

2026 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 29th – August 2nd, 2026

Mason City, Iowa

“Where Memories Grow!”

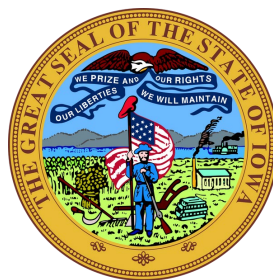


Join Us in Celebrating Everything North Iowa!

The 2026 North Iowa Fair invites the community to experience “WHERE MEMORIES GROW”. This five-day celebration brings together thousands of fairgoers for world-class entertainment, delicious fair foods, thrilling rides, family experiences, and the traditions that make our region special.

Cerro Gordo County Supervisors

Chris Watts
Casey Callanan
Carl Ginapp



North Iowa Fair Association Board of Directors

Jade Schurtz
Cathi Luett
Lauren Borchardt
Lindsey James
Paul Donnelly

North Iowa Fair & Events Center Staff

Kristin Winters
Shannon Merry
Tamara Hakes
Jim Winters





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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 mean 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.

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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Grounds Entertainers & Attractions



Canines In The Clouds

This high-energy dog stunt dog show features a team of rescue dog athletes performing high-flying stunts and agility routines to promote pet adoption. It features adopted dogs, including champion dock divers and frisbee dogs.

Jay Mattioli’s Electrifying Magic

This show features several large-scale illusions seen nowhere else in the world, as well as hilarious high-energy, audience participation. See Jay levitate, get squashed flatter than a pancake, and even cut in half!



Tiger Encounter

The Tiger Encounter is an educational show raising awareness about the plight of tigers in the wild and their rapid rate to extinction. It has created a unique way of connecting the audience to these amazing animals in hopes of sparking an interest in wanting to protect tigers in the wild.



Prehistoric Dinosaur Adventures

This show brings together a unique mobile, prehistoric walk-through dinosaur museum and a thrilling up-close encounter with The King of Dinosaurs, Tyrannosaurus Rex! Visitors will be amazed and thrilled as they interact with Dino handler “Dr. Jack Cage” and enjoy the interaction with this realistic Dinosaur.





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The Steammers Thrill Show

The Steammers Thrill Show is a one-of-a-kind experience designed to push you to the limit! This show includes the Wheel of Danger, Hula Hoops, Balancing Chairs, Rolla Bolla, Aerial Act, and Adorable Performing Dogs.

Family Fun Park

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



Livestock Shows

Animal shows of all kinds will be running throughout each day of the Fair. Open class, 4-H and FFA exhibitors will be onsite with cattle, swine, horses, small animals and more.



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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 a night full of jaw dropping action at the Mason City Motor Speedway. The races will take place Sunday night and will include Stock Cars, B-Mods, Hobby Stocks, and Outlaw Mini Mods!

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 Electrifying Magic, daily contests and more.





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Other Highlights



Little Farmers & Farm Bureau Ag Learning Center

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 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.



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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 acknowledgement 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 2026 “Presenting Sponsor” level
- One full-page advertisement in the official Fair Event Guide
- Logo on all Fair maps posted throughout the grounds

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

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 space
- One 1/4 page ad in the Official Event Guide

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



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Thank You 2025 Sponsors!



Farm Credit Services of America

ASSA ABLOY



Fleet **FF** Farm.



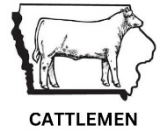
NELSON SEPTIC SERVICES LLC



ATLANTIC *Coca-Cola* BOTTLING COMPANY



CERRO GORDO COUNTY



LAND **O** LAKES®





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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 (any of our attractions, 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 to make this an even better partnership!

Checks can be made payable to the North Iowa Fair or the 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, IA 50401

Email: office@northiowafair.org

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