

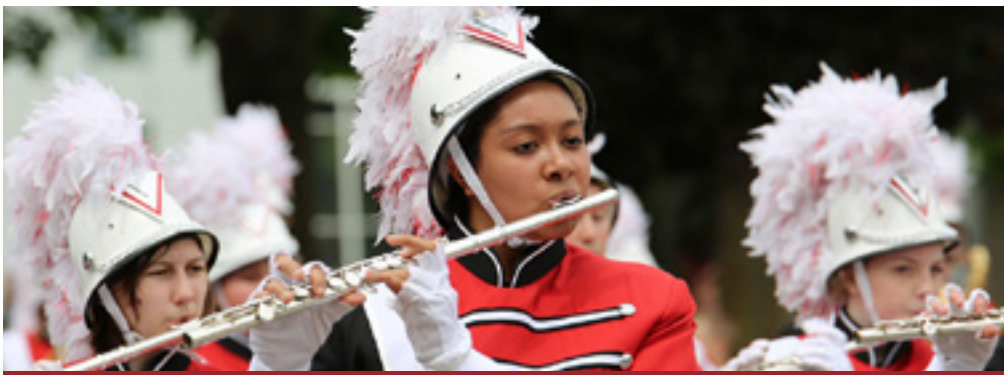
85TH NORTH IOWA BAND FESTIVAL

MAY 23-27, 2024
MASON CITY, IA



The mission of the ***North Iowa 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.

North Iowa Band Festival Foundation [501(c)3]
9 North Federal Avenue
Mason City, IA 50401
(641) 423-5724
www.nibandfest.com



North Iowa Band Festival

**May 23-27, 2024 |
Parade May 25**

Now in its 85th 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.

Sponsor

GRAND MARSHAL SPONSORSHIP | \$7,500+

- 10 food truck tickets for employees
- Opportunity to address the crowd in between main stage acts as a sponsor
- Full stage banner with company logo
- All Drum Major Sponsor benefits as listed below

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

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)
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MEREDITH WILLSON

THE "MUSIC MAN" OF MASON CITY



A hometown boy who made it big, Meredith Willson was born in Mason City, Iowa on May 18, 1902. The performance bug bit him early on, but his first love was music. At the young age of 17, he left Mason City to study music at The Juilliard School in New York City. He soon earned a place with the legendary John Phillip Sousa band and then with the New York Philharmonic Orchestra. At age 27, Meredith launched an extremely successful career as a composer and lyricist.

Meredith Willson is best remembered for his Broadway musical *The Music Man*, for which he wrote the script, music, and lyrics. He wrote this famous musical as a valentine to his hometown, which is depicted in the story as "River City." *The Music Man* became one of the five longest running musical plays in Broadway history and won several prestigious awards. The musical has been revived twice on Broadway and in the movies - including a Walt Disney remake of the movie stars Matthew Broderick and Kristin Chenoweth. Even the Beatles capitalized on its success with their cover hit "Till There Was You."

Every time a marching band plays "76 Trombones," every time a high school theatre department produces *The Music Man*, and every time a barbershop quartet sings the Willson standard "Lida Rose," it is a tribute to the talent of Meredith Willson.

Willson also wrote symphonies and familiar songs including "It's Beginning to Look a Lot Like Christmas" and "May the Good Lord Bless and Keep You." This Native son also composed "fight songs" for Mason City High School, the University of Iowa, and Iowa State University.

Meredith Willson is honored annually at the **North Iowa Band Festival**, which is celebrated as a tribute to his life and his love of music. He will be remembered throughout the world for his famous melodies, but in Mason City we remember our "Music Man" for instilling a rich musical tradition in our community.



Meredith Willson leading the "Big Parade" in 1962.