

HIP-HOPE PRESENTS



WE'RE GOIN'
CORN BRED
CORNBREAD
CRAZY!!!

AND YOU'RE
WELCOME TO BE
"UNAPOLOGETICALLY CORNY"

Opportunities for stakeholders



CORN BRED
CORNBREAD

OVERVIEW

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



CORN BRED CORNBREAD

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 27, 2024

Time: 9am-9pm

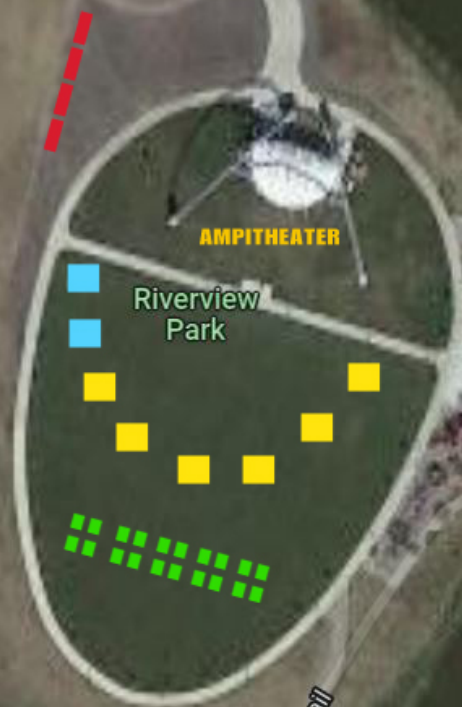
Venue / Riverview Park

CORNBREAD
CORNBREAD

McHenry/Pa

McHenry Park Trail

McHenry Park Trail



AMPITHEATER

Riverview Park

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

PARKING

Boston Ave

6th Ave

6th Ave

Corning Ave

-  GAMES
-  BOOTH TENTS
-  SERVICE TENTS
-  FOOD TRUCKS

Google



CORN BRED CORN BREAD

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



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

STEM in the corn enterprise, agriculture, and Iowa. Includes STEM activities for students.

Offered to for-profit and non-profit organizations

CORN BRED

Careers In The Corn



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.





CEREMONY

"Ahh Shucks" Recognition Awards

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



CORNBREED 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



2024 NUMBERS

- Traffic 10,000
- Cornbread 50 Varieties
- Headliners 1 Contemporary
- Local Talent 15 Acts / 5 Genres
- Job Fair 500+ Opportunities
- Ceremony 5 Honorees
- Campaign 1M+ Reach
- Volunteers 100
- Vendors 50
- Sponsors 30





CORNBREED CORNBREAD

2024 SUPPORT

PARTNERS

Showcase
Exhibit
Volunteers
Prizes
Promo Items
Raffle Items
Participate

INVESTORS

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

SPONSORS

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

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
Corn Bread!

CONTACT

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