IGIA Premier Sponsorship

2026 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 choose two additional event sponsorships, receive a full-page magazine ad, enjoy more visibility at Convention, 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

2026 Become a Premier Sponsor

Join these savvy marketers in gaining visibility, access and leadership

2025 Sponsors

PLATINUM LEVEL — $20,000

Coca-Cola
Fareway Stores
Gallo
Hy-Vee
PepsiCo
SHAZAM

GOLD LEVEL — $10,000

Associated Wholesale Grocers
Bernatello's Pizza
Cylinder Express
Federated Insurance
Hiland Dairy
Kemps
Ruan
SpartanNash

SILVER LEVEL — $5,000

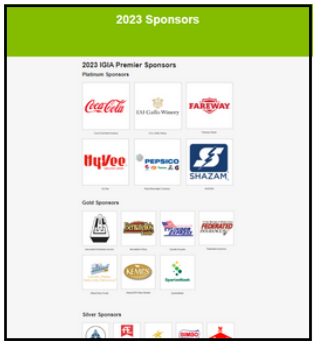
Advantage Solutions
AE Dairy
Anheuser-Busch
Bimbo Bakeries USA
Bunzl USA
C.A. Carlin
Casey's General Stores
Certco
Constellation Brands
Crazy Fresh
Frontier Co-op
General Mills
Imperial Dade
Keurig Dr Pepper
Kraft Heinz
Kwik Star
Molson Coors
Mueller Yurgae Associates
Old Dutch Foods
Push Price
Rose Acre Farms
Sazerac
Versova
Wells Enterprises
White Claw Hard Seltzer

BRONZE LEVEL — $3,000

Acosta Group
Altria
American Pop Corn Company
Barilla
BODYARMOR Sports Nutrition
The Boston Beer Company
Capital City Fruit
CentiMark
Cookies Food Products
Crossmark Sales & Marketing
Crystal Farms
Dean Snyder Construction
Fairlife
The Happy Can
Holmes Murphy & Associates
Hormel Foods
Hussmann
Iowa Lottery
Jewell Market
Johnson Brothers of Iowa
KPS Global
Lola's
Luxco
Neva's
Pabst Brewing Company
Pan-O-Gold Baking Company
Pilgrim's
Prairie Farms
Reynolds American
RollSeal
RSM US
Schraad Sales & Marketing
Tyson Foods
UNFI
Upside
Voss Distributing/Red Bull

the *Iowa Grocer* magazine

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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