Priorities, including talent development, business growth incentives, workforce expansion, housing, and community attraction and livability. Hosted by Greater Iowa City, Inc., this gathering brings together leaders from across the Iowa City area to Des Moines, offering a prime opportunity to promote your brand in front of key decision-makers, business leaders, and policymakers. Previous receptions have been held in partnership with other economic development organizations, including the Cedar Rapids Metro Economic Alliance, Ames Regional Economic Alliance, and Grow Cedar Valley.

## Presenting Sponsor \$3,500 (2)

- Logo recognition in all event promotions including:
  - Greater IC event pages
  - Social media campaign / newsletters
- Participate in meetings with elected official at the Capitol prior to the reception (if scheduled)
- Logo recognition on event signage at reception

**To sponsor, contact:**

Mackenzie DeRoo at [mackenzie@greateriowacity.com](mailto:mackenzie@greateriowacity.com)



# Community Leadership Program

**2026-2027 Cohort:** 25-30 participants

**Dates:** One full-day session per month, August 2026 - June 2027

Establish your brand to the future leaders in the greater Iowa City area. The Community Leadership Program (CLP) is our premier leadership program. Since 1990, more than 800 current and future leaders have gained insight into the issues, opportunities, strengths and challenges within our community.

## Title Sponsor

**\*\* to be a Title Sponsor of CLP, you must be a Visionary Investor (investment of at least \$25,000)**

- Logo recognition at CLP events and promotions throughout the program (August 2026 - June 2027) on:
  - Webpage
  - Newsletter
  - Social Media
- Verbal recognition during events
- Opportunity to address the class at the retreat and graduation

## Graduation Sponsor \$2,000 (3)

- Logo recognition on graduation announcements and promotions on:
  - Webpage
  - Newsletter
  - Social Media
- Verbal recognition during the graduation, including an opportunity to address attendees.

## Retreat Sponsor \$2,000 (3)

- Logo recognition on CLP retreat announcements and promotions on:
  - Webpage
  - Newsletter
  - Social Media
- Verbal recognition during the retreat, including an opportunity to address attendees virtually



**Community  
Leadership  
Program**

**To sponsor, contact:**

Tom Martinez at [tom@greateriowacity.com](mailto:tom@greateriowacity.com)



# BUILD Johnson County

**Attendee Count in 2026:** 120

**Date:** March 2027



Position your brand by engaging with local leaders who are building our community. These meetings bring together members of the development, construction, and architectural and engineering community to connect with municipal leaders and learn emerging trends and opportunities in our region. The meetings are both an educational opportunity and a chance for connection and community building among this broad group of leaders.

## Title Sponsor \$2,000 (1)

- Exclusive opportunity to receive top billing for BUILD Johnson County
- Logo on event registration page
- Logo and verbal recognition at event
- Opportunity to address attendees

## Data Dashboard

### Data Dashboard Title Sponsor \$2,000 (1)

- Receive prominent logo placement and recognition on the Greater IC Data Dashboard at [greateriowacity.com](http://greateriowacity.com), positioning your organization alongside one of the region's premier economic and demographic resources.

**To sponsor, contact:**

Evan Doyle at [evan@greateriowacity.com](mailto:evan@greateriowacity.com).





# MERGE/808 Naming Rights

Naming rights for the meeting rooms at **MERGE** and **CoWork @ 808** offer a unique opportunity to align your organization with the a premier hub for entrepreneurship, innovation and business growth. Your brand will receive year-round visibility among entrepreneurs, business leaders, community organizations and visitors who use these spaces for meetings, trainings, workshops, and events.

## MERGE Conference Room #4 - \$7,500 (3-Year Naming Rights)

### Room Description

- Accommodates up to 16 people
- Large white board
- Audio and video technology available for virtual meetings
- Portable flat screen TV monitor

### Naming Rights Details

- Logo recognition on all promotional materials and physical space with this conference space, including signage, social media, newsletter, and website
- Ability to book meetings for free at this space



## MERGE Conference Room #13 - \$7,500 (3-Year Naming Rights)

### Room Description

- Accommodates up to 8 people
- Large white board
- Audio and video technology available
- Portable flat screen TV monitor

### Naming Rights

- Logo recognition on all promotional materials and physical space with this conference space, including signage, social media, newsletter, and website
- Ability to book meetings for free at this space



## Annual Coffee Sponsor - \$1,000

- Logo recognition on all MERGE coffee machines and coffee serving materials
- Help power the work we do all day in this unique sponsorship. You will be visible all year (and our MERGE members will be grateful for keeping us caffeinated)



**To sponsor, contact:**

Nancy Bird at [nancybird@greateriowacity.com](mailto:nancybird@greateriowacity.com)

