

**WORLD
PORK
EXPO[®]**

BROUGHT TO YOU BY:



Sponsorship Levels



Gold Sponsor (\$20,000+)

Gold sponsor benefits include:

- Special Presentation of WPX Gold Sponsor Gift of Appreciation at Company's Booth or Tent with NPPC Official Photograph
- Company Logo, Name & Link to Company Website listed in the WPX Website (www.worldpork.org) Gold Sponsor Section
- Company Logo, Name & Sponsorship Package listed in the WPX Program Gold Sponsor Section
- Company Booth and Tent Space highlighted in the WPX Program Maps
- Company Logo on the Sponsor Billboard Signage at WPX Registration
- Company's Gold Sponsorship highlighted on WPX's Facebook and Twitter Pages

Silver Sponsor (\$5,000-19,999)

Silver sponsor benefits include:

- Company Name listed in the WPX Website (www.worldpork.org) Silver Sponsor Section
- Company Name listed in the WPX Program Silver Sponsor Section
- Company's Silver Sponsorship highlighted on WPX's Facebook and Twitter Pages

All sponsorships are sold on a first right of refusal, then first come first serve basis.

New sponsorship ideas and brainstorming are always welcomed!

If you are interested in any of the opportunities listed below, have questions, or would like additional information, please contact Jake Sterle at sterlej@nppc.org or 515.645.9659.

World Pork Open Golf Tournament

Legacy Golf Course, Norwalk, IA

Tuesday, June 3rd, 2025

The World Pork Open Golf Tournament is a fun, relaxing afternoon spent with key producers, corporations, employees and customers. All interested parties are invited to participate! 120 spots are available. **9:00am tee time.**



The Manning Family Welcomes You To The Legacy Golf Club.

• **USGA RULES WILL GOVERN ALL PLAY**

- Pace of play is set at 4 hours 15 minutes or less for 18 holes.
- Outside alcoholic beverages are not allowed on the course or premises. All beverages will be confiscated and entire party will be asked to leave without refund.
- Legacy staff monitors pace of play and location of golf carts. All information is stored in case of damages. In the event of damages customer will be held liable.



The par-35 front nine features many bunkers and several water hazards that come into play on five of the holes. There are six par fours on the front nine that give you a variety of required shots. Greens are strategically sized to accept the approach for the particular hole. The second hole, a par four, is a beautiful downhill driving hole with a spectacular approach over a five-acre lake. The par 3 fifth hole and the seventh hole will put a premium on obtaining the correct distance with your tee shot. The par five sixth will tempt many to go for the green in two.

The par-37 back nine will be a stern test with water hazards contributing on all nine holes. The inward nine begins with two risk-reward par fives. The par fours on the back nine require pinpoint tee shots through the hilliest part of the course. Big hitters may take a chance at driving the par four thirteenth for a chance at an eagle putt. However, a greenside bunker and a hazard to the right will catch errant shots. Tee shots off the par three holes fourteen and seventeen may cause hesitation in club selection with possible swirling winds over a large lake. The par five eighteenth will be a 611-yard monster from the back tee, culminating with a large amphitheater style green.

 **NEAL LAEDTKE**
DIRECTOR OF AGRONOMY

 **ROB RANDALL**
PGA PROFESSIONAL

ERIC KRUSE
ASSISTANT SUPERINTENDENT



World Pork Open Golf Tournament

Tuesday, June 3rd, 2025

World Pork Open Golf Tournament

The World Pork Open Golf Tournament is a fun, relaxing day spent with key producers, corporations, employees and customers. Tournament hole sponsors can be creative, have fun, and spend time with key partners, employees, or customers.



Standard Hole Signage Sponsor = \$1,000 each

A standard hole sponsorship will have your company logo on an 18 x 24 World Pork Open branded sign by the hole.

- | | |
|---|--|
| <input type="checkbox"/> Hole #2 (par 4) | <input checked="" type="checkbox"/> Hole #11 (par 5) |
| <input type="checkbox"/> Hole #3 (par 4) | <input type="checkbox"/> Hole #12 (par 4) |
| <input type="checkbox"/> Hole #4 (par 3) | <input type="checkbox"/> Hole #13 (par 5) |
| <input type="checkbox"/> Hole #5 (par 3) | <input type="checkbox"/> Hole #14 (par 3) |
| <input checked="" type="checkbox"/> Hole #6 (par 5) | <input type="checkbox"/> Hole #15 (par 4) |
| <input type="checkbox"/> Hole #7 (par 3) | <input type="checkbox"/> Hole #16 (par 4) |
| <input type="checkbox"/> Hole #8 (par 4) | <input type="checkbox"/> Hole #17 (par 3) |
| <input type="checkbox"/> Hole #9 (par 4) | <input type="checkbox"/> Hole #18 (par 5) |

Premium Golf Hole Sponsor = \$1,500 each

NOTE: Premium holes are holes closest to the club house.

- Hole #1 (par 4)
- Hole #10 (par 4)
- Putting green

Available sponsorship = \$1,500 each

- Putting Green Contest
- Longest Putt Contest
- Closest to Pin Contest
- Hole-in-One Contest
- Longest Drive Contest

Available sponsorship = \$4,000 each

- Lunch Sponsor
- Beverage Ticket Sponsor
- Golf Carts



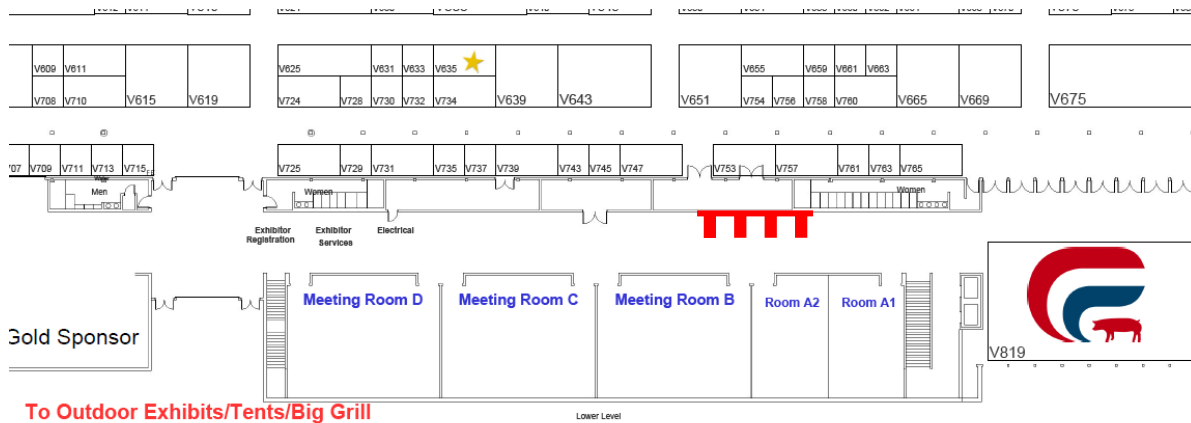
NEW 2025 Available Sponsorships

Tech Table

Whether you're an attendee or an exhibitor, sometimes work still needs to happen while you are at a tradeshow. What better place to have your company brand than on 4 worktables outside of the seminar rooms on the south side of the VIB.

This will allow all producers, attendees, and exhibitors to use branded workspace (4 tables with power) to take meetings, calls, catch up on emails, charge devices, or just get off their feet. Sponsor can also brand the wall behind the tables to provide a branded backdrop for anyone on a video call at these tables (Optional). This is an exclusive sponsorship item in this location.

- ❑ Branded Tech Tables = \$5,000
- ❑ Located in red on the map of the VIB below



Available Sponsorships – Official WPX



Official WPX - Wi-Fi

Do you want a main sponsorship where everyone can have access to Wi-Fi. Even better they'd have to put in your company name to get access!

This will allow all producers and attendees to use your name to get free Wi-Fi! A-Frame signage at registration and signage on information booths (2).

Official WPX WiFi Access – Username & Password = \$25,000

Coffee Stations

The days of the World Pork Expo can be very long, so naturally one of the most visited places throughout the day are the coffee stations, which are in the Varied Industries Building South Foyer and the Jacobson Center Entry Hallway. This sponsorship allows the sponsor to provide logoed coffee cups and napkins for the coffee station. The front of the coffee station will also display the company name.

VIB Business Seminar Hallway Coffee Station:

Wednesday & Thursday = \$5,000

VIB South Foyer Coffee Station:

Wednesday & Thursday = \$5,000



Picture is NOT actual coffee cart

Exhibitor & Attendee Lanyards

Sponsor provides lanyards that will be displayed and made available at Registration and at Main Entrance Gate. Lanyards will not be pre-attached to WPX attendees name tags but will be displayed at Registration and Main Entrance Gate. 2 Lanyard stands will be available. Lanyard racks have signage available.

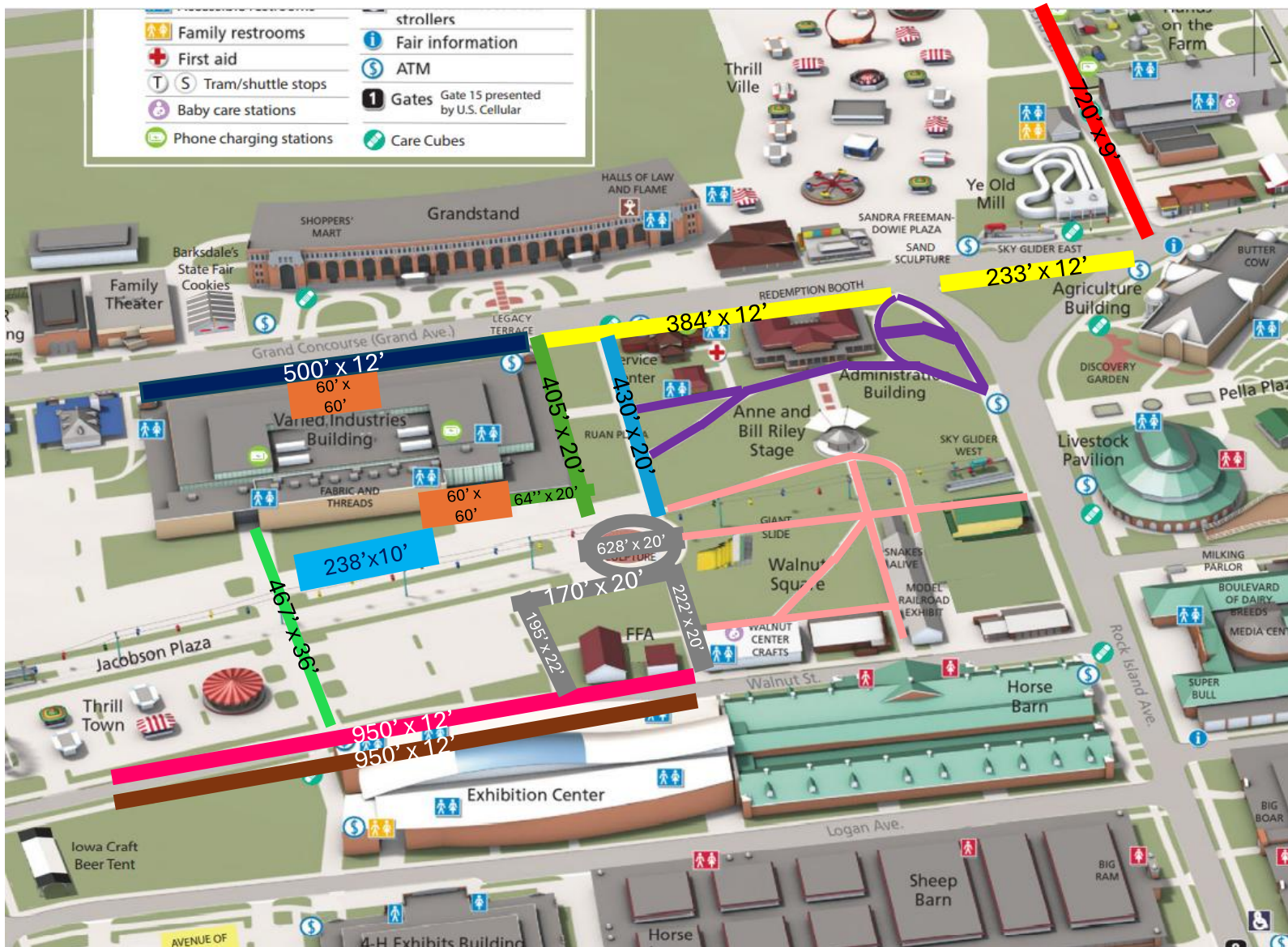
Lanyard Sponsorship = \$1,500

Available Sponsorships – Sidewalk Signage

Sidewalk Decal Signage

□ All sidewalk signage = \$3,100 each

There are numerous sidewalks throughout the Iowa State Fairgrounds that close to 20,000 attendees see throughout the day as they walk through the WPX. This sponsorship allows a sponsor to place promotional decals on the sidewalk area that is chosen. It is completely up to the sponsor how they would like to use the chosen area—where they would like to place decals, how many decals and of what size to display, etc. The sponsor is responsible for the graphic development, application and removal of the sidewalk decal signage.



1. Gate 15 to Grand Ave (720'x9')
2. Ag Bldg. to VIB (617'x12')
3. Ruan Plaza East (430'x20')
4. Ruan Plaza West (469'x20')
5. VIB North Sidewalk (500'x12')
6. VIB North & South Entries (60'x60' each)

7. VIB to Jacobson Sidewalk
8. Plaza Circle & Sidewalks
9. Walnut Sidewalk
10. Big Grill & Jacobson N Sidewalk
11. Walnut Square
12. Bill Riley Plaza
13. VIB South Walkway

Available Sponsorships

Information Booths

Showcase your company where attendees go to ask questions and to get more information about the WPX—information booths! There are (2) information booths in operation during the WPX. This sponsorship opportunity allows the sponsor to display signage on each of the (2) information booths. There is space for one sign on each side of the building.

□ Information Booths (2) = \$5,000



Available Sponsorships

Jacobson Building Entrance Window Cling

A prime location for everyone to see your signage as they are walking to the Big Grill! This would be the perfect spot to have signage to showcase as they are coming in and out of the VIB.



- Jacobson Entrance Window Cling = \$5,100**

SIP/VIP Gate Signage

This is the parking lot dedicated to our SIP Pork Producers as well as our VIP guests. A great opportunity to sponsor when they are driving into the show.

Other gates on fairgrounds are available for sponsorship as well

- There are 20 gate links to their entrance.**

- ~~Gate 15 – 2 link – \$1,500~~
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Available Sponsorships

VIB - Business Seminars

Limited space! Hosting a business seminar is the perfect way for your customers to learn new things, meet other producers or experts in the industry and be able to ask the questions they want! Do you have a thought leader to bring in on an important topic? If you want a room to invite your guests to hear your topic of conversation a business seminar is where it is at. LIMITED availability.

- ~~Wednesday Meeting Room A~~
- ~~Wednesday Meeting Room B – 9 to 12~~
- Wednesday Meeting Room B – 1 to 5
- ~~Wednesday Meeting Room C – 9 to 12~~
- ~~Wednesday Meeting Room C – 1 to 5~~
- ~~Wednesday Meeting Room D – 9 to 12~~
- ~~Wednesday Meeting Room D – 1 to 5~~

- ~~Thursday Meeting Room A~~
- ~~Thursday Meeting Room B – 9 to 12~~
- ~~Thursday Meeting Room B – 1 to 5~~
- ~~Thursday Meeting Room C – 9 to 12~~
- ~~Thursday Meeting Room C – 1 to 5~~
- ~~Thursday Meeting Room D – 9 to 12~~
- Thursday Meeting Room D – 1 to 5



Mobile Specialty Bathroom

The mobile specialty bathroom is placed in a premium location on Grand Avenue, right outside of the Varied Industries Building along the row of hospitality tents and the main bathroom used for Music Fest. This sponsorship allows the sponsor to completely wrap the mobile specialty bathroom with an advertisement to showcase and market the company and their products, serving as a large billboard that stands out in the busiest section of the entire WPX. The bathroom will also be listed in the WPX program and the WPX Mobile App. as the “Sponsor Name Restroom.”

Sponsorship of a mobile specialty bathroom includes rental of the bathroom unit and the outdoor space in a premium location. NPPC is responsible for the placement, removal and servicing (waste management, cleaning, restocking) of the unit throughout the event. The sponsor is responsible for signage, branding and the application/removal of graphics.

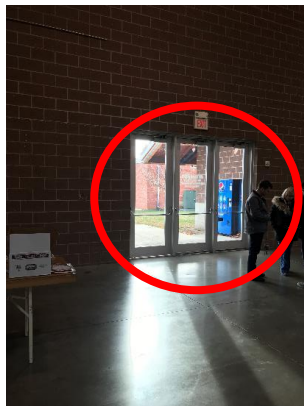
- Mobile Specialty Bathroom – Varied Industry Building (VIB) = \$13,500



Available Sponsorships – World Pork Expo Registration

Animal Learning Center (ALC) is the Official WPX Registration Bldg.

The Animal Learning Center will now be the NEW registration for all attendees to get into WPX. This sponsorship allows for (3-4) hanging banners on the side walls of entire building, window decals on all inside doors/windows and pop-up signage in entire building.



ALC Registration Building

- Hanging banners #1 - \$1,500
- Hanging Banner #2 - \$1,500
- Hanging Banner #3 - \$1,500
- Window Clings - Big Roll up door - \$5,000

Animal Learning Center (ALC) – Show Entrance

Main entrance to the ALC both front and back, including window clings for doors and windows facing the outside.

- ALC Show Entrance = \$10,000 or can be Purchased individually.
 - Hanging Banner from NE side (\$2,500)
 - NE Window Clings Main - \$2,500
 - NE Window Clings (2) Doors (\$2,500)
 - Front Top Window Cling (\$2,500)
 - Front Entrance Steps (\$2,500)

