



National Cattle Congress Fair

Sponsorship Packet 2024

Entertainment

Free Grounds Entertainment,
Concerts, Strolling Entertainers,
Exhibits and More!

Youth Activities

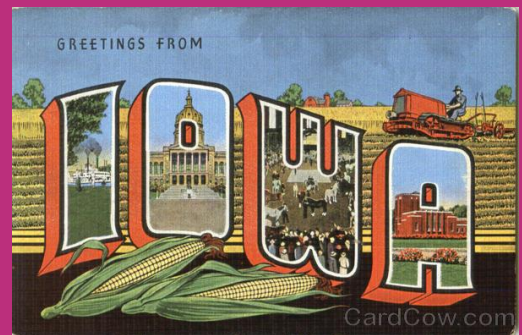
Annual Dairy Show, Program
Discovery, Livestock Shows

Fair Food

15 New Food Vendors, Famous
Tom Thumb Donuts, Ultimate Fair



Celebrating 114 Years



Entertainment Capital of Eastern Iowa



CELEBRATING 114 YEARS

For over 110 years the National Cattle Congress Fair has been hosted in the Cedar Valley with attractions and fun for the whole family. We are excited to bring new and exciting Entertainment, Contests, Fair Food, Concerts and Carnival to our annual Fair, bringing families back to enjoy all that the Fair has to offer, year after year.

As a non-profit organization NCC relies on the generous support, donations, and partnerships of local businesses & individuals to ensure that this well-established tradition continues.

Contributions from charitable 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 Fair's heritage.

We provide positive shared experiences for agricultural, artistic, educational, and leisure activities to enhance the quality of life, culturally and economically, throughout the Midwest.



PARTNERSHIP OPPORTUNITIES

With your support we can continue to offer youth programs like Program Discovery, provide scholarships through Youth Dairy Shows, and showcase our many venues and facilities filled with exhibitions and entertainment that highlight the past, present, and future.

One of our goals is to provide entertainment opportunities to the community and in previous years we have included top tier entertainment and bands, Local bands in the Pavilion & Outside Stage, Wildlife Wendy & her Tropical Birds, Farmer Bob, Wee Wee Wee Racing Pigs, Tree of Life, Buford Bear & his miniature truck and much more!!!

Our Home Arts Show is a staple at the Fair, displaying photography, crafts, garden vegetables and fruits, woodwork from fairgoers of the Cedar Valley and surrounding towns. We also have exciting contests held in our Historic Agricultural Building, such as The Mayor's Cookie Jar and new this year the \$1,000 Cinnamon Roll Challenge.

A new tradition to the Fair is the Blue-Ribbon BBQ Contest, which is a IBS Sanctioned Qualifying Event. We have a team adult contest as well as offering a Kid's Q to spotlight young BBQ enthusiasts.

As we approach our 114th year, please consider being a part of this important & memorable event in our community.

2024 NCC FAIR – SPONSORSHIP OPPORTUNITIES

White Ribbon Sponsor \$500.00

Company name included in Fair brochure
Ten gate admission tickets
Intercom acknowledgement during the Fair

Red Ribbon Sponsor \$1,000

Everything in White Ribbon Sponsor PLUS

Fifteen gate admission tickets

Blue Ribbon Sponsor \$1,500+

Everything in Red Ribbon Sponsor PLUS

Twenty gate admission tickets
Complimentary 10'x20' booth in Estel Hall

Purple Ribbon Sponsor \$2,500+

Everything in Blue Ribbon Sponsor PLUS

Twenty-five gate admission tickets

Best in Show - \$5,000+

Everything in Purple Ribbon Sponsor PLUS

Company logo included in advertisements & Fair brochure
Main Event and/or Ground Stage Sponsor
Gate Sponsorship
Fifty gate admission tickets

Champion Sponsor \$10,000+

Everything in Best in Show Sponsor PLUS

Your Banner displayed in multiple high-profile areas throughout the Fairgrounds

Supreme Champion Sponsor \$20,000+

Everything in Champion Sponsor PLUS

Flexible custom consulting with NCC executives
50 Super Passes & 50 gate admission tickets to the Fair

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NATIONAL CATTLE CONGRESS FAIR SPONSORSHIP COMMITMENT FORM



To further discuss sponsorship opportunities and details please contact Jim Koch / General Manager at (319) 234-7515 or jim@nationalcattlecongress.com

Yes, count me in! I will SPONSOR the National Cattle Congress Fair, September 18-22, 2024.

- Supreme Champion Sponsor \$20,000+
- Champion Sponsor \$10,000+
- Best in Show Sponsor \$5,000+
- Purple Ribbon Sponsor \$2,500+
- Blue Ribbon Sponsor \$1,500+
- Red Ribbon Sponsor \$1,000
- White Ribbon Sponsor \$500

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Please make check payable to:

NATIONAL CATTLE CONGRESS – 257 ANSBOROUGH AVE., WATERLOO, IA 50701

OR

EMAIL TO: INFO@NATIONALCATTLECONGRESS.COM – If you wish to Sponsor by credit card, please call the Main Office at 319.234.7515 and an executive will be happy to help process your Sponsorship for the 2024 Fair.