



Dear National Cattle Congress Supporter:

For over 110 years the National Cattle Congress Fair has been held here in the Cedar Valley with attractions and fun for the whole family.

Carnival rides, rodeos, music, and the famous Tom Thumb Donuts have been a part of this area's tradition with families coming back year after year to enjoy all that the Fair has to offer.

As a non-profit organization, the National Cattle Congress relies on the generous support, donations, and partnerships of area businesses and individuals to ensure that this well-established tradition continues. Contributions from generous supporters has helped us to produce quality entertainment and has contributed to helping us support our mission of providing educational programs, expanding agricultural horizons, and preserving and honoring Iowa agricultural heritages. With your support we can continue to offer youth programs like Program Discovery, provide scholarships through Youth Dairy Shows, and showcase our many barns and halls filled with exhibitions that highlight the past, present, and future of Iowa.

To continue the tradition and to provide a fun-filled family attraction we are asking for you to partner with the National Cattle Congress and be a sponsor of the 2023 Fair. Being a sponsor not only shows your continued support and dedication to a staple Iowa tradition but also provides you an excellent marketing opportunity that will spotlight your business!

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.

Our Fair Sponsorships offer 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 Sponsorship Level information, 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

As we approach our 113<sup>th</sup> year, please consider being a part of this important and memorable event in our community. Please review the attached material and return the Sponsorship Form with your commitment of support or call us at 319-234-7515 for a personalized sponsorship package or for more information.

Thank you for supporting the National Cattle Congress and this long-standing tradition that is right here in the Cedar Valley!

**The National Cattle Congress Fair**

**September 20 – 24, 2023**

**"It's Everyone's Fair"**

# **2023 NCC Fair - Sponsorship Opportunities**

## **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

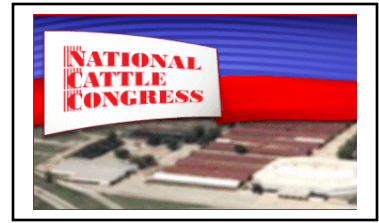
### **Red Ribbon Sponsor - \$1,000**

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

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

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

# 2023 NATIONAL CATTLE CONGRESS FAIR SPONSORSHIP FORM



**Yes, count me in!** I will SPONSOR the National Cattle Congress Fair September 21st – 25th, 2022.

- |   |   |
|---|---|
| <input type="checkbox"/> <b>Strategic Sponsor</b> - \$20,000+   | <input type="checkbox"/> <b>Blue Ribbon Sponsor</b> - \$1,500 |
| <input type="checkbox"/> <b>Presenting Sponsor</b> - \$10,000+  | <input type="checkbox"/> <b>Red Ribbon Sponsor</b> - \$1,000  |
| <input type="checkbox"/> <b>Best in Show Sponsor</b> - \$5,000  | <input type="checkbox"/> <b>White Ribbon Sponsor</b> - \$500  |
| <input type="checkbox"/> <b>Purple Ribbon Sponsor</b> - \$2,500 |   |

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Please make checks payable to: **National Cattle Congress**

Memo: **2023 Fair Sponsor**

Please remit completed form and payment to:

National Cattle Congress 2022 Fair  
257 Ansborough Ave  
Waterloo, IA 50701  
Or Email: [jim@nationalcattlecongress.com](mailto:jim@nationalcattlecongress.com)

If you wish to sponsor by credit card, please provide the following information:

Type of credit card:  Visa  Discover  MasterCard  American Express

Name as it appears on card: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Card #: \_\_\_\_\_

Expiration date: \_\_\_\_\_

3-digit security code: \_\_\_\_\_ (on back of card)

Signature: \_\_\_\_\_

For more information or questions, please contact the National Cattle Congress office at (319) 234-7515 or [info@nationalcattlecongress.com](mailto:info@nationalcattlecongress.com)