BUSINESS COUNCIL
OF ALABAMA

2027

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's 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 2027 sponsorship booklet, you will find information on sponsorship levels and event descriptions for your planning and budget purposes. Your contributions are a vital part of our success in serving you, and we thank you for your generous support.

Contact **Madeline Green** at **mgreen@bcatoday.org** to secure your sponsorships for the 2027 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 '27 GOVERNMENT AFFAIRS CONFERENCE

BCA's Government Affairs Conference is the premier gathering for business and state leaders to network and discuss the issues shaping Alabama's future. Past conferences have welcomed a distinguished lineup of state and federal leaders, industry experts, and respected political voices. This annual event offers a unique opportunity for meaningful conversations in a relaxed setting during an 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 BUSINESS DINNER

This cornerstone WorkPAC event commences with VIP gatherings and concludes with dinner and dialogue from a notable guest. The Business Dinner 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 2030 provides the resources needed to support the election of pro-business candidates across the state.

ALABAMA SMALL BUSINESS AWARDS

The Alabama Small Business Awards celebrate the backbone of communities across Alabama. Support for this event enables BCA to recognize Alabama's top small businesses.

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TUESDAY MORNING ISSUES BRIEFINGS

FEBRUARY - MAY

Business Council of Alabama

Montgomery, AL

Coffee Sponsor	**$500**
Logo recognition at coffee table	●
Sponsor recognition in social media promotion for designated week	●

Sponsorship opportunities are **limited to the number of weeks in the legislative session**, with dates available on a **first-come, first-served** basis.

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BCA LEGISLATIVE RECEPTION

FEBRUARY 3

Central Restaurant

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	●	●		
Electronic logo recognition during legislative reception	●	●	●	
Corporate recognition during legislative reception	●	●	●	●

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BCA '27 GOVERNMENT AFFAIRS CONFERENCE

AUGUST 1-3

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 Monday. Two (2) conference tickets included.		**POOL NETWORKING** **$25,000** Corporate recognition at pool networking event, including wristbands. One (1) conference ticket included.
GOLF **$15,000** Corporate recognition at golf outing event.	**WELCOME RECEPTION** **$10,000** Special recognition at the welcome celebration on Sunday night.	**HOTEL DOOR HANGERS** **$10,000** Special recognition on hotel door hangers provided to all attendees staying at the Grand Hotel.
KEY CARDS **$10,000** Special recognition on hotel key cards that all attendees who are staying at the Grand Hotel receive at check in.		**LANYARDS** **$10,000** Special recognition on the lanyard attached to every attendee's name tag.
NAME TAGS **$10,000** Special recognition on the name tags provided to all conference attendees.	**WI-FI** **$10,000** Opportunity to create Wi- Fi password to be used by all conference attendees. Corporate recognition on cards that provide the log-in information.	**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.

Sponsorship Levels	**GOLD** **$5,000**	**SILVER** **$2,500**
Logo recognition on electronic and print media	●	
Corporate recognition on electronic and print media	●	●
Opportunity to include promotional items in attendee bags.	●	●
Sponsor designation on nametags at event	●	●

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MANUFACTURER OF THE YEAR AWARDS

SEPTEMBER 30

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 logo recognition on event program	●	●	
Electronic recognition during event	●	●	●

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THE BUSINESS DINNER

TBD - FALL

Ross Bridge Golf Resort & Spa

Birmingham, AL

Sponsorship Levels	2030 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 (8)	Table (8)	Seats (6)	Seats (6)	Seats (2)
Commemorative gift	●	●	●		
Print and video recognition during the event	●	●	●	●	●

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ALABAMA SMALL BUSINESS AWARDS

TBD - FALL

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 name recognition on event program	●	●	
Electronic recognition during event	●	●	●

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BCA SPONSORSHIP PLANNER

Company Name: _____

Primary Sponsorship Contact: _____

Sponsorship Contact Email: _____

EVENTS	SPONSOR LEVEL	AMOUNT
Tuesday Morning Issues Briefing		$ _____
BCA Legislative Reception		$ _____
BCA '27 Government Affairs Conference		$ _____
Manufacturer of the Year Awards		$ _____
The Business Dinner		$ _____
Alabama Small Business Awards		$ _____
Contact **Madeline Green** at mgreen@bcatoday.org for more information.	**TOTAL:**	$ _____

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