



## 2018 Fair Sponsorship Opportunities

The National Cattle Congress Fair has a historic tradition serving the Cedar Valley and beyond since 1910. As a non-profit organization, the NCC relies on the generous support, donations and partnerships of area businesses and individuals to ensure this well-established tradition continues. Through the combined efforts of the National Cattle Congress and our partners, we can provide quality entertainment to our community and support our mission to provide educational programs, expand agricultural horizons and to preserve and honor Iowa agricultural heritages.

The National Cattle Congress Fair offers an exciting marketing opportunity for our sponsors to reach thousands of potential customers. Through our cost-effective sponsorship packages fair sponsors will benefit from:

- High level exposure across print, online social media, broadcast, and on-site marketing executions, increasing your company's exposure.
- Market and brand your goods and services.
- Build lasting customer relationships.
- Help bring the excitement of the **108<sup>th</sup> National Cattle Congress** to thousands of appreciative consumers.

The National Cattle Congress offers a great selection of Sponsor Packages for you and your company to easily choose from or we would be happy to customize a sponsorship package to suit your business needs. You can select your night, your event, your advertising preferences, and other great features designed especially for you!

Please review the enclosed Sponsorship Level information and fill out the enclosed form or an executive with the NCC Office will be contacting you soon to review this fantastic opportunity to be a part of our exciting fair!

- ❖ If interested in a charitable donation through our Friends of NCC Charitable Trust please contact the office at 319-234-7515



# **National Cattle Congress Fair**

## **September 13<sup>th</sup> – 16<sup>th</sup> 2018**

### **Sponsorship Levels**

#### **Strategic Sponsor - \$20,000+**

- Flexible custom consultation with NCC executives
- Company logo included in newsprint, radio, Fair Brochures and TV advertisements
- Your banner displayed in multiple high profile areas throughout the 4 day Fair
- Major Event Sponsorship and Location (NCC executives to determine location and events)
- Super Pass Package
- 100 Free Gate admission tickets to the National Cattle Congress Fair
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 4 day Fair

#### **Presenting Sponsor - \$10,000+**

- Company logo included in newsprint, radio, Fair Brochures and TV advertisements
- Your banner displayed in multiple high profile areas throughout the 4 day Fair
- 250 Gate admission tickets
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 4 day Fair

#### **Best in Show - \$5,000**

- Company logo included in newsprint & Fair Brochures
- Sponsorship advertised during radio promotions
- Main Event Sponsor
- Stage Sponsor
- 150 Gate admission tickets
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 4 day Fair

#### **Purple Ribbon Sponsor - \$2,500**

- Company logo included in newsprint & Fair Brochures
- Sponsorship advertised during radio promotions
- 75 Gate admission tickets
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 4 day Fair

#### **Blue Ribbon Sponsor - \$1,500**

- Company logo included in newsprint advertisements
- Company banner strategically placed in respective component areas during the 4 day Fair
- 40 Gate admission tickets
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 4 day Fair

#### **Red Ribbon Sponsor - \$1,000**

- Company name included in newsprint advertisements and Fair Brochures
- 25 Gate admission tickets
- Intercom acknowledgement throughout the Fair

#### **White Ribbon Sponsor - \$500**

- Company name included in Fair Brochures
- 10 Gate admission tickets
- Intercom acknowledgement throughout the Fair