



2026 Sponsorship Comparison*



	Premier	Partner	Strategic	Supporting
Investment	\$16,500	\$11,000	\$6,000	\$3,000
Core Package - Recognition - Sponsorship Spend - Tiered prioritization: Event sponsorships, ticket purchases, host a BIA promoted experience - Invite to exclusive annual President's dinner	✓	✓	✓	✓
Recognition Publications, Signature Events, Website, Email Newsletter, Member Events, Office	Tiered Logo	Tiered Logo	Tiered Logo	Company Name
Sponsorship Spend	\$8,000	\$3,500	\$1,000	\$600
BIA Sponsored Events	20 Admissions 40 Drink Tickets	10 Admissions 20 Drink Tickets	6 Admissions 12 Drink Tickets	4 Admissions 8 Drink Tickets
Day at the Downs Ticket Purchase	1st Priority	2nd Priority	3rd Priority	4th Priority
Host a BIA Promoted Experience (Networking, Educational Class, etc.)	1st Priority	2nd Priority	3rd Priority	4th Priority
BIA Publications Member to Member Email	Choice of: 2 Member to Member Emails or 1 Page in 1 BIA Publication	Choice of: 1 Member to Member Email or 1/2 Page in 1 BIA Publication		
Logo Co-Located On Lanyards	✓			

*This chart is intended only for comparison purposes and does not offer a complete overview of sponsorships. The specifics of the sponsorship will be outlined in a formal written contract.