



## 2021 Fair Sponsorship Opportunities

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 **National Cattle Congress Fair** 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!

Some exciting opportunities of being a sponsor that will put your business in the spotlight include:

- **Gate Sponsor - an opportunity to touch every patron who comes in through the gates!**
- **Bucking Chute Sponsor - one of our most popular events!**
- **Stage Sponsor - we will name the stage or event after your business or organization!**

Please review the Sponsorship Level information and fill out the enclosed form and 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 22<sup>nd</sup> – 26<sup>th</sup> 2021

### 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 5-day Fair.
- Major Event Sponsorship and Location (NCC executives to determine location and events)
- 50 Super Pass Package each pass is good for all 5 days of the Fair.
- 100 Gate admission tickets to the Fair
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 5-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 5-day Fair.
- 100 Gate admission tickets to the Fair
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 5-day Fair

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

- Company logo included in newsprint & Fair Brochures.
- Sponsorship advertised.
- Main Event Sponsor
- Stage Sponsor
- 50 Gate admission tickets to the Fair
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 5-day Fair

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

- Company name included in newsprint & Fair Brochures.
- Sponsorship advertises.
- 25 Gate admission tickets to the Fair
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 5-day Fair

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

- Company name included in newsprint & Fair Brochures.
- Company banner strategically placed in respective component areas during the 5-day Fair.
- 20 Gate admission tickets
- Intercom acknowledgement throughout the Fair
- Free exhibit booth at Estel Hall for the 5-day Fair

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

- Company name included in newsprint & Fair Brochures.
- 15 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