



CELEBRATING 116 YEARS OF TRADITION

2026 National Cattle Congress Fair Sponsorship Opportunities

SEPT. 24-27, 2026

Entertainment

Free grounds entertainment including fair strollers, comedy acts, live music, shows and more! Plus, a carnival on the Midway and rodeo in the Hippodrome!

Youth Activities

Program Discovery, scholarship Dairy Shows, petting zoo and 4-H projects showcase the history of Iowa Agriculture in a hands-on learning environment!

Fair Food

Famous Tom Thumb Donuts, the Ultimate New Fair Food Contest and more than 15 Food Vendors for fairgoers to enjoy!

Our Mission

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



Why Support?

For over a century, the National Cattle Congress Fair has been a beloved tradition in the Cedar Valley. Each year we're excited to introduce new contests, entertainment, and fair food to our fairgoers. With help from our lively carnival and main acts in the Hippodrome, families return every year to experience everything the Fair has to offer!

As a non-profit organization, the National Cattle Congress depends on the generous support, donations, and partnerships of local businesses and individuals to keep this long-standing tradition alive.

Thanks to the contributions of our charitable supporters, we're able to further our mission of providing top-quality entertainment and preserve the rich heritage of Iowa's fairs by delivering impactful educational programs that expand the agricultural opportunities for all ages.

This Year's Line-Up

To fulfill our goal of providing top entertainment, this year's fair will include:

- Ranch Bronc & Bull Riding Challenge
- Dangerous Feats of Comedy
- Agri-Bot (Tractor Transformer)
- Live Pavilion Bands (including Adam Calvert)
- And more!

As a staple of the Fair, our Home Arts Show will display photography, crafts, woodwork, fruits, garden vegetables, baked goods and more from the creative fairgoers of the Cedar Valley.

4-H projects will also be a highlight, on stage in the Ag Building!

With your support we can continue to...

- Offer youth programs like Program Discovery
- Provide scholarships through Youth Dairy Shows
- Generate hands-on agriculture learning for all ages
- Showcase classic fair entertainment to highlight the past, present and future of the Cedar Valley

As we approach our 116th year, please join us in ensuring future generations have the opportunity to experience the fair's impact as we work to grow and improve our community!



Returning This Year

Ranch Broncs and Bull Riding Challenge

Presented By:



Reach out to the NCC General Manager to sponsor the Fair Rodeo AND
the 2027 February Waterloo Bull Riding Challenge!

2026 NCC Fair Sponsorship Opportunities

In-Kind Sponsor*

- Social media post announcing Fair sponsorship
- Company name listed on Fair website under "Sponsors"
- Company name listed in Fair brochure
- Regular intercom acknowledgements during Fair
- 10x10 exhibitor hall booth (if applicable)

Blue Ribbon Sponsor \$1,000

- Social media post announcing Fair sponsorship
- Company name listed on Fair website under "Sponsors"
- Company name listed in Fair brochure

Purple Ribbon Sponsor \$2,500

- Social media post announcing Fair sponsorship
- Company name listed on Fair website under "Sponsors"
- Company name listed in Fair brochure
- Regular intercom acknowledgements during Fair
- Complimentary 10x10ft booth in exhibitor hall

Best in Show Sponsor \$5,000

- Social media post announcing Fair sponsorship
- Company name listed on Fair website under "Sponsors"
- Company name & logo listed in Fair brochure
- Regular intercom acknowledgements during Fair
- Complimentary 10x10ft booth in exhibitor hall
- Company name & logo displayed at beer garden

Champion Sponsor \$10,000

- Social media post announcing Fair sponsorship
- Company name listed on Fair website under "Sponsors"
- Company name & logo listed in Fair brochure
- Regular intercom acknowledgements during Fair
- Complimentary 10x10ft booth in exhibitor hall
- Company name & logo displayed at beer garden
- Company logo included in advertisements
- Company name used for 1 stage on Fair map

Supreme Champion Sponsor

\$15,000+

- Social media post announcing Fair sponsorship
- Company name listed on Fair website under "Sponsors"
- Company name & logo listed in Fair brochure
- Regular intercom acknowledgements during Fair
- Complimentary 10x20ft booth in exhibitor hall
- Company name & logo displayed at beer garden
- Company logo included in advertisements
- Company name used for 1 stage on Fair map
- Company banner displayed in multiple high-profile areas

*If sponsoring as In-Kind, please reach out to our General Manager (contact info below) to discuss opportunities!



2026 National Cattle Congress Fair Sponsorship Commitment Form

To further discuss sponsorship opportunities and details, please contact our General Manager at 319-234-7515 or email info@nationalcattlecongress.com.

Count me in! I will Sponsor the 116th National Cattle Congress Fair,
September 24-27, 2026!

[Submit my Sponsorship on a Google Form](#)

Company Name: _____

Address: _____

Contact Name: _____

Contact's Email: _____

Contact's Phone: _____

Sponsor Level: _____

Payment Form: ☐ Check ☐ Credit Card ☐ Other

If applicable, please send your company's logo to the NCC General Manager.

Please make checks payable to:
NATIONAL CATTLE CONGRESS
257 ANSBOROUGH AVE.,
WATERLOO, IA 50701

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!

You may also email us at info@nationalcattlecongress.com