



**BUSINESS COUNCIL
OF ALABAMA**

2023

SPONSORSHIP GUIDE

WHY SPONSOR?

CONNECTIONS

Form valuable business relationships and enable your business to stay connected with other businesses and leaders across the state.

EXPOSURE

Ensure you are maximizing your business' reach and brand awareness with advertisement as a sponsor.

INFORMATION

Gain valuable insight from other industry leaders and experts on issues effecting Alabama's business community.

REPUTATION

Amplify your public image by increasing credibility as a sponsor of BCA events.

DIFFERENTIATE YOUR BUSINESS

Set yourself apart by securing an exclusive sponsorship.

Sponsorships serve as a multifaceted tool for your business. In this 2023 sponsorship booklet, you will find information on sponsorship levels and event descriptions for your planning and budget purposes. Reach out to a member of our BCA team with any questions you have on event sponsorships. Your contributions are a vital part of our success serving you, and we thank you for your support.

Contact Jean Elizabeth Miles at jmiles@bcatoday.org to secure your sponsorships for the 2023 calendar year.

EVENTS OVERVIEW

BCA CAPITAL SUMMIT

This year BCA is introducing the Capital Summit Forum and Reception. The Legislative Policy Forum will serve as an informative, issue driven luncheon at the beginning of the legislative session where legislators are educated on the top legislative business priorities for the year. The Forum will start with BCA's President and CEO delivering the "State of Alabama Business" address. Three presenting sponsors will have the opportunity to give a 20-minute policy presentation to a room full of elected officials and BCA board members. The day will conclude with our annual Legislative Reception where guests will have the opportunity to network with state elected officials. Support for this event is a crucial part of our advocacy efforts for the legislative session every year.

BCA '23 GOVERNMENT AFFAIRS CONFERENCE

BCA's Government Affairs Conference is the premiere gathering for business and state leaders to network and discuss current topics of interest. Past conferences have included a wide range of speakers including Governor Kay Ivey; Alabama Secretary of Labor, Fitzgerald Washington, to Gary Smith, President and CEO of PowerSouth Energy Cooperative. Attendees are encouraged to bring family members to this casual and informative weekend in Point Clear.

THE EVENING FOR PROGRESS

This premier fundraising event for BCA's political action committee, ProgressPAC, culminates with VIP gatherings and concludes with dinner and dialogue from a notable guest. The Evening for Progress boasts past speakers including former U.S. President George W. Bush; former NFL quarterback Peyton Manning; and U.S. House Speaker John Boehner. This important component of the Protecting our Progress Campaign provides the resources needed to support strong leadership and participation in the election process. By engaging in this process, the business community can help maintain the significant progress that has been made in establishing a favorable business climate in Alabama that creates and sustains jobs.

MANUFACTURER OF THE YEAR AWARDS

Since its inception over 20 years ago, the Alabama Manufacturer of the Year Awards program has continued to recognize the state's top manufacturers – honoring those leading the way in leadership, performance, profitability, and workforce relations. Winners are selected by an independent panel of judges based on demonstration of superior performance in customer focus, employee commitment, operating excellence, continuous improvement, profitable growth, and investment in training and retraining. Support for this awards program is crucial in celebrating the hard work and dedication of each employee and promoting the many exemplary accomplishments of Alabama's best and brightest industry leaders.

SMALL BUSINESS AWARDS/ANNUAL MEETING

Our Small Business Awards and Annual Meeting celebrates the backbone of communities across Alabama and brings our BCA leaders together to discuss and vote on our policy for the next year's legislative session. Support for this event enables BCA to recognize Alabama's top small businesses while establishing our organizational leadership for the coming year.

2023

BCA CAPITAL SUMMIT

MARCH 14

Renaissance Montgomery Hotel &
Spa Convention Center

Montgomery, AL

Sponsorship levels	Presenting (3 spots) \$15,000	Platinum \$5,000	Gold \$2,500	Silver \$1,500
Opportunity to lead a 20 minute policy discussion at the Policy Forum	•			
Headliner recognition on all forum and reception materials	•			
Top recognition on reception materials	•	•		
Corporate table display opportunity at reception	•	•	•	
Electronic logo recognition during forum and reception	•	•	•	•
Sponsor designation on nametags at forum and reception	•	•	•	•

2023

BCA'23 GOVERNMENT AFFAIRS CONFERENCE

AUGUST 11-13

Marriott Grand Hotel Resort & Spa

Point Clear, AL

Special Sponsorship levels (All the benefits of the Gold level, plus:)

Presenting \$30,000 Headliner recognition on all materials including t-shirts, Reserved cabana at the pool on Saturday, Opportunity to moderate a panel during Saturday morning programming.	After Hours Networking \$20,000 Corporate recognition at a casual Saturday night networking party.	Pool Networking \$20,000 Corporate recognition at pool networking event, including wristbands.	Friday Night Dinner \$10,000 Special recognition at the family-friendly buffet dinner celebration on Friday night.	Golf \$10,000 Corporate recognition at golf outing event
Key Cards \$10,000 Special recognition on hotel key cards that all attendees who are staying at the Grand Hotel receive at check in.	Wi-Fi \$7,500 Opportunity to create Wi-Fi password to be used by all conference attendees, corporate recognition on cards that provide the log-in information to all attendees.	Charging Station \$7,500 Company logo on signage at the charging station, opportunity to place materials on a resource table for attendees to peruse while they charge their devices.	Name Tag Lanyards \$10,000 Special recognition on the lanyard attached to every attendee's name tag.	
Standard Sponsorship levels			Gold \$5,000	Silver \$2,500
Corporate table display opportunity			●	
Logo recognition on electronic and print media			●	
Corporate recognition on electronic and print media			●	●
Opportunity to provide giveaways to conference attendees			●	●
Sponsor designation on nametags at event			●	●

2023

MANUFACTURER OF THE YEAR AWARDS

FALL

TBD

Montgomery, AL

Sponsorship levels	Presenting \$7,500	Gold \$2,000	Silver \$1,000
Seats	Table (8)	4	2
Opportunity to present one of the MOTY Awards	•		
Corporate recognition in Business Alabama Magazine	•		
Corporate table display opportunity	•		
Corporate logo recognition on event program	•	•	
Electronic recognition during event	•	•	•
Sponsor designation on nametags at event	•	•	•

2023

THE EVENING FOR PROGRESS

FALL

Sheraton Birmingham Hotel

Birmingham, AL

Sponsorship levels	Presidential \$30,000	Executive \$15,000	Investor \$10,000	Supporter \$5,000	Attendee \$2,000
Tickets to VIP roundtable meeting with speaker	2				
Tickets to VIP photo opportunity with speaker	4	2			
Celebration reception & banquet tickets	Table (10)	Table (10)	Table (8)	4	2
Commemorative gift	●	●			
Print and video recognition during the event	●	●	●	●	●

2023

SMALL BUSINESS AWARDS/ ANNUAL MEETING

DECEMBER

TBD

Birmingham, AL

Sponsorship levels	Presenting \$7,500	Gold \$2,000	Silver \$1,000
Seats	Table (8)	4	2
Opportunity to present one of the Small Business Awards	•		
Corporate recognition in Business Alabama Magazine	•		
Corporate table display opportunity	•	•	
Electronic recognition during event	•	•	•
Corporate logo recognition on event program	•	•	•
Sponsor designation on nametags at event	•	•	•

2023

BCA SPONSORSHIP PLANNER

ORGANIZATION

Name: _____

Address: _____

Events	Sponsor Level	Amount
Policy Forum & Legislative Reception	_____	\$ _____
BCA'23 Government Affairs Conference	_____	\$ _____
Manufacturer of the Year Awards	_____	\$ _____
The Evening for Progress	_____	\$ _____
Small Business Awards / Annual Meeting	_____	\$ _____
Contact Jean Elizabeth Miles at jmiles@bcatoday.org for more information.	Total:	\$ _____



**BUSINESS COUNCIL
OF ALABAMA**

334.834.6000

BCATODAY.ORG