



IGIA Premier Sponsorship

2024 Program Overview

Visibility | Access | Leadership



IGIA Premier Sponsorship

The Iowa Grocery Industry Association's Premier Sponsorship Program is an expansion of the successful Ribbon Sponsorship Program. Premier Sponsorship brings direct value to your business through **visibility** for your brand, **access** to industry leaders and key connections, and demonstration of **leadership** within Iowa's grocery industry.

Platinum Level \$20,000

events

- 10 complimentary registrations for Convention
- 10 complimentary registrations for Hall of Fame
- Invitation to the VIP Premier Sponsor Reception at Convention

visibility & recognition

- Product or branded item included in Convention Perks Package
- Featured on social media in Premier Sponsor Recognition
- Listed in every issue of the *Iowa Grocer*, on signage at IGIA events, and on iowagrocers.com with logo and link to company site
- Free **full-page ad** in Convention issue of the *Iowa Grocer*
- **10% discount** on regular magazine advertising rates
- Free **12-month banner ad** on IGIA website

sponsorships

- IGIA Golf Classic – Hole Sponsor credit (\$600)
- Convention – Sponsorship credit (\$2,000)
- Convention Showcase Exclusive Participant

AND

choose **three** event sponsorships from list below

- **Women's Network** session sponsor
- **Cocktails & Conversations** event sponsor
- **Leadership Class** lunch sponsor
- **Board of Directors** meeting sponsor
- **Hall of Fame Dinner** event sponsor



At the Platinum level, your business receives the highest visibility as a top supporter of the IGIA.

Gold Level \$10,000

events

- 8 complimentary registrations for Convention
- 8 complimentary registrations for Hall of Fame
- Invitation to the VIP Premier Sponsor Reception at Convention

visibility & recognition

- Product or branded item included in Convention Perks Package
- Featured on social media in Premier Sponsor Recognition
- Listed in every issue of the *Iowa Grocer*, on signage at IGIA events, and on iowagrocers.com with logo and link to company site
- Free **half-page ad** in Convention issue of the *Iowa Grocer*
- **8% discount** on regular magazine advertising rates
- Free **6-month button ad** on IGIA website

sponsorships

- IGIA Golf Classic – Hole Sponsor credit (\$300)

AND

choose **one** event sponsorship from list below

- **Women's Network** session sponsor
- **Cocktails & Conversations** event sponsor
- **Leadership Class** lunch sponsor
- **Board of Directors** meeting sponsor



Upgrade to Platinum to participate in the NEW 2023 Convention Showcase, choose two additional event sponsorships, receive a full-page magazine ad, get additional complimentary event registrations & more!

Silver Level \$5,000

events

- 4 complimentary registrations for Convention
- 4 complimentary registrations for Hall of Fame
- Invitation to the VIP Premier Sponsor Reception at Convention

visibility & recognition

- Product or branded item included in Convention Perks Package
- Featured on social media in Premier Sponsor Recognition
- Listed in every issue of the *Iowa Grocer*, on signage at IGIA events, and on iowagrocers.com with logo and link to company site
- Free **quarter-page ad** in Convention issue of the *Iowa Grocer*
- **6% discount** on regular magazine advertising rates

sponsorships

- IGIA Golf Classic – Hole Sponsor credit (\$150)



Upgrade to Gold to include an event sponsorship and add a website button ad, additional complimentary registrations, an increased IGIA Golf Hole Sponsor credit & more!

Bronze Level \$3,000

events

- 2 complimentary registrations for Convention
- 2 complimentary registrations for Hall of Fame
- Invitation to the VIP Premier Sponsor Reception at Convention

visibility & recognition

- Product or branded item included in Convention Perks Package
- Featured on social media in Premier Sponsor Recognition
- Listed in every issue of the *Iowa Grocer*, on signage at IGIA events, and on iowagrocers.com with logo and link to company site
- Free **eighth-page ad** in Convention issue of the *Iowa Grocer*
- **4% discount** on regular magazine advertising rates



Upgrade to Silver for additional complimentary event registrations, a quarter-page magazine ad, a credit toward IGA Golf Hole Sponsorship & more!

To discuss your Premier Sponsorship options and make the most out of your investment, contact Cara Corkrean by phone or email.

ccorkrean@iowagrocers.com | 515-270-2628

2024 Become a Premier Sponsor

Join these savvy marketers in gaining visibility, access and leadership

2023 Sponsors

PLATINUM LEVEL – \$20,000

Coca-Cola
E & J Gallo Winery
Fareway Stores

Hy-Vee
PepsiCo
SHAZAM

GOLD LEVEL – \$10,000

Associated Wholesale Grocers
Bernatello's Pizza
Cylinder Express
Federated Insurance

Hiland Dairy
Kemps/DFA Dairy Brands
SpartanNash

SILVER LEVEL – \$5,000

Advantage Solutions
AE Dairy
Anheuser-Busch
Bimbo Bakeries USA
Casey's General Stores
Certco
Constellation Brands
Frontier Co-op
General Mills
Iowa Lottery
Keurig Dr Pepper

Kraft Heinz
Kum & Go
Kwik Star
Molson Coors
Mueller Yurgae Associates
Old Dutch Foods
Russ Davis Wholesale
Sazerac
Versova Eggs
Wells Enterprises
White Claw Hard Seltzer

BRONZE LEVEL – \$3,000

Acosta Sales & Marketing
Altria
American Pop Corn Company
Barilla
Body Armor
The Boston Beer Company
Capital City Fruit
Cookies Food Products
Crossmark Sales & Marketing
Crystal Farms
Fairlife
Holmes Murphy & Associates
Hormel Foods
Hussmann
Iowa Alcoholic Beverages Division
Johnson Brothers of Iowa
Lola's

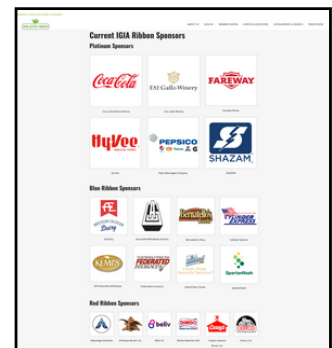
Luxco
Pabst Brewing Company
Pan-O-Gold Baking Company
Pilgrim's
Prairie Farms
Reynolds American
RollSeal
Rose Acre Farms
RSM US
Ruan Transportation
Southern Glazer's Wine & Spirits
Sparboe Companies
Tyson Foods
UNFI
Upside
Voss Distributing/Red Bull



the Iowa Grocer magazine

PLATINUM		
Coca-Cola E & J Gallo Winery	Fareway Stores Hy-Vee	PepsiCo SHAZAM
BLUE		
All Stars Associated Wholesale Grocers Bernatello's Pizza	Cylinder Express DFA Dairy Brands/Kemps	Federated Insurance Hiland Dairy SpartanNash
RED		
Advantage Solutions Anheuser-Busch Bimbo Bakeries USA Casey's General Stores Certco Frontier Co-op General Mills Iowa Lottery	Keurig Dr Pepper Kraft Heinz Kum & Go Kwik Star Molson Coors Mueller Yurgae Associates Old Dutch Foods	Russ Davis Wholesale Sazerac Southern Glazer's Wine & Spirits Versova Eggs Wells Enterprises White Claw Hard Seltzer
WHITE		
Acosta Integrated Sales & Marketing Services Altria American Pop Corn Company Barilla Body Armor The Boston Beer Company Capital City Fruit Cookies Food Products CROSSMARK Sales & Marketing	Crystal Farms Fairlife Holmes Murphy & Associates Hormel Foods Hussmann Corporation Iowa Alcoholic Beverages Division Johnson Brothers of Iowa Lola's Pabst Brewing Company	Pan-O-Gold Baking Company Pilgrim's Prairie Farms Dairy Reynolds American RSM US RollSeal Rose Acre Farms Ruan Transportation Sparboe Companies Tyson Foods UNFI Voss Distributing/Red Bull

Premier Sponsors are featured in all IGIA communications



The IGIA website spotlights Premier Sponsors with their logos and web link



Premier Sponsors are invited to network during the VIP Reception at the Convention

Questions? Call Cara Corkrean
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