

YOUR INVITATION TO SPONSOR

THE 2022 IOWA DOWNTOWN CONFERENCE

The Iowa Downtown Conference is the premier statewide conference for downtown community leaders from small towns, mid-sized cities and urban neighborhood districts from across Iowa and the Midwest who are interested in preservation based downtown revitalization. The event includes two full days of comprehensive downtown revitalization training, tours and plenty of time to network. Scheduled August 2-3 in Downtown Pella, professionals and volunteers will gather for the 2022 Iowa Downtown Conference to network and learn how a strong downtown can be a major stimulator for economic activity.



For the last 35 years, the Iowa Downtown Conference has been an opportunity for individuals from rural communities to mid-size towns and urban districts to come together to share successes and challenges as they learn valuable lessons to help in their local efforts to re-energize downtown organizations, support small businesses, refurbish historic buildings, and build vibrant, sustainable communities. Now more than ever, downtowns across Iowa have an important role as economic and social hubs of community development.

As a conference sponsor, your financial support will make it affordable for dedicated and passionate volunteers and professionals in preservation-based downtown revitalization to learn innovative and inspiring lessons on downtown revitalization from nationally known speakers and industry experts.

Sponsoring the Iowa Downtown Conference is a highly visible, cost-effective way to reach a local, state and regional audience of approximately 250 attendees, including downtown development and economic development organization executives, bankers, chambers of commerce and Main Street program directors and volunteers, preservationists, design professionals and city officials. The conference is presented by the Iowa Economic Development Authority's Iowa Downtown Resource Center.



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SPONSORSHIP LEVELS AND BENEFITS

We value relationships with all our sponsors and are happy to provide tangible benefits:



2021 Iowa Downtown Conference Opening Plenary

MAJOR SPONSOR \$2,500

Sponsors at this level receive ALL benefits listed below, PLUS:

- Prominent positioning of company logo in conference promotional materials and on website
- Complimentary booth space in the Exhibit Hall
- Verbal acknowledgment during the Opening Plenary
- Visual recognition of company logo on screen during all Plenary Sessions
- Listing in all conference email promotions

SPONSOR \$1,500

Sponsors at this level receive ALL benefits listed below, PLUS:

- Recognition in all electronic promotional materials
- On-site recognition
- Visual recognition of company logo on screen at the Opening Session
- Two complimentary registrations to the Iowa Downtown Conference

SUPPORTING SPONSOR \$500

Sponsors at all levels receive the following:

- List of conference attendees
- Company listing on conference website
- Visual on-site recognition, where applicable

We would be happy to work with you to create a benefit package that could include a variety of marketing collateral and on-site opportunities that reaches a diverse market (YOUR market), helping reinforce your branding strategy and achieve your marketing objectives within a target market.

Thank you for your consideration.

For more information or to secure your sponsorship, contact Carol.Lilly@IowaEDA.com or 515.348.6177.