



North Iowa Fair Facility **SPONSORSHIP PROGRAM**

◆◆◆ **About the North Iowa Fair Facility:** The North Iowa Fair Facility is a non-profit, year-round multi-purpose center catering to a diversity of activities and events including agricultural, educational, recreational, business and family. The facility features a campus of buildings with a combined total indoor meeting / exhibit space of over 73,000 sq. ft. Plus, grandstand seating for over 4,500 people and an abundance of green space ideal for exhibits /special events. Convenient camping facilities are available on the grounds.

◆◆◆ **About Sponsorship:** A North Iowa Fair Facility sponsorship provides an unparalleled marketing opportunity, reaching thousands of area residents and tourists. Through corporate sponsorships, businesses gain an exclusive audience and a premiere presence at the North Iowa Fair Facility. Proceeds from the corporate sponsorship program will be used for expenses associated with the North Iowa Fair Facility's mission, which is to produce the annual fair in Cerro Gordo county, incorporating youth shows and agriculture along with educational, competitive, recreational and entertainment opportunities for the general public as it uses and maintains buildings and grounds.

◆◆◆ **Fair Facility Facts:**

- Nearly 130,000 guests enjoyed the facilities during 2010 (70% North Iowa residents / 30% Tourists)
- \$3.4 million in visitor spending was generated in North Iowa by activities held at the North Iowa Fair Facility during 2010.
- \$460,000 Annual Budget
- Fully staffed with full-time & part-time employees and volunteers throughout the year.
- Campus features 9 rentable buildings with a combined total indoor meeting / exhibit space of over 73,000 sq. ft. plus, the 4-H Learning Center.
- Outdoor grandstand seating for over 4,500 people.
- Four outdoor rentable equestrian arenas with a combined space of 133,000 sq. ft.
- An abundance of green space ideal for exhibits /special events.

Diverse Activities held at the North Iowa Fair Facility during 2010:

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| • Archery Tournaments | • Hockey |
| • Auctions | • Home & Landscaping Show |
| • Auto Parts Swap Meet | • Horse Shows |
| • Auto Races | • Ice Skating |
| • Bingo | • Monster Truck Show |
| • Bull Riding | • North Iowa Fair |
| • Circus | • Sport Show |
| • Craft Shows | • Toy Shows |
| • Dog Shows | • Wedding Receptions |
| • Figure Skating | • Little Farmers Exhibit |
| • Flea Markets | • 4-H Exhibits |
| • Fundraising Banquets | |
| • Gun Shows | |

For more information on Corporate Sponsorships contact:
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