

2021



Become a Ribbon Sponsor

Join these savvy marketers in gaining visibility, access and leadership

2020 Ribbon Sponsors

Platinum Level — \$12,000

- Coca-Cola
- E & J Gallo Winery
- Fareway Stores
- Hy-Vee
- PepsiCo
- SHAZAM

Blue Level — \$9,000

- AE Dairy
- Associated Wholesale Grocers
- Bernatello's Pizza
- Cylinder Express
- Federated Insurance
- Hiland Dairy

Red Level — \$4,500

- ACOSTA Sales & Marketing
- Advantage Solutions
- Anheuser Busch
- Bimbo Bakeries USA
- Casey's General Stores
- Certco
- General Mills
- Iowa Lottery
- Kellogg Company
- Kemps
- Keurig Dr Pepper
- The KraftHeinz Company
- Kum & Go
- Kwik Star
- MillerCoors
- Mondelez
- Mueller-Yurgae Associates
- Old Dutch Foods
- Principal Financial Group
- Southern Glazer's Wine & Spirits
- Unilever
- Wells Enterprises
- White Claw Hard Seltzer

White Level — \$2,500

- Altria Client Services
- American Pop Corn Company
- Arctic Glacier
- Barilla
- BKD CPAs & Advisors
- Body Armor
- Capital City Fruit
- Cookies Food Products
- Crossmark Sales & Marketing
- CrownTonka
- Crystal Farms
- Dairy Pure/Land O' Lakes
- Dakota Growers Pasta Co.
- Evolving Edge Graphics
- Fairlife
- Frontier Co-op
- Hockenberg Newburgh
- Holmes Murphy
- Hormel Foods
- Hussmann
- Johnson Brothers of Iowa
- Kickass Beef Jerky
- KPI Concepts
- Messerschmitt Ice Service
- Odyssey/Buholzer Brothers
- Orion Land Mark
- Pan-O-Gold Baking Company
- Pabst Brewing Company
- Pilgrim's Pride
- Prairie Farms Dairy
- Premium Waters
- Reynolds American
- RSM US
- Rose Acre Farms
- Russ Davis Wholesale
- Sazerac
- Shearer's
- Sparboe Companies
- SpartanNash
- Tyson Foods
- The Boston Beer Company
- UNFI
- Unilever
- Versova Eggs
- Voss Distributing/Red Bull

QUESTIONS? Call Cara Corkrean
2540 106th Street, Suite 102
Urbandale, IA 50322

Phone 515.270.2628 | Toll Free 800.383.3663 | Fax 515.270.0316

Ribbon Sponsors receive high-profile visibility in all IGIA communications like the *iowa grocer* magazine.

PLATINUM RIBBON SPONSORS	BLUE RIBBON SPONSORS	RED RIBBON SPONSORS	WHITE RIBBON SPONSORS
Coca-Cola	AE Dairy	ACOSTA Sales & Marketing	Altria Client Services
E & J Gallo Winery	Associated Wholesale Grocers	Advantage Solutions	American Pop Corn Company
Fareway Stores	Bernatello's Pizza	Anheuser Busch	Arctic Glacier
Hy-Vee	Cylinder Express	Bimbo Bakeries USA	Barilla
PepsiCo	Federated Insurance	Casey's General Stores	BKD CPAs & Advisors
SHAZAM	Hiland Dairy	Certco	Body Armor
		General Mills	Capital City Fruit
		Iowa Lottery	Cookies Food Products
		Kellogg Company	Crossmark Sales & Marketing
		Kemps	CrownTonka
		Keurig Dr Pepper	Crystal Farms
		KraftHeinz	Dakota Growers Pasta Co.
		Kum & Go	DFA Dairy Brands
		Kwik Star	Evolving Edge Graphics
		MillerCoors	Fairlife
		Mondelez	Frontier Co-op
		Mueller-Yurgae Associates	Hussmann
		Old Dutch Foods	Hockenberg Newburgh
		Principal Financial Group	Holmes Murphy
		Southern Glazer's Wine & Spirits	Hormel Foods
		Wells Enterprises	Johnson Brothers of Iowa
		White Claw Hard Seltzer	Kickass Beef Jerky
			KPI Concepts
			Messerschmitt Ice Service
			Odyssey/Buholzer Brothers
			Orion Land Mark
			Pan-O-Gold Baking Company
			Pabst Brewing Company
			Pilgrim's Pride
			Prairie Farms Dairy
			Premium Waters
			Reynolds American
			RSM US
			Rose Acre Farms
			Russ Davis Wholesale
			Sazerac
			Shearer's
			Sparboe Companies
			SpartanNash
			Tyson Foods
			The Boston Beer Company
			UNFI
			Unilever
			Versova Eggs
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The *Escanner* weekly electronic newsletter



the iowa grocer magazine

The IGIA Website, Facebook and Twitter.



2021



IGIA Ribbon Sponsorship Program

Recognizing Association Heroes
At the IGIA, we are proud of all our members, but we are especially grateful for an elite group of companies that choose to champion the Association and demonstrate great leadership by becoming IGIA Ribbon Sponsors. Because this issue of the *iowa grocer* magazine is dedicated to hometown heroes serving their communities throughout the pandemic, we also wanted to recognize another group of heroes—the many companies you see here that have supported our Association in good times and bad throughout our history. Their support has allowed the Association to provide beneficial educational programming, to offer great networking experiences and to execute effective advocacy efforts that protect IGIA members from harmful over regulation.

As we recognize the exceptional companies listed here, please consider supporting them as they have supported our Association when selecting the businesses you partner with to supply products and services.

As an Association, we strive to provide our esteemed Ribbon Sponsors with outstanding recognition at several high-profile events and in all IGIA communications, generating excitement about their products and services all year through.

Special thanks to this year's IGIA Ribbon Sponsors!

PLATINUM
Coca-Cola
E & J Gallo Winery
Fareway Stores
Hy-Vee
PepsiCo
SHAZAM

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Associated Wholesale Grocers
Bernatello's Pizza
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Anheuser Busch
Bimbo Bakeries USA
Casey's General Stores
Certco
General Mills
Iowa Lottery
Kellogg Company
Kemps
Keurig Dr Pepper
KraftHeinz
Kum & Go
Kwik Star
MillerCoors
Mondelez
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iowa grocery industry association

VISIBILITY

ACCESS

LEADERSHIP



2021



IGIA Ribbon Sponsorship Program

VISIBILITY

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LEADERSHIP

The Iowa Grocery Industry Association's Ribbon Sponsorship program provides you with a great return on your investment. Your ribbon sponsorship brings direct value to your business through a variety of outlets and events to increase the **VISIBILITY** of your organization, give you **ACCESS** to industry leaders and the opportunity to build key industry connections. Plus, an IGIA ribbon sponsorship demonstrates your great **LEADERSHIP** in supporting Iowa's grocery industry.

IGIA Ribbon Sponsor Benefits

PLATINUM SPONSOR INVESTMENT: \$12,000	BLUE RIBBON SPONSOR INVESTMENT: \$9,000	RED RIBBON SPONSOR INVESTMENT: \$4,500	WHITE RIBBON SPONSOR INVESTMENT: \$2,500
<ul style="list-style-type: none"> • New in 2021: Exclusive opportunity to participate in IGIA Convention Perks Package to be distributed to all attendees. (Example – product, coupon or swag item) • Recognition in all four issues of the <i>iowa grocer</i> magazine • Recognition in all issues of <i>EScanner</i> electronic newsletter • Recognition on sponsor banners at all of IGIA's premiere events including Annual Convention and Hall of Fame Dinner (includes your logo) • Recognition with your logo on the sponsor page of IGIA's website: www.iowagrocers.com 	<ul style="list-style-type: none"> • New in 2021: Exclusive opportunity to participate in IGIA Convention Perks Package to be distributed to all attendees. (Example – product, coupon or swag item) • Recognition in all four issues of the <i>iowa grocer</i> magazine • Recognition in all issues of <i>EScanner</i> electronic newsletter • Recognition on sponsor banners at all of IGIA's premiere events including Annual Convention and Hall of Fame Dinner (includes your logo) • Recognition with your logo on the sponsor page of IGIA's website: www.iowagrocers.com 	<ul style="list-style-type: none"> • New in 2021: Exclusive opportunity to participate in IGIA Convention Perks Package to be distributed to all attendees. (Example – product, coupon or swag item) • Recognition in all four issues of the <i>iowa grocer</i> magazine • Recognition in all issues of <i>EScanner</i> electronic newsletter • Recognition on sponsor banners at all of IGIA's premiere events including Annual Convention and Hall of Fame Dinner (includes your logo) • Recognition with your logo on the sponsor page of IGIA's website: www.iowagrocers.com 	<ul style="list-style-type: none"> • New in 2021: Exclusive opportunity to participate in IGIA Convention Perks Package to be distributed to all attendees. (Example – product, coupon or swag item) • Recognition in all four issues of the <i>iowa grocer</i> magazine • Recognition in all issues of <i>EScanner</i> electronic newsletter • Recognition on sponsor banners at all of IGIA's premiere events including Annual Convention and Hall of Fame Dinner (includes your logo) • Recognition with your logo on the sponsor page of IGIA's website: www.iowagrocers.com
<ul style="list-style-type: none"> • 10 – Complimentary Annual Convention registrations 	<ul style="list-style-type: none"> • 8 – Complimentary Annual Convention registrations 	<ul style="list-style-type: none"> • 4 – Complimentary Annual Convention registrations 	<ul style="list-style-type: none"> • 2 – Complimentary Annual Convention registrations
<ul style="list-style-type: none"> • \$500 Fall Golf Classic credit toward hole sponsorships 	<ul style="list-style-type: none"> • \$300 Fall Golf Classic credit toward hole sponsorships 	<ul style="list-style-type: none"> • \$150 Fall Golf Classic credit toward hole sponsorships 	<ul style="list-style-type: none"> • \$75 Fall Golf Classic credit toward hole sponsorships
<ul style="list-style-type: none"> • 10 – Complimentary registrations to the Annual Hall of Fame Dinner (10 registrations equals one table) Bonus: Priority seating at the Hall of Fame Dinner 	<ul style="list-style-type: none"> • 8 – Complimentary registrations to Hall of Fame Dinner (10 registrations equals one table) Bonus: Priority Seating at the Hall of Fame Dinner 	<ul style="list-style-type: none"> • 4 – Complimentary Hall of Fame registrations 	<ul style="list-style-type: none"> • 2 – Complimentary Hall of Fame registrations
<ul style="list-style-type: none"> • 1 – Complimentary full-page, color ad in the Convention Issue-May of the <i>iowa grocer</i> magazine (Value: \$1,999) 	<ul style="list-style-type: none"> • 1 – Complimentary half-page color ad in the Convention Issue-May of the <i>iowa grocer</i> magazine (Value: \$1,199) 	<ul style="list-style-type: none"> • 1 – Complimentary quarter-page, color ad in the Convention Issue-May of the <i>iowa grocer</i> magazine (Value: \$699) 	<ul style="list-style-type: none"> • 1 – Complimentary eighth-page, color ad in the Convention Issue-May of the <i>iowa grocer</i> magazine (Value: \$399)
<ul style="list-style-type: none"> • 10% off normal advertising rates in the <i>iowa grocer</i> magazine in 2021 (in addition to your free ad in the Convention magazine) 	<ul style="list-style-type: none"> • 8% off normal advertising rates in the <i>iowa grocer</i> magazine in 2021 (in addition to your free ad in the Convention magazine) 	<ul style="list-style-type: none"> • 6% off normal advertising rates in the <i>iowa grocer</i> magazine in 2021 (in addition to your free ad in the Convention magazine) 	<ul style="list-style-type: none"> • 4% off normal advertising rates in the <i>iowa grocer</i> magazine in 2021 (in addition to your free ad in the Convention magazine)
<ul style="list-style-type: none"> • Company logo to appear in rotation on home page of IGIA's website (logos will rotate upon refreshment of the home page) 	<ul style="list-style-type: none"> • Company logo to appear in rotation on home page of IGIA's website (logos will rotate upon refreshment of the home page) 		
<ul style="list-style-type: none"> • 12-month ad on IGIA's Website iowagrocers.com (Ad provided by member to IGIA Specs: 500 pixels wide x 130 pixels tall; jpeg, pnf or gif format) 			