

# Iowa Outdoor EXPO

For Kids and Families

## SPONSORSHIP INFORMATION

Iowa Outdoor Expo is committed to providing a free event for families to learn, explore and rediscover outdoor recreation. This is our 5<sup>th</sup> year in operation and since its inception our team has successfully encouraged over 28,000 Iowans to explore the great outdoors. Iowa Outdoor Expo is a unique organization that strategically links families, outdoor activities, and the opportunity to learn, grow and explore.

Our vision has and continues to open the outdoors to kids and families thorough hands on activities, giving the public an opportunity to learn an activity that will take them outside for the rest of their life. While doing this, we are creating outdoor stewards who respect our natural resources and have a passion to share it with others.



The Iowa Outdoor Expo is supported by a partnership between the Des Moines Izaak Walton League and the Iowa Department of Natural Resources. It is funded by the generous support of numerous nonprofit organizations and foundations as well as corporate financial and in-kind product/service donations. More importantly, our sponsors give their time and expertise as well. As a result, we are able to offer many different experiences over the weekend. These activities include, but are not limited to the following: kayaking, canoeing, fishing, camping, Dutch oven cooking, dog demonstrations, live animals, snowmobiles, ATVs, BB guns, bow and crossbow archery, and even trap shooting.

To help us achieve our goals, we ask for monetary and in-kind donations of services, equipment and gear. Many of our monetary donors have also chosen to help volunteer at the Expo. Historically, donors have contributed \$250.00 - \$10,000 each. **With donations from donors like you, the Iowa Outdoor Expo remains a FREE event to the public.**

Thank you for considering this request and for your support.

Sincerely,

Rachel Ladd  
Iowa Outdoor Expo Coordinator  
On behalf of the Iowa Outdoor Expo committee

## **2013 Iowa Outdoor Expo Sponsorship Packages**

### **Platinum Sponsor- \$5,000 and above**

- Logo on commercial
- Ad in event program
- Logo on Expo flyer
- Logo on Expo website
- Sponsor/partner/vendor info in press kit
- Logo on t-shirt
- Free vendor space at the Expo

### **Gold Sponsor- \$2,500 - \$4,999**

- Ad in event program
- Logo on Expo flyer
- Logo on Expo website
- Sponsor/partner/vendor info in press kit
- Logo on t-shirt
- Free vendor space at the Expo

### **Silver Sponsor- \$1,000 - \$2,499**

- Logo in event program
- Logo on Expo website
- Logo on t-shirt
- Free vendor space at the Expo

### **Bronze Sponsor- \$500 - \$999**

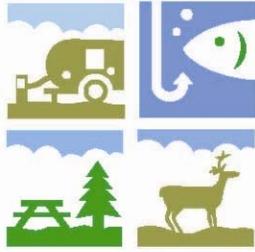
- Name in event program
- Name on t-shirt
- Name on Expo website
- Free vendor space at the Expo

### **Transportation Sponsor- \$250-\$499**

- Banner on trailer
- Name in the event program

### **Friends of the Expo- \$249 and under**

- Name in the event program



*Iowa Outdoor*  
**EXPO**  
*For Kids and Families*

## Sponsor Form

Name of Organization/Business/Agency/Individual: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Please Select Which Sponsorship You Have Chosen:**

- |   |  |
|---|--|
| <input type="checkbox"/> Platinum \$5,000 & above     | <input type="checkbox"/> Gold \$2,500 - \$4,999            |
| <input type="checkbox"/> Silver \$1,000 - \$2,499     | <input type="checkbox"/> Bronze \$500 - \$999              |
| <input type="checkbox"/> Transportation \$250 - \$499 | <input type="checkbox"/> Friends of the Expo \$249 & under |

Please find enclosed my check for \$ \_\_\_\_\_

Please make checks/money orders payable to Iowa Outdoor Expo and mail with this form to:

Iowa Outdoor Expo  
c/o Des Moines Ikes  
4343 George Flagg Parkway  
Des Moines, IA 50321

For questions, please contact Rachel Ladd at (515) 729-6037 or [Rachel.Ladd@dnr.iowa.gov](mailto:Rachel.Ladd@dnr.iowa.gov).

**Contact for Onsite/Set-up/Take Down:**

Name and Title: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Exhibit Information**

Is your exhibit:  Hands-on activity/exhibit  Seminar/Demonstration  Other

Please briefly describe your exhibit. Include the desired environment/location, the topic, target audience.

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**Please note all exhibits are subject to a health and safety inspection by Iowa Outdoor Expo personnel.**