

HIP-HOPE INC. PRESENTS



WE'RE GOING
CORNBREED
CORNBREAD
CRAZY!!!

and you're welcome to be
"Unapologetically Corny"

Opportunities for stakeholders



CORNBRED CORNBREAD

OVERVIEW

This Festival is unapologetically corny! It's designed to highlight Iowa's future and promote **"One Iowa Culture"** by bridging the gaps between Iowa's urban and rural cultures in food, education, agriculture, arts, health, technology and careers. There will be a live stage, contests, tournaments, exhibits, a job fair and lots and lots of **Cornbread!**



CORN BRED CORNBREAD

CIVIL GOALS

1. Make Cornbread Iowa's official food
2. Rebrand Iowa as the "Corn Bred" state
3. No more picnics in Iowa! Only "Cornbread Cookouts"



Riverview Park

**710 Corning Ave,
Des Moines, IA
50313**

Day: SATURDAY

Date: July 22, 2023

Time: 9am-9pm



CORN BRED CORNBREAD

LIVE STAGE

Featuring Iowa Hall Of Fame Musicians, local celebrity hosts, regional headliners, variety of local, rising talent and a “Future Iowa” talent search with local celebrity judges.

CORN BRED FUTURES

HALL OF FAME CORN BRED MIX

CORN BRED ON THE RISE

CORN BRED HARVESTS

HEADLINER



CORNBRED CORNBREAD

ATTRACTIONS

CONTESTS

- Cornbread Making
- Cornbread Eating

TOURNAMENTS

- Corn Hole Challenge
- Cornbread Queen
Pageant




CEREMONY

"Ahh Shucks" Recognition Awards

Acknowledging urban and rural champions
of Iowa's **"Corn Bred"** culture

CORN BRED CORN BREAD festival 2023



 Riverview Park
Charming park with trails & lakes
12 min drive - home

PARKING

-  **GAMES**
-  **BOOTH TENTS**
-  **SERVICE TENTS**
-  **FOOD TRUCKS**

Google



BOOTHS / EXHIBITS

Booths and displays related to corn and agriculture in the State of Iowa and the importance of corn (and agriculture) to the world

Tents will highlight multiple pillars of Iowa's culture including jobs, tech, fashion, art, health, and media

Offered to for-profit and non-profit organizations

CORN BRED

Careers in the Corn Field



A job fair designed to cross pollinate urban and rural talent pools, and share opportunities that help us grow our economy and keep our workforce strong.



CORN BRED TECHNOLOGY



A tent that will host start ups, innovators, displaying some of Iowa's newest technological creations and social influencers.



CORN BRED

FASHION



A tent that will host booths displaying some of Iowa's most creative fashion designers and their garb.



CORN BRED

ART



A tent that will host an Art Fair featuring some of Iowa's most talented artists and their works.



CORN BRED

HEALTH



A tent that will host booths performing medical screenings and displaying information.



CORN BRED

MEDIA



A tent that will host live radio shows, podcasts, and photographers. Also where interviews with sponsors will take place





CORN BRED CORNBREAD

CAMPAIGN

Digital

- Website
- Social Media
- Blogs
- Podcasts
- Mobile
- Email
- Polls / Surveys

Terrestrial

- T.V.
- Radio
- Newspapers
- Publications
- Billboards
- Merch
- Word Of Mouth

Other

- Certifications
- Music
- Release Party
- Challenges
- Showcases
- Fundraiser
- Cookout



2023 NUMBERS

- **Location** 7,000 Traffic
- **Live Stage** 5,000 Capacity
- **Headliners** 2 Contemporary
- **Local Talent** 15 Acts / 5 Genres
- **Attractions** 100+ Participants
- **Job Fair** 100+ Opportunities
- **Ceremony** 10 Honorees
- **Campaign** 1M+ Reach Multimedia
- **Volunteers** 100
- **Vendors** 50
- **Sponsors** 30





CORNBREED CORNBREAD

2022 SUPPORT

Offer - *
Ask - ^

PARTNERS

Showcase *
Exhibit*
Participate*
Volunteers ^
Prizes ^
Promo Items ^
Raffle Items ^

INVESTORS

Venue ^
Headliners ^
Insurance ^
Security ^
Geo Fencing ^
PR ^
Merch ^
Live stream ^
Executive Staff ^

SPONSORS

Host*
Exhibit*
Participate*
Interviews *
Capital ^
In-kind ^
Volunteers ^
Prizes ^
Promo Items ^
Raffle Items ^

VOLUNTEERS

Facilitate ^
Talent ^
Committee ^
Social Media ^
Judge ^
Serve ^
Count ^
Announce ^
Set Up ^
Clean up ^



***IF YOU LIKE WHAT YOU SEE
THEN LET'S MAKE SOME
CORNBREAD!***

CONTACT

Bo James

[Email: cornbreadfest@gmail.com](mailto:cornbreadfest@gmail.com)

Website: cornbreadiowa.com

Phone: (515)346-2255

Opportunities for stakeholders

TITLE SPONSOR – \$75,000

- 1. Presenting Title (e.g. Presented by...)**
- 2. Prominent exhibit booth (includes 2 complimentary food tickets for exhibit staff)**
- 3. 10 VIP Meet and Greet Passes**
- 4. Interview and photos with all entities in the media tent**
- 5. Your company logo on all marketing materials**
- 6. Your Company's logo on event's website**
- 7. Recognition announcement of your company at the event**
- 8. Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags**
- 9. Your company will be mentioned on social media releases**
- 10. Prominent display of your company logo on stage at event**
- 11. Speaking opportunity to promote your company to audience**
- 12. Logo on Gift Bag**
- 13. Opportunity to open ceremony with 'Welcome'**
- 14. (1) Company representative judge the "Cornbead Cook-Off Contest" (Optional)**
- 15. Team registration for "Corn Bred Corn-Hole Tournament" (Optional)**

PLATINUM SPONSOR – \$15,000

- 1. Exhibit booth (includes 2 complimentary food tickets for exhibit staff)**
- 2. (5) VIP Meet and Greet Passes**
- 3. Interview and photos with all entities in the media tent**
- 4. Your company logo on all marketing materials**
- 5. Your Company's logo on event's website**
- 6. Recognition announcement of your company at the event**
- 7. Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags**
- 8. Your company will be mentioned on social media releases**
- 9. Display of your company logo at event**
- 10. Speaking opportunity to promote your company to audience**
- 11. (1) Company representative judge the "Cornbead Cook-Off Contest" (Optional)**
- 12. Team registration for "Corn Bred Corn-Hole Tournament" (Optional)**

GOLD SPONSOR – \$10,000

- 1. Exhibit booth (includes 2 complimentary food tickets for exhibit staff)**
- 2. (3) VIP Meet and Greet Passes**
- 3. Interview and photos with all entities in the media tent**
- 4. Your company logo on all marketing materials**
- 5. Your Company's logo on event's website**
- 6. Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags**
- 7. Your company mentioned on social media releases**
- 8. (1) Company representative judge the "Cornbead Cook-Off Contest"**
- 9. Team registration for "Corn Bred Corn-Hole Tournament" (Optional)**

SILVER – \$5,000

- 1. Exhibit booth (includes 2 complimentary food tickets for exhibit staff)**
- 2. (1) VIP Meet and Greet Pass**
- 3. (1) Interview and photos in the media tent**
- 4. Your Company's logo on event's website**
- 5. Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags**
- 6. Your company mentioned on social media releases**
- 7. Team registration for "Corn Bred Corn-Hole Tournament" (Optional)**