

PRESERVING OUR PAST TO



ENRICH OUR FUTURE

Sponsorship Opportunity Program

What is the Red Power Round Up?

The 28th annual Red Power Round UP is a remarkable time in many ways. It's the 28th annual celebration for people from around the United States and foreign countries to gather to see the history of International Harvester machines, tractors, and the agriculture related memorabilia. Along with an impressive selection of tractors, engines, trucks, and equipment, attendees can also browse exhibits which include Cub Cadets and attachments, household appliances, milking equipment, and toy collections.

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Promoting Red Power

- **Promotion of the 28th annual Red Power Round Up will occur on a local, regional, and national basis. Here are a few avenues we intend to pursue.**
 - Iowa Chapter 5 members will be promoting the show at other national Red Power shows.
 - Four National Magazines
 - National IH Collectors Website
 - Show website: www.catchdesmoines.com/rpru2017
 - 5,000 business cards will have been handed out before the start of the show
 - Iowa Tourism Event calendars
 - Regional farm publications covering community, business, and economic news in the Midwest
 - Iowa FFA organizations and Agricultural schools
 - Flyer inserts in State Fair camping packets
 - Regional newspapers and periodicals
 - Agricultural radio stations reaching local and regional areas
 - Event tabloids distribution to exceed 30,000
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656 Sponsorship level

\$250 Investiture will give you;

- 1 event banner (You are responsible for supplying your banner)
- Company listed as sponsor in the sponsor page of the official Red Power Round Up guide for the show. (Approximately 30,000 will be printed and distributed)
- 2 Complimentary daily event tickets





756 Sponsorship level

\$500 Investiture will give you;

- 1 event banner (You are responsible for supplying your banner)
- Company listed on the sponsor page of website (www.catchdesmoines.com/rpru2017)
- Company listed as sponsor in bold font on the sponsor page of the official 2017 Red Power Round Up guide for the show. (Approximately 30,000 will be printed and distributed)
- 5 Complimentary daily event tickets





856 Sponsorship level

\$1,000 Investiture will give you;

- 1 event banner (You are responsible for supplying your banner)
- Company listed and link on the sponsor page of website (www.catchdesmoines.com/rpru2017)
- Small logo listed as sponsor in bold font on the sponsor page of the official 2017 Red Power Round Up guide for the show. (Approximately 30,000 will be printed and distributed)
- Listed as sponsor on event poster
- 10 Complimentary daily event tickets





1256 Sponsorship level

\$2,500 Investiture will give you;

- 1/4 page ad in the official 2017 Red Power Round Up guide for the show. (Approximately 30,000 will be printed and distributed)
- 2 event banners (You are responsible for supplying your banners)
- Company logo and link on the sponsor page of website (www.catchdesmoines.com/rpru2017)
- Small logo included in the sponsor page of the official 2017 Red Power Round Up guide for the show.
- Logo included on event poster
- 25 Complimentary daily event tickets





1456 Sponsorship level

\$5,000 Investiture will give you;

- ½ page ad in the official 2017 Red Power Round Up guide for the show.
(Approximately 30,000 will be printed and distributed)
- 4 event banners (You are responsible for supplying your banners)
Banner will be placed at main entrance gates and in high visibility areas in areas people will see them as they walk or pass by.
- Company logo and link on the sponsor page of website (www.catchdesmoines.com/rpru2017)
- Medium logo included in the sponsor page of the official 2017 Red Power Round Up guide for the show.
- Logo included on event poster
- 50 Complimentary daily event tickets





Gold Sponsorship level

\$10,000 Investiture will give you;

- Complimentary booth space at event
- Full page ad in the official 2017 Red Power Round Up guide for the show.
(Approximately 30,000 will be printed and distributed)
- 6 event banners (You are responsible for supplying your banners)
Banner will be placed at main entrance gates and in high visibility areas in areas people will see them as they walk or pass by.
- Company logo and link on the sponsor page of website (www.catchdesmoines.com/rpru2017)
- Medium logo included in the sponsor page of the official 2017 Red Power Round Up guide for the show.
- Logo included on event poster
- 75 Complimentary daily event tickets



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A Great Opportunity

Iowa Chapter #5 IH Collectors last hosted this event in Iowa in 2004 at the Old Threshers' grounds in Mount Pleasant. Iowa Chapter #5 has been host to previous RPRU's in 1995 at Central Hawkeye in Waukee and in 2001 also at Old Threshers' in Mount Pleasant. Each time, thousands of vendors and exhibitors came to the shows to show off their support for IH history and present their businesses to the people who represent agriculture nationwide. It opens the doors to agricultural businesses in Iowa, to expose and promote these businesses to a national audience of rural people.

You can promote your business at any level and to either a national, regional, or local populous. Many of your businesses have a long historical relationship with the International Harvester farm tractors and equipment and their evolution. This is an opportunity to show your interest in your company's history and how it relates to the IH history as well as Iowa's history in agriculture.

The 2017 RPRU is being held at the Iowa State Fair grounds in Des Moines, Iowa. Travel to the Des Moines area is serviced by two Interstate highways, many well maintained State highways, an international airport as well as a regional airport in Ankeny which is just north of Des Moines. There are ample hotels and restaurants to handle your personal requirements.

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Contact Us

Please know that this is only a starting point and we are open to hearing what you want out of a Red Power sponsorship. This opportunity doesn't happen often here in Iowa.

Should you have any questions, feel free to contact one of us.

Steven Michels
(515) 480-9236

Ag.IH.Steve@gmail.com

(Please put Sponsorship in subject line)

Brian Holdeman
(515) 991-1377

ffemt2716@yahoo.com

Dennis Hammer
(641) 792-0016

dbhammer@ioowatelecom.net

Sponsor Registration Form

Company Name _____

Contact Name _____

Address _____ City _____

State _____ Zip _____ Phone (____) _____

E-mail _____

Sponsorship Level _____

____ Payment Enclosed ____ Bill me, please ____ In-Kind Sponsor

Please return to: **Iowa Red Power Sponsorship, Attn: Steven Michels**
6320 NE 27th Avenue, Altoona, IA 50009-8864