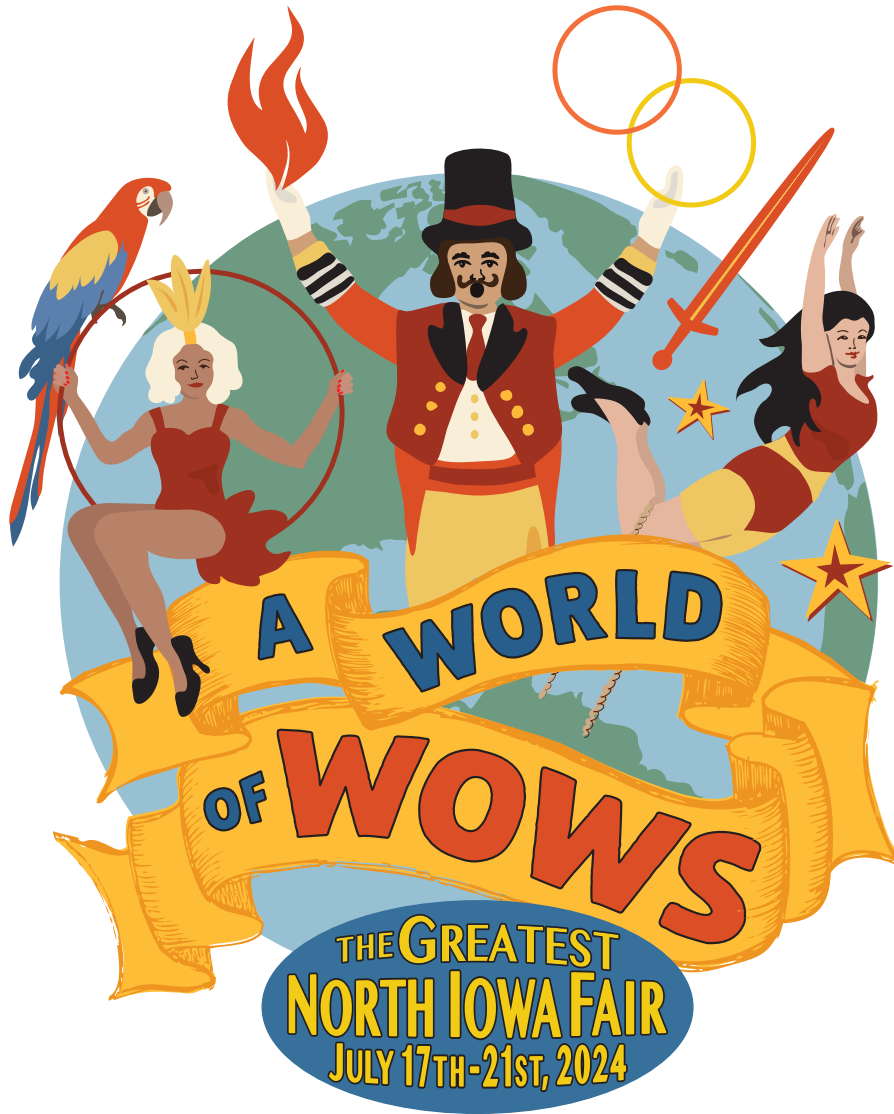


2024 North Iowa Fair

Sponsorship Information Packet



North Iowa Fair
3700 4th Street Southwest, Mason City, Iowa 50401
(641) 423-3811
fair@northiowafair.org
www.northiowafair.fun





NORTH IOWA FAIR

July 17th - 21st, 2024
Mason City, Iowa
"A WORLD OF WOWS!"



Join Us in Celebrating Everything North Iowa!

We invite everyone to enjoy "A WORLD OF WOWS!" at the 2024 North Iowa Fair. Come experience a five day celebration serving up the best in world-class entertainment, tantalizing fair foods, thrilling rides, family experiences and so much more.

Cerro Gordo County Supervisors

Chris Watts
Casey Callanan
Lori Meacham Ginapp

North Iowa Fair & Events Center Staff

Kristin Winters
Shannon Merry
Mike Arnold
Dane Dugan



North Iowa Fair Association Board of Directors

Jade Schurtz
Lindsey James
Deb Berg
Lauren Arnold
Paul Gagnon



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Showcase Your Business and Make a Difference in Your Community!

Marketing Benefits

Sponsoring the North Iowa Fair will give your business exposure unlike any other partnership. You can increase your branding with logo or name inclusion in newspaper ads, event website, e-blasts, marketing publications and more.

Double, even triple, the impact of your advertising dollars by being included in major event advertising and media.



Onsite Visibility & Interaction

Pre-event and onsite banners, reader board ads and signage will expose your organization and message to thousands of vehicles per day. Complimentary sponsor booths and demonstrations are a great way to add personal interaction with local and regional guests and attendees.

Community

Feel good about ensuring the perpetuity of our community's gathering place. Sponsors are not only an integral partner in the longevity of what happens at the Events Center and Fair, but they also play a significant role in the quality of entertainment, educational programs and attractions. Simply put, high quality events in North Iowa means more tourism dollars and a larger impact for local businesses.

VIP Entertainment

A perk offered to major event sponsors is exclusive admission, passes, hospitality and VIP treatment. Enjoy a more private way to view a concert, show or attraction. Premier parking is also available.

Post - Event Reconciliation

We take the guesswork out of your sponsorship by providing each sponsor with a thorough post-event reconciliation. This report will include such items as event attendance, marketing tear sheets, event guides, and promotional recaps.

**We invite you to tap into the new branding and marketing of
one of North Iowa's biggest and brightest celebrations!**



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Opening Night Concert



Party in the Dirt!

Country music sensation BlackHawk will be the opening night concert for the 2024 North Iowa Fair! Come enjoy a legendary band performance filled with songs you definitely will know - "Goodbye Says It All", "Every Once in a While", "That's Just About Right", "I Sure Can

Smell the Rain", "There You Have It", "Almost a Memory Now", "Like There Ain't No Yesterday", "Big Guitar" and so many more! This is a party in the dirt - in the indoor arena at the North Iowa Events Center on Wednesday, July 17th.



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Grounds Entertainers & Attractions



World of Wonders and Museum of Marvels

This attraction is one of the longest running sideshow circus acts in the country. The World of Wonders and Museum of Marvels will showcase all that is unique and different under the big top! You don't want to miss it.

K & S Southern Midways

The carnival is back! This year's midway will be coming to Mason City all the way from Eastaboga, Alabama. The carnival will feature a dozen rides, multiple games and everyone's favorite Fair foods!



Wild World of Animals

The Wild World of Animals exhibit will allow guests to see and learn about animals from all around the world. Grant Kemmerer is one of the leading animal experts in the country and, beyond state and county fairs, has appeared on the Tonight Show, Jimmy Kimmel Live, The Today Show and many more!



Twinstunts Motorcycle Stunt Show

Twinstunts is the only professional freestyle motorcycle team in the world featuring twin brothers! They will perform in the arena parking lot three times daily during the Fair.





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Grounds Entertainers & Attractions



Zuzu African Acrobats

The ZUZU Acrobats are a Tanzanian troupe who base their performances on 2000 years of history. They bring modern art, culture, and passion with them everywhere they go. ZUZU celebrates their niche culture of Dar Es Salaam through jaw dropping acrobatics, live music, singing, dancing, and more.

Bob Bohm's Family Entertainment

Magician Bob Bohm presents magic, comedy and fun, jam packed with audience participation, baffling magic, live animals and side splitting humor that's designed to delight and amaze!



Adventure Family Circus

An adventure it will be! This family travels the country entertaining audiences of all ages. Don't miss high flying aerial and acrobatics, tight ropes, a trampoline wall, juggling and more!



Family Fun Park

Family Fun Park is all about that - fun for the whole family! The park will feature life-sized games, pony rides, inflatable bounce houses and daily activities for kids.





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Other Highlights



Competitive Exhibits

Whether you are an amazing quilter, bake the most delicious pies, grow the largest pumpkins or take the best photographs, there is a place for everyone to enter their exhibits at the Fair. Between the 4-H, FFA and open class exhibits, we proudly showcase anything and everything North Iowa!



Treat Street

Corn dogs, cotton candy, tacos, smash burgers, shaved ice and ice cream oh my! Venture down Treat Street to find all of your favorite Fair foods. Over twenty vendors will be onsite serving up the indulgent and delicious treats we all love!



Mason City Motor Speedway

The Fair will feature three days of jaw dropping action at the Mason City Motor Speedway! Friday, Saturday and Sunday nights will include modifieds, stock cars, b-mods, hobby stocks and tuners as a part of the USMTS National Championship.

Shopping Mall

Shop until you drop...well, almost. The All Seasons Building will be the place to find everything that you never knew you needed! You can also grab a sweet treat from Birdsall's Ice Cream and enjoy a stage filled with amazing entertainment such as the African Acrobats, daily contests and more.





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Other Highlights



Little Farmers & Farm Bureau Petting Zoo

A tradition that is not to be missed! Both the Little Farmers area and the Farm Bureau Ag Learning Center have been a staple of the Fair for many years. Guests young and old can get up and close with the animals and learn about where their food comes from!

Central Bar

Just down the way from Treat Street will be the Central Bar. Guests 21+ will be able to purchase refreshing adult beverages of all kinds. Sit back, relax and enjoy a sip of your favorite libation!



Community Stage

The Community Stage will feature exactly that - the community! Performances by talented local individuals will occur throughout each day of the Fair.



Gypsy Rattlecan

Experience an amazing live spray paint artist at work as he creates unique pieces that are then available for purchase.





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Sponsorship Levels & Benefits

Presenting Sponsor - \$10,000

- Recognition as the Presenting Sponsor with your company logo in all print materials, newspaper, radio, televised marketing and social media
- Your company logo with a link to your website prominently listed year-round on event homepage
- Special acknowledgment of sponsorship in an e-blast article announcing partnership to our expansive database of supporters
- Four banners (provided by sponsor) prominently displayed along the fence line on Fourth Street Southwest and North Eisenhower Avenue for a minimum of four weeks prior to the event
- Acknowledgment on social media with Facebook mentions and a link to your company's website, seen by the Fair's over 10,000 followers
- Complimentary 20' x 20' booth space
- One reader board panel for one month of advertising
- First right of refusal for 2025 "Presenting Sponsor" level
- One full-page advertisement in the official Fair Event Guide
- Logo on all Fair maps posted throughout the grounds
- Eight invitations to the North Iowa Fair Sponsor Appreciation Party

Best of Show Sponsor - \$5,000

- Your company logo on print marketing materials
- Acknowledgment on social media with Facebook mentions and a link to your company's website, seen by the Fair's over 10,000 followers
- Your company logo prominently listed year-round on the Fair's homepage
- Inclusion in e-mail blast to our expansive database of supporters
- Three banners (provided by sponsor) prominently displayed along the fence line on Fourth Street Southwest and North Eisenhower Avenue for a minimum of four weeks prior to the event
- Complimentary 10' x 20' booth space
- One 1/2 page ad in the Official Event Guide
- Six invitations to the North Iowa Fair Sponsor Appreciation Party

Grand Champion Sponsor - \$3,000

- Your company logo on the event website
- Two banners (provided by sponsor) prominently displayed along the fence line on Fourth Street Southwest and North Eisenhower Avenue for a minimum of two weeks prior to the event
- Logo recognition in all print marketing materials
- Complimentary 10' x 10' booth
- One 1/4 page ad in the Official Event Guide
- Four invitations to the North Iowa Fair Sponsor Appreciation Party

Blue Ribbon Sponsor - \$1,500

- Your company logo on the event website
- One banner (provided by sponsor) prominently displayed along the fence line on Fourth Street Southwest and North Eisenhower Avenue for a minimum of two weeks prior to the event
- Logo in the Official Event Guide
- Two invitations to the North Iowa Fair Sponsor Appreciation Party



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Thank You 2023 Sponsors!



ALPHAMEDIA
LIVE, LOCAL, MASON CITY



NORTH IOWA
NI
COOPERATIVE




SUMMIT CARBON
SOLUTIONS



Fleet  Farm.



Kleen Sweep Construction



Cerro Gordo County Cattlemen's Association, Iowa Heartland Credit Union, Henkel Construction, Nelson Septic Services and Sukup Manufacturing



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Sponsorship Commitment Form

Business/Organization: _____

Contact Name(s): _____

Mailing Address: _____

City: _____ State: _____ Postal Code: _____

Business Phone: _____ Cell Phone: _____

Email: _____ Website: _____

We'd like to sponsor at the following level:

____ Presenting Sponsor - \$10,000

____ Best of Show Sponsor - \$5,000

____ Grand Champion Sponsor - \$3,000

____ Blue Ribbon Sponsor - \$1,500

____ Supporting Sponsor - Any Amount - _____

____ In Kind Sponsor (please describe) _____

Please Note

If you'd like to sponsor a particular part of the Fair (like the concert, Wild World of Animals or to be a day sponsor), please contact us at (641) 423-3811 for availability and cost.

Thank you for your sponsorship of the North Iowa Fair!

Please know that the benefits associated with your investment in the Fair are all customizable to ensure maximum exposure. Let us know what we can do make this an even better partnership!

Checks can be made payable to the North Iowa Events Center or North Iowa Fair Association.

You may also pay via PayPal using "office@northiowafair.org" as the payee email.

Please note your company/organization name and put "Fair Sponsor" in the notes.

Mailing Address

3700 4th Street Southwest
Mason City, Iowa 50401

Email: fair@northiowafair.org

The North Iowa Fair Association is a qualified 501(c)3 nonprofit organization (Tax ID# 42-0441660)