HIP-HOPE INC. PRESENTS

CO,

and you're welcome to be "Unapologetically Corny"

Opportunities for stakeholders



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!**



- 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

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



CORNBRED

LIVE STAGE

ATTRACTIONS

CORNBRER

RNRRF.

CONTESTSCornbread Making Cornbread Eating

TOURNAMENTS

Corn Hole Challenge
Cornbread Queen
Pageant



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





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 lowa's culture including jobs, tech, fashion, art, health, and media

Offered to for-profit and non-profit organizations

CORNABRER 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.



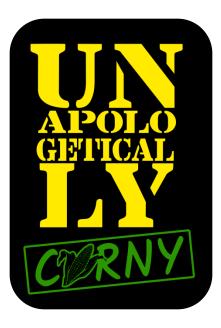




A tent that will host start ups, innovators, displaying some of lowa's newest technological creations and social influencers.



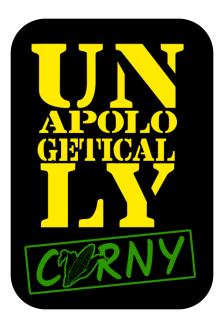




A tent that will host booths displaying some of lowa's most creative fashion designers and their garb.



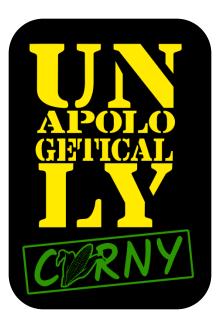




A tent that will host an Art Fair featuring some of lowa's most talented artists and their works.







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







A tent that will host live radio shows, podcasts, and photographers. Also where interviews ⁴ with sponsors will take place



Digital

- Website
- Social Media
- Blogs
- Podcasts
- Mobile
- Email

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

- Posters
- Flyers

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

CAMPAIGN Terrestrial Other

CORNBRED



2023 NUMBERS

- Location
- Live Stage
- Headliners
- Local Talent
- Attractions
- Job Fair
- Ceremony
- Campaign
- Volunteers
- Vendors
- Sponsors

- 7,000 Traffic
- 5,000 Capacity
- 2 Contemporary
- 15 Acts / 5 Genres
- 100+ Participants
- **100+ Opportunities**
- **10 Honorees**
 - **1M+ Reach Multimedia**
- s 100

50

30

CORRESPONDENCE STATES OF S

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 YOH LIKE WHAT YOH SEE THEN LET'S MAKE SOME CORNBREAD! CONTACT

Bo James

Email: 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)