

THE PACE ALLIANCE SPONSORSHIP GUIDE

connect + collaborate + community



2026

Promote + Network

Advertise + Engage + Brand

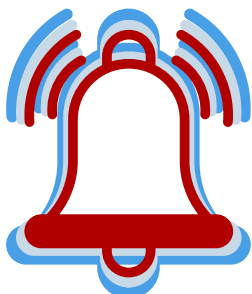
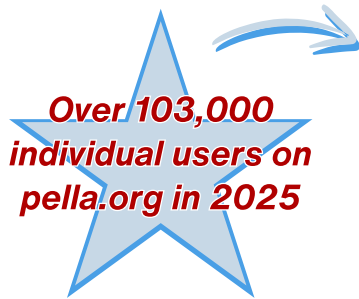
Participate + Give Back + Market

Pella Area Community & Economic Alliance

pella.org - info@pella.org - 641.628.2626

Social Media: [@pacealliance](https://www.instagram.com/pacealliance)

DIGITAL ADVERTISING



WEBSITE AD PLACEMENT (*on pella.org*) \$1000/year

LIVE HERE PAGE

- Landing page
 - Housing, Rentals, etc
- Clickable image (ad) linked to your website or social media
- 480 x 190 px size

WORK HERE PAGE

- Landing page
 - Job Board, Industries, Career Opportunities, etc
- Clickable image (ad) linked to your website or social media
- 480 x 190 px size

PLAY HERE PAGE

- Landing page
 - Recreation, Amenities, Events, etc
- Clickable image (ad) linked to your website or social media
- 480 x 190 px size

COMMUNITY PAGE

- Landing page
 - Connections, Schools, Healthcare, etc
- Clickable image (ad) linked to your website or social media
- 480 x 190 px size

WEEKLY E-CALENDAR OF EVENTS

\$50/week TOP FEATURE

- 1080 x 1080 px size
- Premium location for event promotion
- Linked to your website or social media

\$25/week BOTTOM FEATURE

- 528 x 384 px size
- Feature your event, class, or project with an ad below the event categories
- Linked to your website or social media

\$100/month ADVERTISEMENT

- 150 x 413 px size
- Post an ad advertising you as the e-Calendar of Events Sponsor
- Ad is linked to your website or social media

MONTHLY MEMBER E-NEWSLETTER

\$50/month

PACE Member monthly publication of updates, activities, happenings, and news from the PACE Alliance. Sent to over 1500 member emails.

- 100 x 275 px size
- Banner ad gives credit as the sponsor of the e-Newsletter
- Ad is linked to your website or social media

ADOPT A BANNER



**Your Business
Name Here**

\$450/Banner - 70 banners available

Showcase your business name to thousands of daily passersby! Elevate your brand visibility by adopting a light pole banner in the community for an entire year!

- Banner artwork custom designed - NEW designs annually
- Banners will feature your company name on both sides
- Displayed for one year (may be interrupted for special event banners (ie. Klompen Classic, Tulip Time, etc.)
- Each member may order up to 4 banners
- 5 Location Zones to choose from (first come first serve - limited spaces in each zone)

**NOTE: Banner is a sample design - actual design to be released early 2026*

NETWORKING SPONSORSHIPS



SPEED NETWORKING

\$1000/Event - 4 available

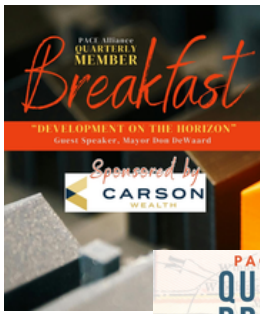
2 Events + 2 Sponsorships/event

New Event!

Launched in 2025 as an initiative from the PACE Business Development Council, this new event was highly successful! Focused on building meaningful connections, it helps participants refine their 15-second pitch, communicate clearly, expand their business presence, grow referral networks, and meet new faces - all in a fresh, interactive setting.

- Two events held annually
 - March and October
- Sponsor logo and name included on all pre-event publicity materials (e-newsletters, website, social media, calendar, etc.)
- Sponsor given three minutes of mic time to promote business
- May provide promotional items and materials at each table
- Sponsors for event will be non-competing industries

****NOTE: New networking opportunities are coming soon! Watch for ways to get involved through sponsorships, session leadership, and year-round support and expansion of resources for our business community.***



QUARTERLY MEMBERSHIP MEETINGS

\$250/Event - 3 available

Quarterly Member meetings are valuable networking events that allow members to interact, connect, and stay up to date on the happenings and issues effecting the businesses and people in our community.

- Three meetings annually (Apr, Aug, Nov - subject to change)
- Sponsor logo and name included on all pre-event publicity materials (e-newsletters, website, social media, calendar, etc.)
- Sponsor given three minutes of mic time to promote business
- May provide promotional items and materials at each table

ANNUAL BREAKFAST & IMPACT AWARDS

\$1000 02/27/26

Join us as the Headline Sponsor for the PACE Alliance Annual Breakfast and Impact Awards! Celebrate the achievements of award recipients, reflect last year's accomplishments, and view an inspiring course for the future. Elevate your visibility and support our mission by being a part of this pivotal gathering for our PACE Alliance community.

- Attendance average 125+ PACE Members
- Sponsor logo/name on all event printed and digital materials (E-newsletters, website, social media, calendar, invitations, emails, advertisements, etc.)
- Thank you Sponsor logo on Event screen
- Sponsor given three minutes of mic time to promote business
- May provide promotional items/materials/drawing



PELLA BUSINESS EXCHANGE (PBX)

\$150/Event

Meet and connect with like-minded individuals in a casual setting! Each event will feature a topic of discussion as business owners, employees, and budding entrepreneurs share ideas and advice over a drink. Learn. Grow. Connect.

- Sponsor logo advertised on all pre-event publicity materials, website, social media, reminders, e-calendars, newsletter, etc)
- Sponsor logo and name on event signage
- Sponsorship covers appetizers and a round of drinks per event
- Option to host PBX event in your place of business



Do you consider yourself an expert in a particular subject? Do you have knowledge that would benefit others? Is there something you're eager to learn about? Join us at this relaxed networking event and kickstart the conversation!

CHARITY GOLF OUTING

The PACE Alliance hosts an annual Golf Outing and Fundraiser accessible to PACE members and their guests. Every year, a selected charity receives a donation from a part of the proceeds.

Scheduled for August 21, 2026, this year's charity is the Pella Community Ambulance!



SPONSORSHIP PACKAGES:

EAGLE - \$1500

- BIRDIE Benefits Plus:
- 8 complimentary golfers total
- Large logo on printed and digital materials, website, social media, event program, e-Newsletter

BIRDIE - \$1000

- PAR Benefits Plus:
- 4 complimentary golfers total
- 1 Mulligan per team
- 4 complimentary drinks
- Medium logo on printed and digital materials, website, social media, event program, e-Newsletter



HOLE IN ONE - \$500 (3 spots)

**plus cost of insurance premium on prize*

- PAR Benefits Plus:
- 2 complimentary golfers total
- PACE staff will work with you to determine hole-in-one prize. Insurance premium value of the prize must be greater than \$450. Cost is in addition to the \$500 sponsorship fee.

PAR - \$500

- 2 complimentary golfers
- Small logo on printed and digital materials, website, social media, event program, e-Newsletter
- Signage on course (provided by PACE)
- May staff a hole on the golf course (giveaways, games, beverages, interact with golfers, snacks, etc). First come first serve on hole availability.

*The Golf Outing features regular play alongside prize holes, a putting green contest, and a fun themed atmosphere! This fundraising event attracts 136+ golfers each year. Sponsors have the opportunity to **HOST A HOLE** and actively promote their business while directly engaging with participants.*



EVENT SPONSORSHIPS



THURSDAYS IN PELLA

Thursdays in Pella are weekly summer mini-festival style events in June and July that attract thousands of participants, providing abundant opportunities for extensive customer exposure for your business!

2026 Season

9 Events

June 4 . June 11 . June 18 . June 25

July 2 . July 9 . July 16 . July 23 . July 30



HEADLINE SPONSORSHIP

\$800/Event

- Sponsor may provide banner signage to be placed in the park
- Sponsor name and/or logo in all advertisements prior to the event (print, social media, radio, website)
- May have employees/team members volunteer to help with event planning for the night (Thursdays in Pella committee)
- May hand out promotional items and materials
- Sponsor given 2 min of mic time on stage
- Sponsor invited to participate with on stage activities (contests, handing out prizes, etc)
- Themes TBD - Sponsor is invited to help plan the event

CRAFT TABLE SPONSOR

\$300/Event

- Sponsor may provide banner signage to be placed by craft
- Sponsor name and/or logo in all advertisements prior to the event (print, social media, radio, website)
- May have employees/team members volunteer to host the craft table the night of the event
- May hand out promotional items and materials
- Themes TBD
- Sponsor encouraged to plan the craft - not required

**Note: there may be other sponsors for specific activities each night*



HOLIDAY SPONSORSHIPS



TREE LIGHTING CEREMONY

\$1500/Headline Event Sponsor



Monday
11/23/26

Kick off the holiday season at the PACE Annual Tree Lighting & Tour of Stores. Downtown Pella comes alive as thousands gather for extended shopping hours, festive storefronts, carols from local students, Santa's grand arrival, a Mayor's proclamation, and the lighting of the Tulip Toren tree and Central Park! This beloved tradition draws thousands for a high energy, family-friendly atmosphere!

- Sponsor name/logo on all advertisements prior to the event (graphics, social media, calendar of events, radio, print, etc)
- Three minutes of mic time to speak at the event
- Sponsor may provide banner signage
- May hand out promotional items and materials

HOT COCOA BAR

Downtown Pella



Spread holiday cheer and join us in embracing #LiveLifeLocalPella by treating shoppers, visitors, and residents to complimentary cups of hot cocoa and toppings in Downtown Pella!

- Sponsor logo on event signage
- Sponsor name/logo on all advertisements prior to the event (graphics, social media, calendar of events, print, etc)
- Cocoa, cups, toppings, etc included with sponsorship
- Sponsor may hand out promotional items/materials
- Sponsor works the cocoa bar - an opportunity to directly interact with the community!



AVAILABLE DATES



11/23 - \$500 *Premium Event (Tree Lighting/Tour of Stores)
11/28 - \$350
12/05 - \$500 *Premium Event (Kerstmarkt/Tour of Homes)
12/12 - \$350
12/19 - \$350

**extra cocoa provided during premium events*

SANTA VISITS

\$250/event Dates TBD



Santa Claus is coming to town! Sponsor Santa as he visits with kids, takes pictures, and checks off the Nice List in Downtown Pella!

- Sponsor name/logo on all advertisements prior to the event (social media, print, etc)
- Sponsor logo on event signage
- Sponsor may hand out promotional items (optional)

CARRIAGE RIDES

\$300/event Dates TBD



Sponsor this Pella holiday favorite! Help keep the magic alive by sponsoring enchanting carriage rides through downtown's Christmas lights and festive atmosphere.

- Sponsor name/logo on all advertisements prior to the event (social media, print, etc)
- Sponsor logo on event signage
- Sponsor may help load carriages and hand out promotional items (optional)

GET CONNECTED



BACKSTAGE PASS

BEHIND THE SCENES TOURS OF OUR LOCAL BUSINESSES!

Explore products and dive into the vibrant tapestry of our local businesses. This initiative shines a spotlight on these businesses, offering a deeper understanding of their operations, and acquainting us with who they are. It's a chance to truly familiarize ourselves with these integral cornerstones of our community and get to know our local businesses a little better!



DUTCH GREETERS

The PACE Alliance celebrates new members and businesses in the Pella community with ribbon-cutting ceremonies. A team of PACE members engages in "Dutch Greeting" to congratulate these enterprises, offering a warm welcome. All members have the opportunity to join the Dutch Greeter committee, providing excellent networking prospects and a firsthand introduction to new businesses and community members.

Contact maria@pella.org for details



LET'S DO LUNCH

NO AGENDA. NO MEETING. JUST LUNCH.

One of our most popular casual networking events held monthly at a different local PACE member eatery. We all eat lunch, so why not eat together? It's a relaxed way to meet new faces, build connections, support fellow PACE members, and enjoy good food! Simply put, it's just lunch, PACE style.

Let us know if you'd like to receive the "Lunch Bunch" calendar invites



SOCIAL MEDIA PROMOTIONS

Our signature social promotions create fun, easy ways for PACE members to get involved while supporting local businesses, engaging the community, and boosting social visibility in a big way. These PACE office hosted campaigns are designed to spark connection with the public, celebrate all things local, and drive traffic and awareness to participating member businesses.

Spring Break Staycation **hosted week of Pella Schools Spring Break*

Best Days Ever **held during the 11 days of the Iowa State Fair*

Merry & Local: Spread the Cheer, Spend it Here

**promotion runs Monday of Annual Tree Lighting through holiday season*

*Be on the lookout
for these promotions!*

DISCLAIMER

Some sponsorship opportunities are included as part of PACE Alliance Investor Packages. If you have questions about your benefits and member level contact the PACE Office.

The information in this guide represents sponsorship opportunities within the PACE Alliance as of January 2026. Should additional opportunities arise in 2026, we will notify you of details for your consideration. These opportunities will first be presented to the Investors of the PACE Alliance, followed by Business members of the PACE Alliance. You may receive requests for sponsorships from entities outside of our organization that staff members assist with such as: Young Professionals of Pella, Visit Pella, etc. While we collaborate with many of these entities, they are independent from the PACE Alliance 501 (c) 6.