

National Cattle Congress Fair

Sponsorship Packet 2024



Entertainment

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

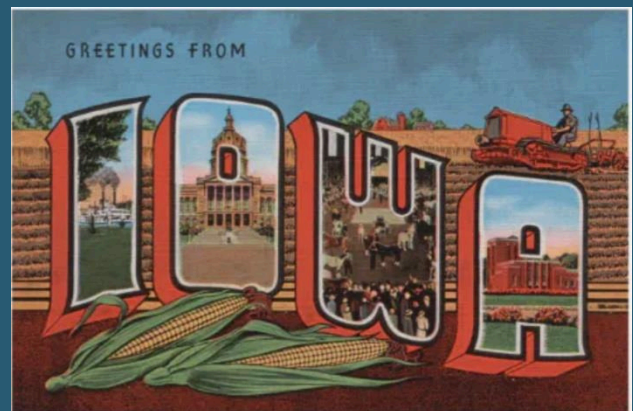
Youth Activities

Annual Dairy Show, Program
Discovery, Livestock Shows,
Carnival, Kid's DJ in the Pavilion.

Fair Food

Famous Tom Thumb Donuts,
Ultimate Fair Food Contest, over 20
Food Vendors!

*Celebrating 114
Years*



*Entertainment Capital
of Eastern Iowa*



Celebrating 114 YEARS

For over a century, 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, the 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 top entertainment and this year we are including acts like HAIRBALL, Local bands in the Pavilion & Outside Stage, The Otter Adventure, Dangerous Feats of Comedy, Alfred E. Gator & His Tiny Swamp House, Wee Wee Wee Racing Pigs, Tree of Life, and finally Hillbilly Bob.

Our Home Arts Show is a staple at the Fair, displaying photography, crafts, garden vegetables and fruits, and woodwork from fairgoers of the Cedar Valley and surrounding towns. We will also have a stage in the Ag Building, premiering 4H Projects!

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



OTTER
• ADVENTURE •

2024 NCC Fair - Sponsorship Opportunities

White Ribbon Sponsor \$500.00

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

Red Ribbon Sponsor \$1,000

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

Blue Ribbon Sponsor \$1,500+

Twenty gate admission tickets
Company name included in Fair brochure
Intercom acknowledgement during the Fair
Complimentary 10'x20' booth in Estel Hall

Purple Ribbon Sponsor \$2,500+

Twenty-five gate admission tickets
Company name included in Fair brochure
Intercom acknowledgement during the Fair
Complimentary 10'x20' booth in Estel Hall

Best in Show - \$5,000+

Fifty gate admission tickets
Company name included in Fair brochure
Intercom acknowledgement during the Fair
Complimentary 10'x20' booth in Estel Hall
Company logo included in advertisements & Fair brochure
Main Event and/or Ground Stage Sponsor Gate Sponsorship

Champion Sponsor \$10,00.00+

Fifty gate admission tickets
Company name included in Fair brochure
Intercom acknowledgement during the Fair
Complimentary 10'x20' booth in Estel Hall
Company logo included in advertisements & Fair brochure
Main Event and/or Ground Stage Sponsor Gate Sponsorship
Your banner is displayed in multiple high-profile areas throughout the Fairgrounds

Supreme Champion Sponsor \$20,000+

Fifty Super Passes & Fifty Gate Admission tickets to the Fair
Company name included in Fair brochure
Intercom acknowledgement during the Fair
Complimentary 10'x20' booth in Estel Hall
Company logo included in advertisements & Fair brochure
Main Event and/or Ground Stage Sponsor Gate Sponsorship
Your banner is displayed in multiple high-profile areas throughout the Fairgrounds

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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.

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

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.**