

# THE PACE ALLIANCE SPONSORSHIP GUIDE

connect + collaborate + community



# 2025

Promote + Network

Advertise + Engage + Brand

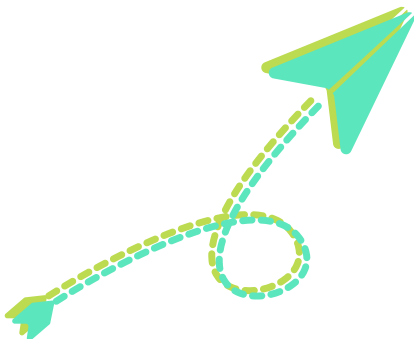
Participate + Give Back + Market



Pella Area Community and Economic Alliance  
pella.org - info@pella.org - 641.628.2626  
@pacealliance

# DIGITAL ADVERTISING

277,508 Views  
in 2024!!



## **WEBSITE AD \$150/3 months or \$500/year**

Reach your target customer with a banner ad displayed on pella.org

- 188 x 100 px size - linked to your website or social media
- Banner placement on interior pages & rotates with other sponsors

## **RENTAL PAGE BANNER \$1200/year**

- 1280 x 217 px size
- Ad is linked to your website or social media

## **LIVE IN PELLA PAGE BANNER \$1000/year**

- 1280 x 217 px size
- Ad is linked to your website or social media

## **WORK IN PELLA PAGE BANNER \$1000/year**

- 1280 x 217 px size
- Ad is linked to your website or social media

## **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 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

# CONNECTIONS

## 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!

## CONNECT AND CONQUER

A roundtable learning experience with open discussion geared towards small and medium sized businesses. Each session features a different topic of discussion!

***Are you an expert in marketing, taxes, social media, or another field? If so, we invite you to lead a "Connect and Conquer" learning session!***

**Contact [mary@pella.org](mailto:mary@pella.org) for details on how you can get involved.**

## 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](mailto:maria@pella.org) for details.**

## LET'S DO LUNCH

**NO AGENDA. NO MEETING. JUST LUNCH.**

We launched this new initiative in late 2023! What is it you ask? Well, simply put, it's just lunch! It's a straightforward chance to support our local PACE Member businesses, build connections, network, and enjoy a casual lunch together! Held monthly as an informal networking opportunity - part of the PACE Alliance mindset of Live Life Local Pella! Be on the lookout for Save the Date emails!

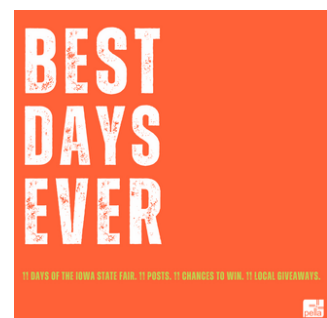
## SOCIAL MEDIA PROMOTIONS

**Spring Break Staycation \*hosted during Pella Schools Spring Break**

Each year, PACE embraces a Spring Break staycation with fun themes, food, costumes, and a whole lot of laughs! We host a staycation week filled with activities that showcase the best of Pella. We invite all members to participate in our giveaway promo to highlight and showcase our amazing community!

**Best Days Ever \*hosted during the Iowa State Fair**

The purpose of this social promo? To SUPPORT each other! To SHOWCASE our small businesses! To ENGAGE with the community! To INCREASE traffic to social media accounts! To DO SOMETHING FUN during the State Fair!







## TREE LIGHTING CEREMONY

**\$1500/Overall Event Sponsorship**

**November 24th**

Kick off the holiday season in Pella with the Annual Tree Lighting and Tour of Stores! Downtown will be bustling with thousands of people, extended shopping hours, Christmas carols performed by elementary school students, Santa's grand arrival, a special proclamation from the Mayor, and the anticipated lighting of our Tulip Toren tree and display of lights throughout Central Park!

- Sponsor may provide banner signage
- Sponsor name and/or logo in all advertisements prior to the event (print, social media)
- Three minutes of mic time given to speak at event
- May hand out promotional items and materials



## HOT COCOA BAR

**Downtown Pella**



Embrace the holiday spirit and join us in supporting #LiveLifeLocalPella by handing out complimentary cups of hot cocoa to shoppers, visitors, residents, and everyone in between!

- Sponsor logo on event signage
- Sponsor name and/or logo on all advertisements prior to the event (print, social media, radio, calendar of events, website)
- Cocoa, cups, toppings, etc. included with sponsorship
- May hand out promotional items and materials
- Sponsor works the cocoa bar, giving the opportunity to interact with the community firsthand

**11/24 - \$500** Premium Event\* (Tree Lighting/Tour of Stores)

**11/29 - \$350**

**12/6 - \$500**

Premium Event\* (Kerstmarkt/Tour of Homes)

**12/13 - \$350**

**12/20 - \$350**

**\*Extra hot cocoa is provided during the Premium Events**



## SANTA VISITS PELLA

No crying or pouting here because Santa Claus is coming to town! Sponsor Santa and Mrs. Claus as they visit with kids, take pictures, and check off the Nice List!

**\$250/event**

**Dates TBD**

- Sponsor logo on all advertisements (print, social, website)
- Sponsor logo on event signage
- Sponsor may hand out promotional items and materials

## CARRIAGE RIDES

Sponsor this Pella holiday tradition! An enchanting carriage ride is the perfect way to view Christmas lights and festive decorations adorning Pella during the holiday season! This sponsorship keeps the magic alive!

**Dates TBD - \$300/event**

- Sponsor logo on all advertisements (print, social, website)
- Sponsor logo on event signage
- Sponsor may hand out promotional items and materials



# 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. The event sees around 130 golfers each year.



**Scheduled for August 15, 2025, this year's charity is the Pella Police Department!**

**Sponsorship Packages are as follows:**

## EAGLE - \$1500

- PAR 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
- 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:
- 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.





# NETWORKING SPONSORSHIPS

## 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

**February 2025 (2/21/25) \$1000**

Join us as the Headline Sponsor for the PACE Alliance Annual Breakfast and Impact Awards! Celebrate the achievements of award recipients, acknowledge our dedicated Council Chairs and volunteers, 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 and materials

## PELLA BUSINESS EXCHANGE (PBX)

**\$150/Event**

**Do you consider yourself an expert in a particular subject? Do you have advice to share? Or perhaps there's something you're eager to learn about? Join us at this relaxed networking event and kickstart the conversation - let's make connections and exchange insights!**

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.

- 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

*Invite your co-workers, associates, and friends!*



PELLA BUSINESS EXCHANGE



# AVENUE BANNERS



←  
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 after 1st of the year**

## EVENT SPONSORSHIPS



### THURSDAYS IN PELLA

**8 Events**

6/5 - 6/12 - 6/19 - 6/26 - 7/10 - 7/17 - 7/24 - 7/31

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!

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

#### Overall Event Sponsorship

**\$750/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
- Themes TBD - Sponsor is invited to help plan the event

#### Craft Table Sponsorship

**\$250/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





