



North Iowa Band Festival

Now in its 84th year, the **North Iowa Band Festival** is Mason City's signature annual event. The mission of the Band Festival is to provide a weekend of wholesome family entertainment at little or no cost to the family; to promote and celebrate the rich musical heritage of North Iowa; and to provide an atmosphere which showcases young musicians who are becoming a part of that heritage.

May 25-29, 2023 | Parade May 27
Visit website for details: nibandfest.com
Projected attendance: 40,000

Sponsor

DRUM MAJOR SPONSORSHIP | \$5000+

- Representative introduced at the Chamber **Annual Meeting**, the first week in October, attended by 300+ individuals from the North Iowa community
- Special award for recognition of the generous contribution
- Rights to use the **North Iowa Band Festival** name, logo, and theme throughout the year
- Commemorative buttons depicting the annual theme
- Opportunity to have a booth downtown during the festival
- Parade entry with priority placement in the parade (if requested)
- Four VIP tickets for the bleachers at the parade
- Sponsor logo on Main Stage banner in Central Park (5,000-7,000 daily attendance)
- Sponsor logo in **North Iowa Band Festival** website (www.nibandfest.com) for the year (minimum 75,000 hits)
- Sponsor name mentions during local television news broadcasts (Rochester, Mason City and Austin DMA, 141,000 households reached)
- Sponsor name mentions in all radio interviews before the event (7 stations with over 40,000 listeners per day)
- Sponsor logo in local newspaper supplement (circulation of 39,600)
- Sponsor logo in print advertising and brochures (4,000 brochures)
- Sponsor logo in **Chamber Newsletter** for three months (675 print copies & online publications)
- Sponsor name mentions in weekly Chamber Email Blast leading up to the event (6,600+ contacts)
- Sponsor logo in Chamber's email signature

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BAND MASTER SPONSORSHIP | \$2,500-\$4,999

- Representative introduced at the Chamber *Annual Meeting*, the first week in October, typically attended by 300+ individuals from the North Iowa community
- Special award for recognition of the generous contribution
- Rights to use the **North Iowa Band Festival** name, logo, and theme throughout the year
- Commemorative buttons depicting the annual theme
- Parade entry with priority placement in the parade (if requested)
- Sponsor logo on Main Stage banner in Central Park (5,000-7,000 daily attendance)
- Sponsor logo in **North Iowa Band Festival** website (www.nibandfest.com) for the year (minimum 75,000 hits)
- Sponsor logo in local newspaper supplement (circulation of 39,600)
- Sponsor logo in print advertising and brochures (4,000 brochures)
- Sponsor logo in **Chamber Newsletter** for three months (675 print copies & online publications)
- Sponsor name mention in weekly Chamber Email Blast before event (6,600+ contacts)

FLAG CORPS SPONSORSHIP | \$1,000-\$2,499

- Sponsor name on Main Stage banner in Central Park (5,000-7,000 daily attendance)
- Sponsor name on **North Iowa Band Festival** website (www.nibandfest.com) for the year (minimum 75,000 hits)
- Sponsor name on local newspaper supplement (circulation of 39,600)
- Sponsor name on print advertising and brochures (4,000 brochures)
- Sponsor name on **Chamber Newsletter** for three months (675 print copies & online publications)
- Sponsor name mention in weekly Chamber Email Blast before event (6,600+ contacts)

MR. TOOT VOLUNTEER CORPS | 5+ VOLUNTEERS

- Donate FIVE (5) or more employees to volunteer during the event, and receive the benefits of Flag Corps sponsorship. YES! You can be a monetary sponsor *and* donate volunteers!

FRIENDS OF THE FESTIVAL | UP TO \$999

- Sponsor name listed in "Friends of the Festival" section on **North Iowa Band Festival** website (www.nibandfest.com) for the year (minimum 75,000 hits)

Participate | FREE

- Watch the area's largest parade and marching band competition
- Enjoy live musical entertainment in Downtown Mason City
- Visit the craft marketplace, carnival, and concessions in Central Park