

GREATER DES MOINES PARTNERSHIP

2026 SPONSORSHIP OPPORTUNITIES

IMPACT | EXPOSURE | RECOGNITION | VALUE



GREATER DES MOINES
PARTNERSHIP



ways,
like the
comps

Median Household Income (2023 Dollars)



GREATER DES MOINES
REGIONAL SUMMIT
 AND ECONOMIC IMPACT AWARDS
 THANK YOU TO OUR SPONSORS
 FUTURE GROUP

REGIONAL SUMMIT
 ECONOMIC IMPACT AWARDS

TABLE OF CONTENTS

Signature Events	5
DMDC.....	6
Regional Summit	7
Premier Annual Events and Program Opportunities	8
Storytelling and Content	9
Scale DSM Business Accelerator.....	10
Spark DSM Business Incubator.....	11
DSM Intern Connection	12
Top Five for Small Business Series.....	13
Executive Tours and Events.....	14
Entrepreneur Field Days Series	15
Investor Event Sponsorship Opportunities	16
Meet the CEO Event Series.....	17
Engagement Receptions	17
Investor Tour Series Partner	17
Public Policy and Government Relations Events	18
State Ledgeislative Leadership Breakfast	19
Opening Night Ledgeislative Reception	20
Partnerhsip 101	21
Community Events	22
Downtown Farmers’ Market.....	23
World Food & Music Festival	24
Downtown Activations.....	25
DSM Winter Sights and Sounds.....	26
Out to Lunch Series.....	26

The Greater Des Moines Partnership is the largest regional business, economic development and talent development organization in Iowa and the second-largest regional chamber of commerce in the country. Together with more than 400 Investors and an Affiliate Chamber of Commerce network of more than 7,200 Regional Chamber Members, The Partnership helps businesses grow and advances quality of life in Greater Des Moines (DSM) with one voice, one mission and as one region, contributing to a vibrant regional economy. Through our varied programming and events, The Partnership provides businesses significant and meaningful exposure through unique sponsorship opportunities. With an engaged community and professional base throughout the region, events that attract over a million attendees from all segments and backgrounds, professionals at all career levels, and diverse media and communication channels, The Partnership can be a key part of your visibility, community engagement and impact strategy.

IMPACT

your community

EXPOSURE

to your key audiences

RECOGNITION

for your brand

VALUE

for your investment

SIGNATURE EVENTS

The Partnership's Signature Events are among the region's most prominent gatherings, convening the leading voices on issues of importance to DSM's regional economy. These large-scale events attract national speakers at the top of their industries and attendees represent the business and civic leadership community in the region.



DMDC

Each year a group of Greater Des Moines business, civic and regional community leaders travel to Washington, D.C. to present a federal policy agenda to promote regional policy priorities and economic development projects. The Partnership's fly-in trip is recognized as an industry leader among peer organizations across the country. Throughout the three-day trip participants have an opportunity to advocate for key issues facing DSM, meet with members of Iowa's Congressional delegation and their staffs, hear from Congressional members from other states and other leaders from the Administration and the media.

WHO WILL BE THERE:

- Federal legislative leaders and staff, including members of the Iowa Congressional delegation and representatives from the Administration
- State and local elected officials
- Business decision-makers, including C-suite executives and business owners
- Non-profit and community leaders
- Affiliate Chamber of Commerce leadership

SPONSORSHIP LEVELS:

Sponsorship Levels: \$2,500 - \$25,000*

Attendee Costs: \$1,500-\$3,050

**Does not include any discounts on attendee fees.*

IMPACT
policy work

EXPOSURE
to leaders, elected officials
and decision-makers

RECOGNITION
of your role in shaping DSM

VALUE
of a shared vision



REGIONAL SUMMIT

The Partnership is excited for the third annual Regional Summit in 2026. This ambitious initiative aims to strengthen connections within DSM. The Summit is a strategic effort to bring together rural, suburban and urban communities, fostering a unified regional identity. The 2025 Regional Summit convened over 400 influential leaders from across the region, providing a platform for collaboration, sharing success stories and tackling shared challenges.

WHO WILL BE THERE:

- Business leaders and decision-makers
- C-suite officers
- Civic, non-profit and education leaders
- Elected and public officials, including legislators, county and city officials, and state-level leadership
- Entrepreneurs
- Media
- Partnership Board of Directors
- Partnership Investors and Regional Business Members
- Young professionals

SPONSORSHIP LEVELS:

\$2,500 - \$40,000

IMPACT

that yields collaboration and unity

EXPOSURE

at an innovative premier event

RECOGNITION

broadly across sectors and communities

VALUE

of regional momentum



The Regional Summit was formed in response to feedback heard during The Partnership's listening tour that there is a desire for more connections between rural, suburban and urban communities. The first Summit was held in 2024 and grew **33%** in attendance in 2025.

PREMIER ANNUAL EVENTS AND PROGRAM OPPORTUNITIES



STORYTELLING AND CONTENT

Align your brand with positive things happening in DSM through advertising and sponsorship opportunities on the region's newest storytelling platform, *The Greater Des Moines Story*, powered by The Partnership. The platform covers economic development, workforce, small business thought leadership and other pertinent topics.

Reach prospective DSM residents as they make decisions about where to live and work. The Partnership's talent attraction campaign is targeted to prospective residents and employees across the country, and your brand can be part of their orientation to the region.

Sponsorships are executed as advertising placements and content marketing opportunities on *The Greater Des Moines Story* hub (DSMpartnership.com/stories) and the storytelling section on the Do Something Greater talent website (GreaterDSMUSA.com/stories). Packages can be customized to meet sponsor goals.

AUDIENCES:

- *The Greater Des Moines Story*: Leaders, engaged community members and decision-makers from across the Greater Des Moines region
- GreaterDSMUSA.com: Prospective and new residents looking for job opportunities and information about living and getting established in Greater Des Moines.

SPONSORSHIP LEVELS:

\$1,500-\$15,000

Details regarding sponsorship placements and program structure can be provided upon request.

IMPACT

support the elevation of people, places and projects that are shaping the region

VALUE

alignment with positive stories about the region

EXPOSURE

to key audiences

RECOGNITION

as part of the Greater Des Moines' story and narrative



SCALE DSM BUSINESS ACCELERATOR

The Partnership's Scale DSM Business Accelerator helps businesses gain access to knowledge, management know-how and networks needed to increase revenue, create jobs and positively impact the community. The program is tuition free and dedicated to assisting small businesses and continuing sustained growth across Greater Des Moines. Over the past four years, 56 small businesses have graduated from Scale DSM.

SPONSORSHIP LEVELS:

\$15,000 - \$65,000

IMPACT

equip businesses to grow

EXPOSURE

to growing business owners

RECOGNITION

of your commitment to small businesses

VALUE

of creating opportunities



SPARK DSM BUSINESS INCUBATOR

The Spark DSM Business Incubator supports small and/or startup businesses at major events in DSM. The Incubator's goal is to improve access and economic growth for local small businesses across the region. Participants have the opportunity to vend at premier events like the Downtown Farmers' Market, the World Food & Music Festival, Out to Lunch and the Downtown Winter Farmers' Market. These opportunities provide program participants with a higher level of visibility for their businesses. Participants are also provided year-round wrap around services that include education on marketing, finances, business operations and more.

The program serves as a stepping stone for growing businesses. Five Spark DSM businesses have since opened brick-and-mortar storefronts and 23 vendors are now Market vendors.

SPONSORSHIP LEVELS:

\$5,000 - \$50,000

IMPACT

access to economic growth

EXPOSURE

to up-and-coming business owners and their customers

RECOGNITION

of your support for growth

VALUE

of fostering inclusion



To date, the Incubator has served over **73** small businesses that otherwise may not have sold their products at The Market and other events.

DSM INTERN CONNECTION

DSM Intern Connection is a summer event series that features opportunities for college interns to connect with community leaders and executives and network with fellow students. Participants also get to see first-hand what makes DSM unique and truly the place to be. During the series, interns receive high-quality professional development content, opportunities to bolster their leadership skills and participate in networking and community engagement experiences.

WHO WILL BE THERE:

- Young professionals and college students
- Business executives and community leaders (as session facilitators and speakers)
- Partnership Investors and Regional Business Members

SPONSORSHIP LEVELS:

\$2,500 - \$7,500

IMPACT

the next generation of leaders

EXPOSURE

to early career individuals

RECOGNITION

as being a top-tier employer in Greater Des Moines

VALUE

of impacting and supporting students



The DSM Intern Connection program is positioned to support talent retention. In 2023, **74%** of participants said they would be likely to live in the region and work full-time for their internship employer because of their summer intern experience.

TOP FIVE FOR SMALL BUSINESS SERIES

The Top Five for Small Business Series supports the growth and success of small businesses across DSM by providing expert-led education, tools, and strategies on topics critical to small business operations. Each virtual session features industry professionals sharing five key takeaways designed to strengthen small business performance and sustainability.

Topics span marketing, human resources, accounting, sales, technology, and leadership, empowering small business owners and entrepreneurs to learn from experts, share best practices, and implement actionable solutions that fuel their success. This series, offered in partnership with Affiliate Chambers and regional partners, underscores The Partnership's ongoing commitment to supporting small business vitality as a cornerstone of DSM's economy.

WHO WILL BE THERE:

- Small business owners and entrepreneurs
- Startups and solopreneurs
- Partnership Investors and Regional Business Members
- Service providers supporting small business (marketing, HR, finance, legal)
- Regional community and business leaders

SPONSORSHIP LEVELS:

Series Sponsorship: \$2,500

(Includes recognition across all six sessions in the calendar year.)

IMPACT

strengthening small business success and sustainability

VALUE

consistent visibility across six sessions throughout the year

EXPOSURE

to entrepreneurs, small business leaders and regional partners

RECOGNITION

as a supporter of local business growth and education



EXECUTIVE TOURS AND EVENTS

The Partnership's Executive Tours & Events provide personalized introductions to the DSM region for executive-level candidates and corporate guests. These customized, concierge-style tours showcase DSM's exceptional quality of life, vibrant communities and welcoming culture supporting employers' recruitment and retention efforts for top talent.

Each ninety-minute tour is tailored to the individual's interests and needs, often including neighborhood visits, schools, local shops, gyms, dining, healthcare facilities and more. The Partnership's team provides a seamless experience designed to make DSM feel like home, leaving a lasting impression on candidates and their families. Sponsors of the program directly invest in DSM's talent attraction strategy, helping the region compete nationally for leadership-level talent and strengthen its reputation as a place to live, work and thrive.

WHO WILL BE THERE:

- Executive-level candidates and recruits
- Corporate HR and talent acquisition leaders
- C-suite officers and business decision-makers
- Partnership Investors and employers engaged in recruitment
- Community and civic leaders
- Partnership Investors and Regional Business Members

SPONSORSHIP LEVELS:

\$10,000

IMPACT

regional talent growth and recruitment success

VALUE

strategic brand alignment with economic development and hospitality

EXPOSURE

among executive candidates and corporate stakeholders

RECOGNITION

as a champion for community and talent attraction



ENTREPRENEUR FIELD DAYS SERIES

The Entrepreneur Field Days series is a free educational event series hosted across DSM, designed to connect and inspire the region's entrepreneurial ecosystem. Each Field Day provides attendees with an opportunity to network, go behind the scenes of local businesses, and hear firsthand from successful entrepreneurs about their journeys — lessons learned, challenges faced and strategies for growth.

Drawing on Iowa's agricultural heritage, where field days have long been a tradition of shared learning, this series translates that spirit into the world of entrepreneurship. Attendees learn from innovators across industries and gain valuable insights that help seed and grow the next generation of business success stories in DSM.

The series welcomes entrepreneurs, small business owners, creatives, educators, investors, and community members who share a curiosity for innovation and a passion for supporting local business.

WHO WILL BE THERE:

- Entrepreneurs and small business owners
- Creatives, mentors and educators
- Investors and corporate partners
- Economic developers and community leaders
- Partnership Investors and Regional Business Members

SPONSORSHIP LEVELS:

\$1,000 – \$10,000

IMPACT

fueling entrepreneurial learning and ecosystem growth

VALUE

connection with diverse business and creative audiences across DSM

EXPOSURE

through regional marketing, event signage, and online promotion

RECOGNITION

as a champion for innovation, curiosity, and small business success



INVESTOR EVENT SPONSORSHIP OPPORTUNITIES

The Partnership hosts several events throughout the year designed to strengthen connections among Investors and provide opportunities to engage with regional leadership, initiatives and fellow business leaders. These executive-level gatherings create space for meaningful dialogue, relationship-building and insight into the issues shaping DSM. Sponsorship provides visibility with influential business leaders while supporting The Partnership's ongoing Investor engagement efforts.

WHO WILL BE THERE:

- CEOs and C-suite executive leaders
- Decision-makers
- Partnership Investors and staff
- Business owners

SPONSORSHIP LEVELS:

\$2,500-\$15,000

(Please see details for opportunities on the following page.)

IMPACT

creating engagement and connection opportunities

VALUE

to decision-makers and impact-makers

EXPOSURE

of commitment to advancing Greater Des Moines

RECOGNITION

of visibility with influential leaders



MEET THE CEO EVENT SERIES

The Meet the CEO Series offers Partnership Investors the opportunity to participate in candid, fireside-style conversations with CEOs and senior leaders from major regional employers. These invite-only events are held in person at The Partnership and are specifically designed for and limited to CEOs and top-level executives. Hosted by The Partnership's President & CEO, these small-group gatherings bring together senior executives from Investor companies to share leadership journeys, discuss industry insights and explore the opportunities and challenges shaping today's business environment.

The series was created to help foster connections among the region's business leadership, particularly as new CEOs and senior level executives step into roles across DSM. Through a moderated conversation followed by audience questions, attendees gain unique insight into the experiences, perspectives and leadership philosophies of executives guiding organizations throughout the region.

SPONSORSHIP LEVELS:
\$15,000

ENGAGEMENT RECEPTIONS

Engagement Receptions provide an opportunity for both new and long-time Investors and Affiliate Chambers of Commerce leaders to connect with Partnership leadership and gain insight into the organization's current priorities and initiatives. These informal gatherings help attendees better understand The Partnership's programs, regional efforts and opportunities for engagement while building relationships with fellow Investors, Affiliates and members of The Partnership's team.

SPONSORSHIP LEVELS:
\$2,500 – \$5,000

INVESTOR TOUR SERIES PARTNER

The Investor Tour Series offers Investors behind-the-scenes access to companies, projects and developments shaping the DSM region. Hosted at Investor locations across the region, these tours provide valuable opportunities for Investors to connect with one another while learning directly from business and community leaders.

SPONSORSHIP LEVELS:
\$10,000



PUBLIC POLICY AND GOVERNMENT RELATIONS EVENTS



STATE LEGISLATIVE LEADERSHIP BREAKFAST

The Partnership's Annual State Legislative Leadership Breakfast provides an exclusive preview of the upcoming legislative session and features a panel discussion with key Iowa legislative leaders. The event also includes the official unveiling of The Partnership's State Legislative Priorities.

The breakfast convenes business and community leaders, elected officials, and policy influencers to discuss issues that shape the state's economic and community development landscape. Sponsors of this event demonstrate their leadership in supporting civic engagement and advancing policies that strengthen DSM and the State of Iowa.

WHO WILL BE THERE:

- Iowa legislative leaders and staff
- Statewide elected officials
- Business decision-makers, including C-suite executives and business owners
- Nonprofit and community leaders
- Affiliate Chamber of Commerce leadership

SPONSORSHIP LEVELS:

\$2,500 – \$5,000

IMPACT

advancing public policy and regional prosperity

VALUE

direct connection with decision-makers and influencers

EXPOSURE

to state leaders and regional business stakeholders

RECOGNITION

as a champion of civic collaboration and legislative engagement



OPENING NIGHT LEGISLATIVE RECEPTION

The Partnership works with 24 Affiliate Chambers and partner organizations to welcome the Iowa General Assembly at the opening of the Legislative Session in January. Attendees can meet Iowa Legislators to connect on key priorities, network with leaders and peers from across the region, and enjoy hors d'oeuvres from restaurants and vendors from the Affiliate communities.

WHO WILL BE THERE:

- Iowa Legislators and staff
- Statewide elected officials
- Business decision-makers, including C-suite executives and business owners
- Nonprofit and community leaders
- Affiliate Chamber of Commerce leadership

SPONSORSHIP LEVELS:

\$2,500 - \$5,000

IMPACT

of civic engagement

EXPOSURE

to leaders in business and government

RECOGNITION

as fostering common ground solutions

VALUE

of in-person interaction with elected officials and staff



All **150** Iowa Legislators and their staffs are invited to attend the reception.

PARTNERSHIP 101

Partnership 101 is a unique government relations and regional engagement experience hosted by The Partnership that connects Iowa's Congressional delegation and their staff directly with the people, projects and priorities shaping the future of DSM.

The program provides Congressional staff with firsthand exposure to transformational regional initiatives through tours, presentations and conversations with business, civic, education and community leaders from across the DSM region. Participants gain a deeper understanding of the region's economic development priorities, workforce needs, infrastructure investments and quality-of-life initiatives while building meaningful relationships with local stakeholders.

WHO WILL BE THERE:

- Congressional staff representing Iowa's federal delegation
- Business decision-makers and C-suite executives
- Economic development and community leaders
- Elected and public officials
- Education and workforce leaders
- Partnership Investors and Affiliate Chamber leaders
- Rural and regional stakeholders

SPONSORSHIP LEVELS:

\$2,500 - \$5,000

IMPACT

strengthening regional relationships and federal advocacy

VALUE

through direct engagement with leaders shaping Iowa's future

EXPOSURE

to Congressional staff, business leaders and regional stakeholders

RECOGNITION

as a supporter of collaboration, public policy and regional growth



Congressional staff representing every member of Iowa's federal delegation attended the most recent Partnership 101 experience, which included regional tours, economic development discussions and presentations highlighting transformational projects across the region.

COMMUNITY EVENTS

One of a kind, high-impact, cultural experiences

Make a powerful connection through high-impact, brand elevating experiences. The Downtown Events Group (Downtown DSM, Inc.) is your gateway to cultural and local community events like no other in the region. Discover a range of unique branding integrations and prominent brand alignments targeting distinct audiences.

Community events produced by The Partnership and powered by Downtown DSM, Inc. and the Downtown Events Group are where the community comes together to celebrate as one region, infusing DSM with vibrancy. These large-scale events with a combined attendance of 1.2 million people elevate arts, culture and heritage within the community and stimulate the local small business economy and cultivate community building.



IMPACT

heightened
vibrancy in DSM

EXPOSURE

to consumers and visitors
across demographics

RECOGNITION

as a player in shaping
DSM's culture

VALUE

of supporting small
businesses and
economic vitality

DOWNTOWN FARMERS' MARKET

The Downtown Farmers' Market is a weekly celebration that connects urban and local communities together in a unique way, resulting in over 28,000 people coming together in Downtown DSM every Saturday morning from May through October.

The Market serves people of all ages, of all economic and social backgrounds, and is a place to discover cultural and ethnic diversity while providing access to art, entertainment, educational opportunities and locally produced products. It supports over 300 family farms, bakers, artists and crafters from around Iowa and serves as an incubator startup opportunity for businesses. The Market nourishes DSM and enhances the quality of life, making the region a better place to live and work.

SPONSORSHIP LEVELS:

\$2,500 - \$65,000+

Free to the public, with an estimated attendance of more than **736,750** over **26** Saturdays.



WORLD FOOD & MUSIC FESTIVAL

The World Food & Music Festival is a vibrant three-day cultural celebration. The Festival includes nearly 60 culinary vendors representing 30 countries, professional cooking demonstrations, interactive cultural and culinary education programs and non-stop entertainment.

The Festival takes place in August, in Western Gateway Park, Downtown DSM. It is the only festival in central Iowa with a completely global focus on food and culture. The Festival is steadfast in maintaining its commitment to accessibility, offering free admission and programming, with each vendor offering food samples at an affordable \$2 each and full entrees capped at \$12 or less.

SPONSORSHIP LEVELS:

\$3,500 - \$40,000

Free to the public, with an estimated attendance of **90,000** over three days.



DOWNTOWN DSM ACTIVATIONS

The Downtown DSM Activations are designed to invigorate the heart of Des Moines, fostering a lively and engaging atmosphere that attracts both locals and visitors alike. These Activations aim to create memorable experiences, encouraging people to explore and revel in the unique offerings of Downtown DSM while supporting local businesses. Targeting a diverse audience, including potential visitors, employees who have transitioned to remote work since the pandemic, those gradually returning to office life, and Downtown residents, these pop-up activations are a strategic initiative to boost the Downtown economy and community spirit. The overarching goal is to cultivate a vibrant, joyful environment that instills a fear of missing out (FOMO) among those not yet participating, drawing them into the Downtown area. By doing so, the Downtown DSM Activation Series not only enhances the urban experience but also play a crucial role in the economic and community development of the region, as strong downtowns yield strong regions. Additionally, Downtown DSM serves as the hub and center for the series and select Activations are also positioned to extend vibrancy throughout the DSM region.

SPONSORSHIP LEVELS:

\$5,000 - \$25,000

Over **285** community members from more than **17** DSM communities took part in the Paint by Numbers activation, helping to create a mural guided by local artist Claire Sedovic. The two-day event drew **715** attendees.



DSM WINTER SIGHTS AND SOUNDS

This focuses on bringing a festive environment to Downtown Des Moines. In combination with the Holiday Promenade, this initiative promotes supporting local businesses, enjoying holiday lights, special treats, deals, entertainment and surprise-and-delight moments. This spirited seasonal event is sure to be fun for the whole family.

This event will showcase holiday lights, special treats and deals from local retailers, and evenings filled with entertainment. The event will also feature a special tree lighting, outdoor activities and activations you won't want to miss!

SPONSORSHIP LEVELS:

\$2,500 - \$25,000

OUT TO LUNCH SERIES

Out to Lunch is a series of mid-day summer events that pop up in various Downtown DSM locations. The series creates a unique and fun opportunity for Downtown DSM employees and residents to socialize with others in vibrant, outdoor settings with food and live music. Out to Lunch is scheduled on Wednesdays from mid-May to late June.

SPONSORSHIP LEVELS:

\$2,500 - \$25,000

Free to the public, with an estimated attendance of **87,000** over five Fridays during Holiday Promenade in 2024.

Free to the public, with an estimated attendance of **11,000** over **six** dates in 2025.





UNITED TO DRIVE ECONOMIC GROWTH
AND TALENT DEVELOPMENT WITH
ONE VOICE, ONE MISSION, ONE REGION.



For sponsorship inquiries, contact:

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