



**BUSINESS COUNCIL
OF ALABAMA**

2021

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 affecting 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 2024 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 in serving you, and we thank you for your generous support.

Contact Britney Thames at bthames@bcatoday.org to secure your sponsorships for the 2024 calendar year.

EVENTS OVERVIEW

BCA LEGISLATIVE RECEPTION

Presenting sponsors will have the opportunity to enjoy a private luncheon with state legislative leadership and discuss issues important to the business community. 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'24 GOVERNMENT AFFAIRS CONFERENCE

BCA's Government Affairs Conference is the premier gathering for business and state leaders to network and discuss current topics of interest. Past conferences have welcomed a wide range of speakers including state and federal leaders, business experts, and political pundits. Attendees are encouraged to bring family members to this casual and informative weekend at the Grand Hotel in Point Clear.

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 who excel 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 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.

THE EVENING FOR PROGRESS

This premier ProgressPAC fundraising event commences with VIP gatherings and concludes with dinner and dialogue from a notable guest. The Evening for Progress boasts past speakers like 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.

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 and codifying our policy agenda for the coming year.

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BCA LEGISLATIVE RECEPTION

FEBRUARY 7

Warehouse at Alley Station

Montgomery, AL

Sponsorship levels	Presenting \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,500
Private VIP reception prior to legislative reception	●			
Headliner recognition on all reception materials	●			
Top recognition on reception materials	●	●		
Corporate table display opportunity at reception	●	●	●	
Electronic logo recognition during legislative reception	●	●	●	●
Sponsor designation on nametags at forum and reception	●	●	●	●

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BCA'24 GOVERNMENT AFFAIRS CONFERENCE

AUGUST 9-11

Marriott Grand Hotel Resort & Spa

Point Clear, AL

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

<p>Presenting \$30,000</p> <p>Headliner recognition on all materials including t-shirts, Reserved cabana at the pool on Saturday, Opportunity to moderate a panel during Saturday morning programming.</p>	<p>Friday Night Entertainment \$15,000</p> <p>Corporate recognition at a casual Saturday night networking party.</p>	<p>Pool Networking \$20,000</p> <p>Corporate recognition at pool networking event, including wristbands.</p>	<p>Friday Night Dinner \$10,000</p> <p>Special recognition at the family-friendly buffet dinner celebration on Friday night.</p>	<p>Golf \$10,000</p> <p>Corporate recognition at golf outing event</p>
<p>Key Cards \$10,000</p> <p>Special recognition on hotel key cards that all attendees who are staying at the Grand Hotel receive at check in.</p>	<p>Wi-Fi \$7,500</p> <p>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.</p>	<p>Charging Station \$7,500</p> <p>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.</p>	<p>Name Tag Lanyards \$10,000</p> <p>Special recognition on the lanyard attached to every attendee's name tag.</p>	
<p>Standard Sponsorship Levels</p>			<p>Gold \$5,000</p>	<p>Silver \$2,500</p>
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			●	●

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MANUFACTURER OF THE YEAR AWARDS

OCTOBER 4

RSA Activity Center

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	•	•	•

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THE EVENING
FOR PROGRESS

FALL

TBD

Birmingham, AL

Sponsorship levels	Founders Club	Presidential	Executive	Investor	Supporter
Special recognition as part of the dinner program	•				
Tickets to VIP roundtable meeting with speaker	2	2			
Tickets to VIP photo opportunity with speaker	4	4	2		
Celebration reception & banquet tickets	Table (10)	Table (10)	Table (10)	Table (8)	4
Commemorative gift	•	•	•		
Print and video recognition during the event	•	•	•	•	•

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**SMALL BUSINESS
AWARDS/
ANNUAL MEETING**

NOVEMBER 19

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	●	●	●

2024

BCA SPONSORSHIP PLANNER

ORGANIZATION

Name: _____

Address: _____

Events	Sponsor Level	Amount
BCA Legislative Reception	_____	\$ _____
BCA'24 Government Affairs Conference	_____	\$ _____
Manufacturer of the Year Awards	_____	\$ _____
The Evening for Progress	_____	\$ _____
Small Business Awards / Annual Meeting	_____	\$ _____
Contact Britney Thames at bthames@bcatoday.org for more information.	Total:	\$ _____