



**BUSINESS COUNCIL
OF ALABAMA**

20 26

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 2026 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 **Bradshaw Tyson** at btyson@bcatoday.org to secure your sponsorships for the 2026 calendar year.

EVENTS OVERVIEW

TUESDAY MORNING ISSUES BRIEFINGS

Every Tuesday during the legislative session, BCA hosts a briefing to review the current issues being discussed at the Alabama State House. Each week, we welcome guest speakers including the Governor, Lt. Governor, Speaker, Pro Tem and other legislative leaders. It's a great opportunity to learn the latest and network with industry professionals.

BCA LEGISLATIVE RECEPTION

BCA's Legislative Reception allows guests the opportunity to network with local officials, while kicking off the upcoming legislative session. Support for this event is a crucial part of our advocacy efforts for the legislative session every year.

BCA '26 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 25 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 cornerstone 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 Alabama football Coach Nick Saban; George W. Bush; former NFL quarterback Peyton Manning; and U.S. House Speaker Joe Boehner. This important component of Campaign 2026 provides the resources needed to support the election of pro-business candidates across the state.

ANNUAL MEETING / ALABAMA SMALL BUSINESS AWARDS

Our Annual Meeting and the Alabama Small Business Awards celebrate the backbone of communities across Alabama and brings our BCA leaders together. Support for this event enables BCA to recognize Alabama's top small businesses while establishing our organizational leadership for the upcoming year.

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**TUESDAY
MORNING
ISSUES
BRIEFINGS**

January - April

Business Council of Alabama
Montgomery, AL

Coffee Sponsor

\$500

- Logo recognition at coffee table
- Sponsor recognition in social media promotion for designated week
- Dates are first come, first served
- Sponsorships limited to the number of weeks during legislative session

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**BCA
LEGISLATIVE
RECEPTION**

January 14

Warehouse at Alley Station
Montgomery, AL

Sponsorship Levels	PRESENTING \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,500
Headliner recognition on all reception materials	●			
Top recognition on reception materials	●	●		
Corporate table display opportunity at reception	●	●	●	
Electronic logo recognition during legislative reception	●	●	●	●

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BCA '26 GOVERNMENT AFFAIRS CONFERENCE

August 7-9

The Grand Hotel
Point Clear, AL

Special Sponsorship Levels (Includes all benefits of the gold level)

PRESENTING \$35,000 Headliner recognition on all materials including t-shirts, Reserved cabana at the pool on Saturday. Two (2) conference tickets included.	POOL NETWORKING \$25,000 Corporate recognition at pool networking event, including wristbands.	WELCOME RECEPTION \$10,000 Special recognition at the family-friendly celebration on Friday night.	GOLF \$15,000 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.

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	●	●

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MANUFACTURER OF THE YEAR AWARDS

October 1

Montgomery Country Club
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	●	●	●

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THE EVENING FOR PROGRESS

Fall 2026

The Sheraton Hotel
Birmingham, AL

Sponsorship Levels	2026 CLUB \$50,000	PRESIDENTIAL \$35,000	EXECUTIVE \$20,000	INVESTOR \$10,000	SUPPORTER \$5,000
Tickets to VIP roundtable meeting with speaker	2				
Tickets to VIP photo opportunity with speaker	4	4	2		
Celebration reception & banquet tickets	Table (10)	Table (10)	Table (10)	Table (8)	Reserved Seats (4)
Commemorative gift	●	●	●		
Print and video recognition during the event	●	●	●	●	●

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ANNUAL MEETING / ALABAMA SMALL BUSINESS AWARDS

November 18

The Club
Birmingham, AL

Sponsorship Levels	PRESENTING \$7,500	GOLD \$2,000	SILVER \$1,000
Seats	Table (8)	4	2
Opportunity to present one of the Alabama Small Business Awards	●		
Corporate recognition in Business Alabama Magazine	●		
Corporate table display opportunity	●	●	
Corporate logo recognition on event program	●	●	●
Electronic recognition during event	●	●	●

2026

**BCA
SPONSORSHIP
PLANNER**Company
Name: _____

Contact: _____

Email: _____

Events**SPONSOR
LEVEL****AMOUNT**

Tuesday Morning Issues Briefing

\$ _____

BCA Legislative Reception

\$ _____

BCA '26 Government Affairs Conference

\$ _____

Manufacturer of the Year Awards

\$ _____

The Evening for Progress

\$ _____

Alabama Small Business Awards /
Annual Meeting

\$ _____

Contact Bradshaw Tyson at
btyson@bcatoday.org for more information**Total**

\$ _____



**BUSINESS COUNCIL
OF ALABAMA**

334.834.6000

BCATODAY.ORG