

# WORLD PORK EXPO®

BROUGHT TO YOU BY:



Sponsorship opportunities for the World Pork Expo are allocated with first right of refusal to the previous year's sponsoring company. Returning sponsors are provided priority access to renew their involvement before openings are made available to new partners. Any opportunities not renewed prior to the **deadline of March 16<sup>th</sup>** will be offered on a first-come, first-served basis.

# 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](http://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](http://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](mailto:sterlej@nppc.org) or 979.676.3004.

# World Pork Open Golf Tournament

## Legacy Golf Course, Norwalk, IA

### Tuesday, June 2<sup>nd</sup>, 2026

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.



NEAL LAEDTKE  
DIRECTOR OF AGRONOMY



ROB RANDALL  
PGA PROFESSIONAL

ERIC KRUSE  
ASSISTANT SUPERINTENDENT



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.

# World Pork Open Golf Tournament

## Tuesday, June 2<sup>nd</sup>, 2026

### 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.

- Hole #2 (par 4)
- Hole #3 (par 4)
- Hole #4 (par 3)
- Hole #5 (par 3)
- Hole #6 (par 5)
- Hole #7 (par 3)
- Hole #8 (par 4)
- Hole #9 (par 4)
- Hole #11 (par 5)
- Hole #12 (par 4)
- Hole #13 (par 5)
- Hole #14 (par 3)
- Hole #15 (par 4)
- Hole #16 (par 4)
- Hole #17 (par 3)
- 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



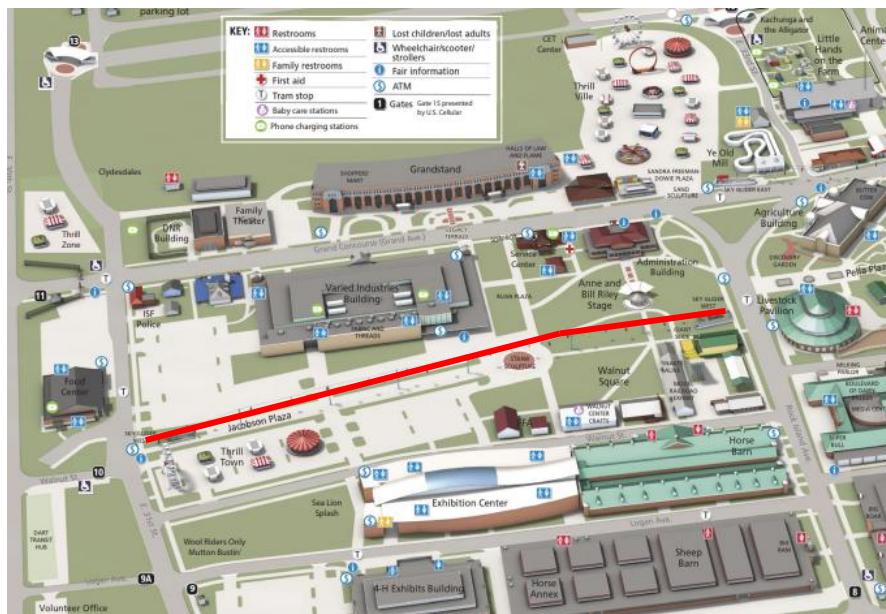
# NEW 2026 Available Sponsorships

## WPX SkyGlider

New for 2026, is the chance to be the Title Sponsor of the WPX SkyGlider. With sponsorship, the southwest SkyGlider will operate both days of the show from 10am to 4pm giving attendees (and exhibitors) a chance to take in the incredible attraction. Title Sponsorship will include:

- SkyGlider name recognition as "WPX [Company] SkyGlider"
- Same name will appear in the Official WPX Program in the schedule of events and the map
- On ground directional signage to the SkyGlider with sponsoring company logo
- All items and recognition with being a WPX Gold Sponsor

**SkyGlider Title Sponsor - \$20,000**



Source: Iowa State Fair

# 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**



Picture is NOT actual coffee cart

VIB South Foyer Coffee Station:

**Wednesday & Thursday = \$5,000**



### Cabana/Concert Sponsorship

Sponsor will be one of the lead sponsors for the Thursday evening concert activities at The Riley Stage. Included in the sponsorship is a 20ft section of tent, referred to as a Cabana, reserved for the sponsor and their guests along with 100 drink tickets to be used at the discretion of the sponsor. Sponsor logo will be included in on-stage signage and in WPX program regarding concert promotion.

**Cabana/Concert Sponsorship = \$4,900**

# Available Sponsorships

## Exhibitor Golf Cart Sponsorship

Put your brand in motion at the World Pork Expo by sponsoring the golf cart banners seen across the entire event. These carts are constantly on the move, ensuring your message reaches thousands of producers, exhibitors, and industry leaders throughout the grounds. It's a high-visibility, high-impact opportunity to keep your brand front and center all day long.

**Exhibitor Golf Cart Sponsorship**



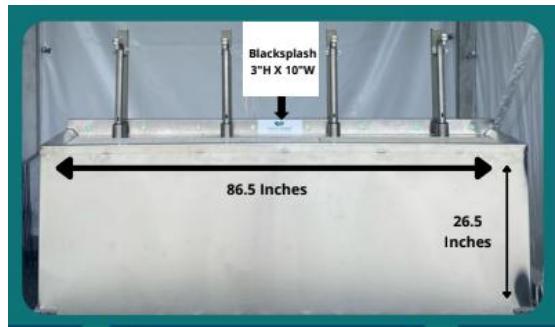
## Pork Taxis

Make your brand the first and last impression at World Pork Expo by sponsoring the Pork Taxis — a group of dedicated golf carts that shuttle attendees between the parking lot and the event. This premium placement ensures your message reaches every visitor during their arrival and departure, creating a memorable connection with convenience and service. It's a targeted, high-impact way to stand out from the crowd.

**Pork Taxi Sponsorship - \$5,200**

## Refillable Water Bottle Stations

Refillable water stations are an effective way for your brand to reach the entire fairgrounds. Branded water cups/bottles/vessels will have attendees serving as walking advertisement as they rehydrate.



**Water Station Sponsorship = \$7,500**

## Attendee Lanyards

Sponsor provides lanyards that will be pre-attached to WPX attendees name tags that pre-registered. These nametags and branded lanyards are then mailed out to attendees with their registration information. On-site registering attendees will have the lanyards available as well.

**Lanyard Sponsorship = \$3,000**

# Available Sponsorships – North Side of VIB

## VIB Main Entrance – North

- VIB North Main Entry Window Signage (Window Clings) - \$3,000**
- VIB North Entrance East Brick Wall Signage - \$2,500**
- VIB North Entrance West Brick Wall Signage - \$2,500**
- North Entrance Sidewalk Sponsorship listed in Sidewalk Signage section.**



## VIB Northeast Brick Columns

- VIB East Portico Brick Column Signage - \$3,000**

## VIB Main Entrance – South

- VIB Southeast Entrance Door Signage - \$3,000**
- South Entrance Sidewalk Sponsorship listed in Sidewalk Signage section.**

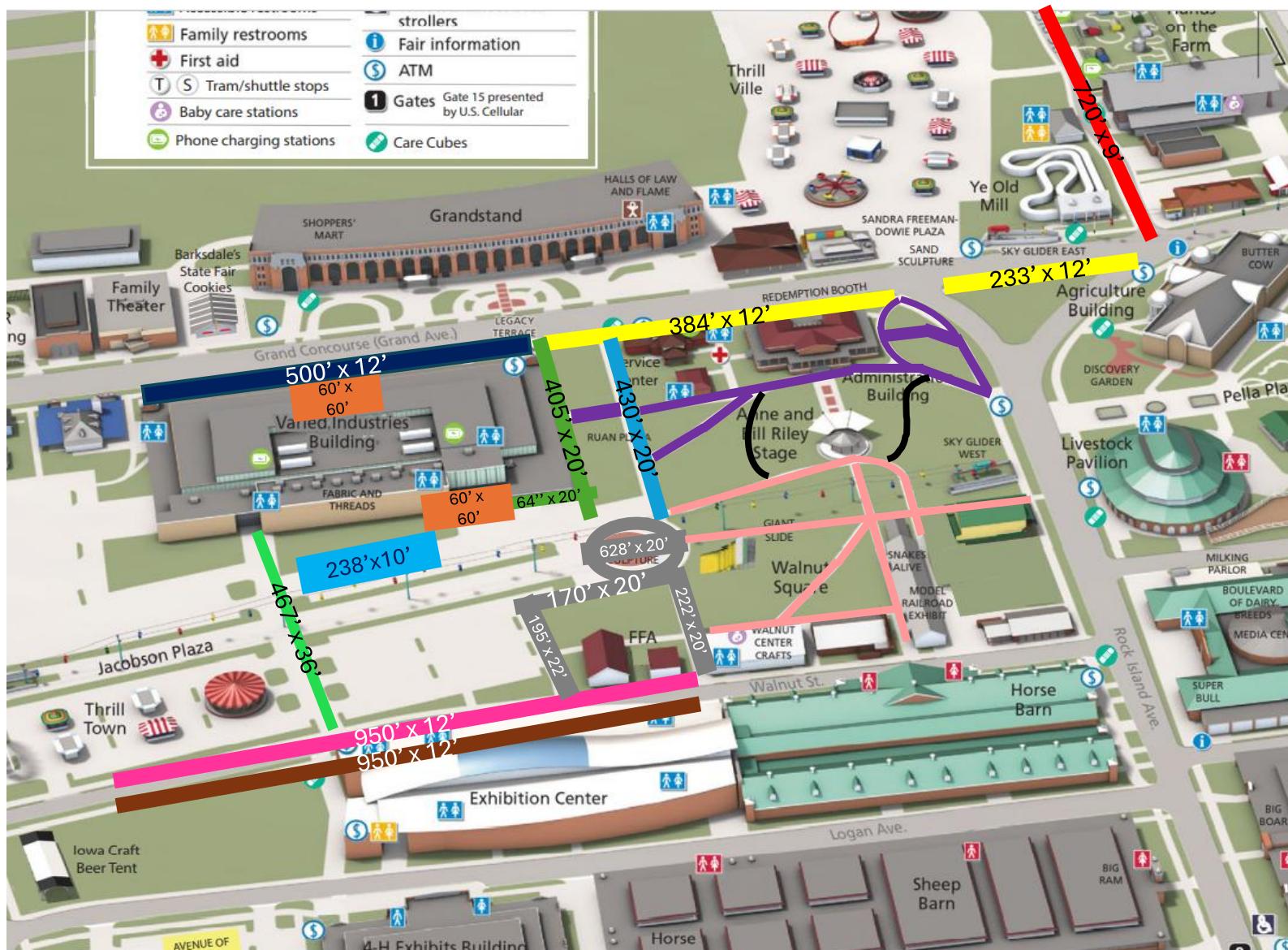


# Available Sponsorships – Sidewalk Signage

## Sidewalk Decal Signage

All sidewalk signage = \$3,250 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.



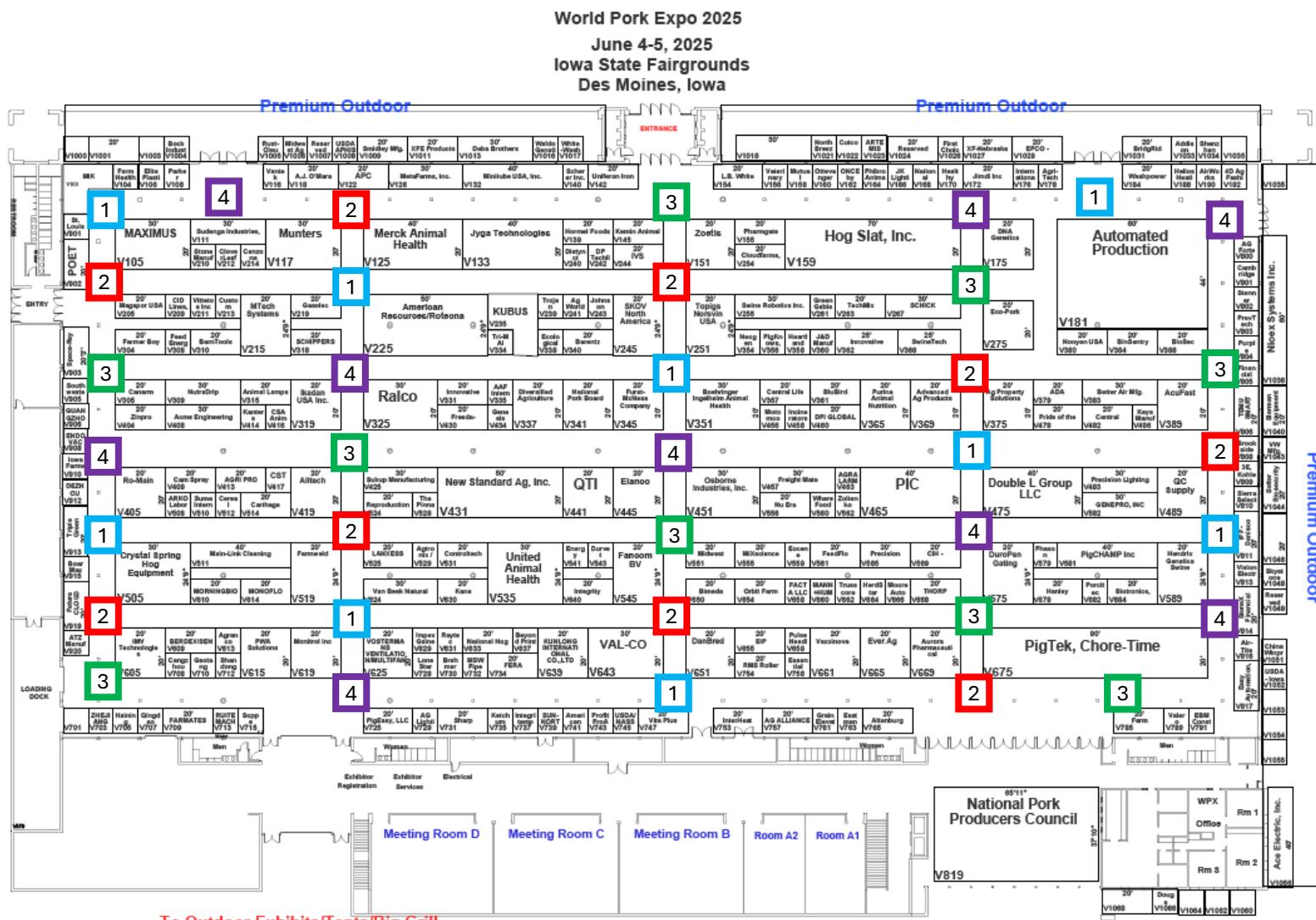
1. Gate 15 to Grand Ave (720'x9')
2. Ag Bldg. to VIB (617'x12')
3. Ruan Plaza East (430'x20')
4. Ruan Plaza West (469'x20')
5. VIB North Sidewalk (500'x12')
6. VIB North & South Entries (60'x60' each)
7. VIB to Jacobson Sidewalk
8. Plaza Circle & Sidewalks
9. Walnut St. Sidewalk
10. Big Grill & Jacobson N Sidewalk
11. Walnut Square
12. Bill Riley Plaza
13. VIB South Walkway
14. Bill Riley Circle (400' x 10')

# Available Sponsorships – VIB Aisle Carpet Decals

## VIB Aisle Carpet Decals

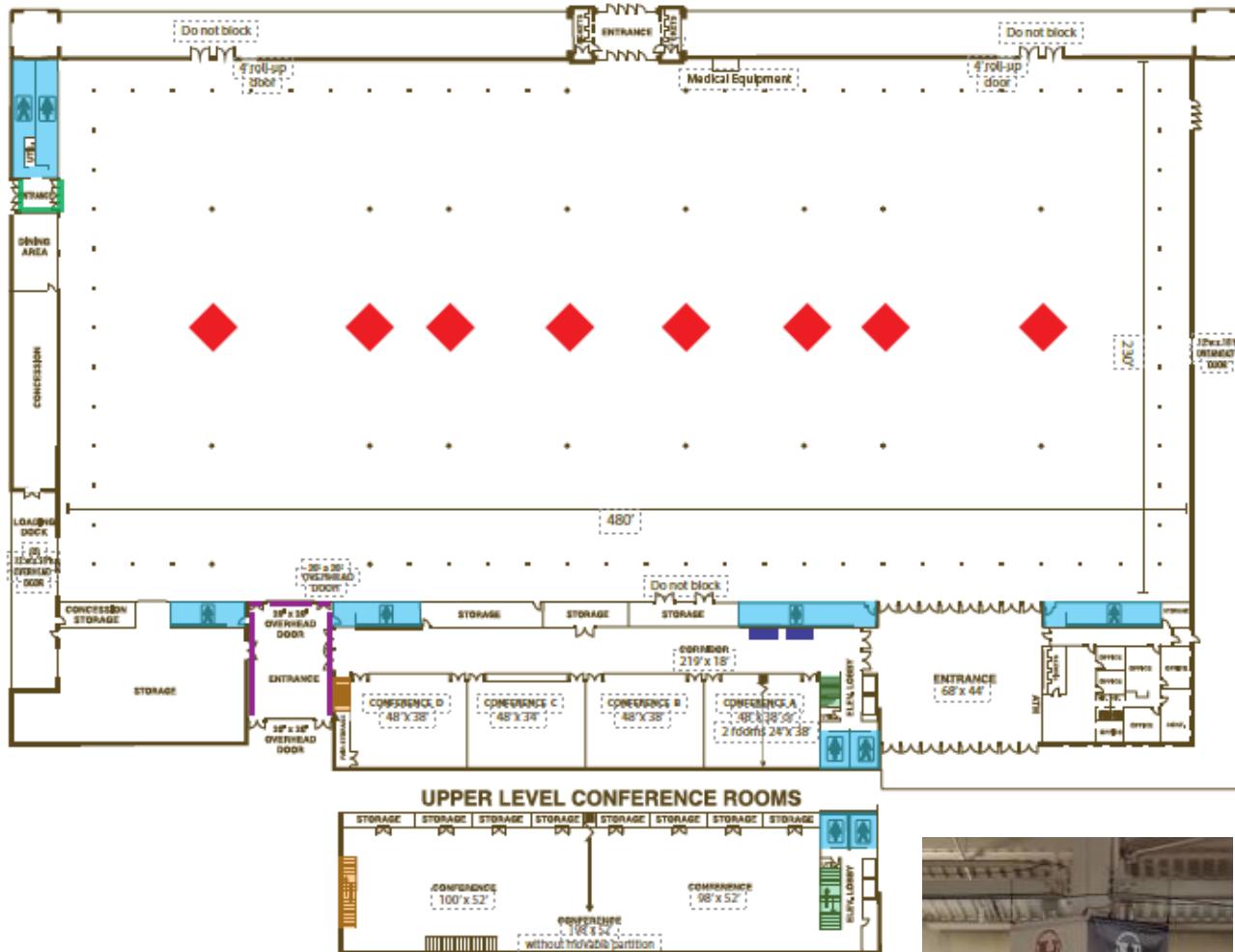
□ Carpet Locations = \$3,000 each

The VIB is one of the most visible advertising opportunities with up to 20,000 attendees throughout the day as they walk through the WPX. This sponsorship allows a sponsor to place promotional decals on the carpet areas that are chosen. It is completely up to the sponsor how they would like to use the chosen area, typical decal size used is 24"x36". The sponsor is responsible for the graphic development. The application and removal of the sidewalk decal signage will be provided by required vendor.



1. Blue – 9 locations
2. Red – 9 locations
3. Green – 9 locations
4. Purple – 9 locations

# Available Sponsorships - VIB



## VIB Center Aisle Column Banners

The Varied Industries Building is the hub of all foot traffic at the World Pork Expo. Down the main east-west aisle are 8 columns (red diamonds on map above) that are available for showcasing a product or to get more attention on your company.

**VIB Column Banners = \$3,500**



## VIB Benches

After a stroll through the VIB booths and hospitality tents, WPX attendees will be looking for a place to get off their feet for a bit. Why not have them sit on 2 benches with your logo on them?

**1 Bench = \$1,000**  
 **2 Benches = \$1,750**



# Available Sponsorships

## Tech Table

Weather 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 2-4 worktables around the WPX grounds.

This will allow all producers, attendees, and exhibitors to use branded workspace (2 tables with power) to take meetings, calls, catch up on emails, charge devices, or just get off their feet.

- Branded Tech Tables (2) = \$4,000**
  - Multiple Locations Available



## Parking Pass Hang Tag Advertisement

Make your brand the first thing attendees see before they even arrive at World Pork Expo. Your message will appear on approximately 7,000 parking pass window hangers mailed directly to SIP Investors, VIP guests, and exhibitor personnel. This opportunity ensures repeated exposure and positions your brand as a trusted partner from the very first impression.

- Sponsored Parking Hang Tags = \$5,000**
  - SIP/VIP & Exhibitor Parking Tags



# Available Sponsorships

## Bathroom Signage

This sponsorship allows a sponsor to advertise in the one place every attendee is assured to go—inside the bathrooms. Possible signage inside the bathrooms includes stall door clings/wraps, urinal wall signage, urinal floor mats, mirror decal clings and floor decal clings.

Bathrooms are very highly trafficked areas during the WPX. It is up to the sponsor how they choose to advertise inside the area, if Iowa State Fairgrounds gives approval.

- There are (10) bathrooms total, including:**
  - Varied Industry Building = (6)**
    - South Hallway (1)**
    - Loading Dock (2)**
    - Tradeshow Floor (2)**
    - Dining Area (1)**
  - Outside of the Administration Building = (2)**
  - Charmin Bathroom = (1)**
  - Gate 15 Bathroom = (1)**
- Bathroom Signage Package = \$6,000**



## 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) = \$12,500**



# 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**

## Gate Banners

Gate 15 – 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.

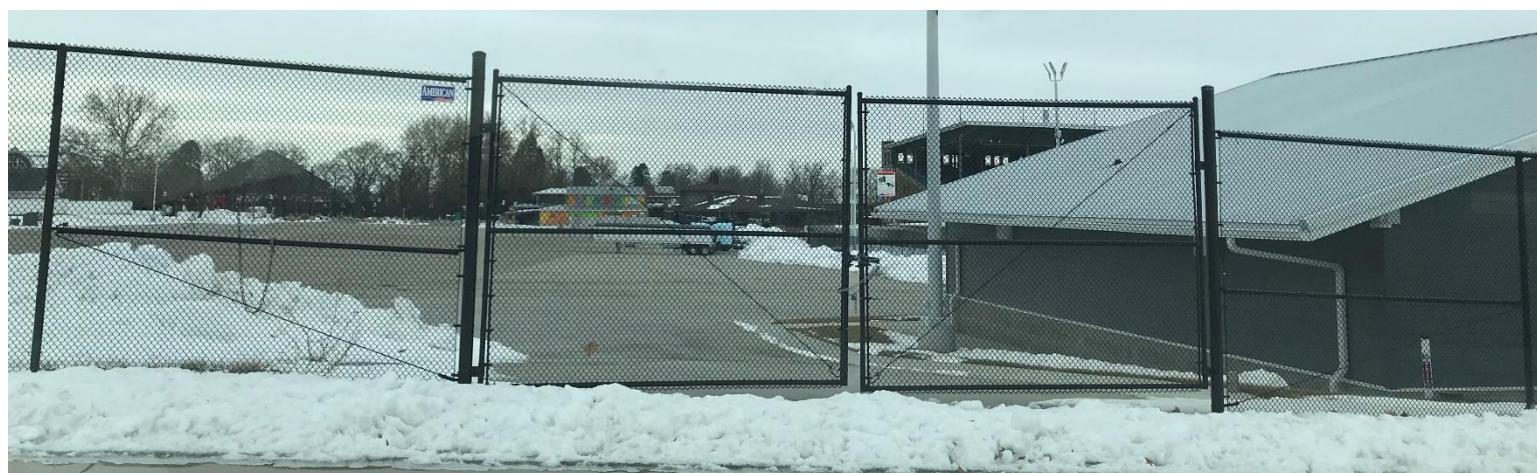
Gate 9 – This gate on the southern end of the fairgrounds is the main entrance for exhibitors on the days of the show and provides exceptional visibility to your brand as they drive onto the grounds.

Gate Banners are typically 4' wide x 8' tall

\*Other gates on fairgrounds are available for sponsorship as well\*

- There are 20 gate links available.**

- Gate 9 – \$1,500**
- Gate 15 – \$1,500**



# Available Sponsorships

## VIB West Foyer – Roll up Door Signage

A prime location for everyone to see your signage! This is the west foyer door that faces the Big Grill and Jacobson bldg. You'd be able to see it from both sides!

The west foyer is heavily trafficked area as there are main bathrooms, water bottle stations and the entrance into the business seminar and producer events.

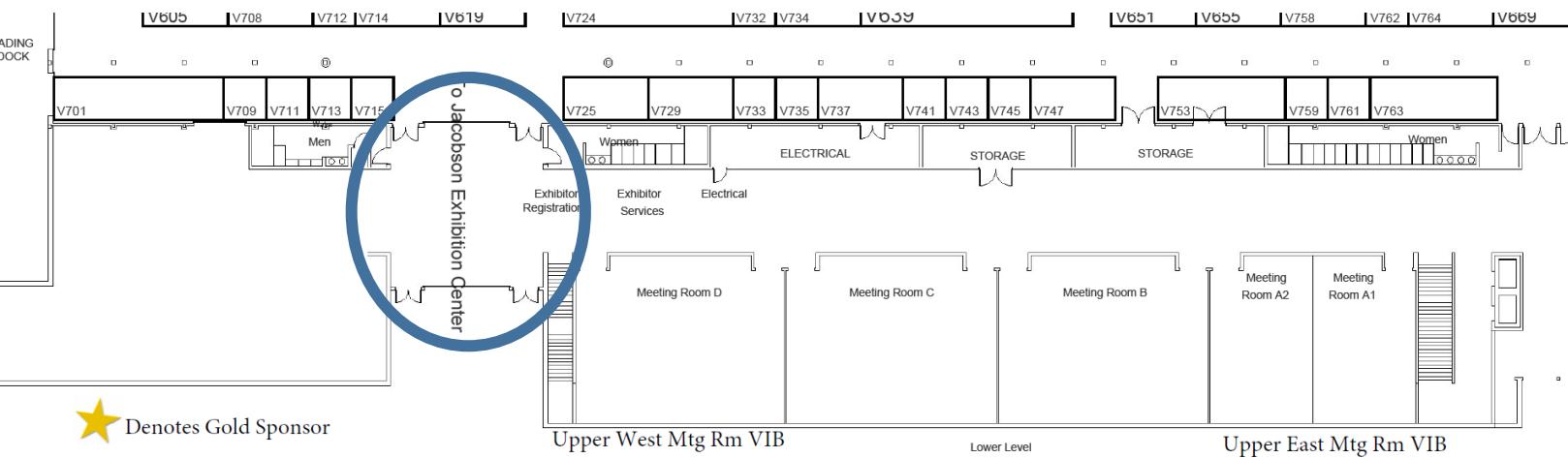
**VIB West Foyer Window Cling = \$6,000**



## VIB West Foyer

The VIB west foyer is where the main door is to the business seminars, our producers' luncheon that takes place everyday of the show. This will be highly trafficking because it's also the location to one of the main bathrooms in the VIB. This is also an exit area to walk through to other parts of the show – Jacobson Center and the new renovated 4-H bldg.

**VIB West Foyer Package = \$10,000**



Denotes Gold Sponsor

Source: WPX

# 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) = \$4,000**



# 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**

- Business Seminar = \$5,200**



## Press Conference

Numerous press conferences take place at the WPX and are a great way to publicize your company or products. Sponsored press conferences are coordinated by NPPC and take place in the WPX official press center.



Some of the benefits include:

- Ability to hold event in front of official WPX backdrop.
- Use of elite sound equipment for optimal quality reporting of press conference content.
- Maximal attendance of media and reporters at event.
- The East Theater is just down the hall from the Media Center, where the reporters are located for the duration of WPX, so the location is ideal for maximal reporter and media attendance.
- A schedule of all sponsored press conferences is sent to all registered media prior to WPX, so they can pre-plan to attend your event.

- Press Conferences = \$1,500**

# 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 - \$4,000

### 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)



# Additional Items

- Attendee Registration Bags
- Tumbler Distribution at Registration
- WPX Staff Shirts
- Big Grill
- Bike Rail Signs
- VIB Aisle Marker Banners
- Young Pork Advocates Issues Meet Student Competition
- Collegiate Networking Breakfast
- Parking Tram Signage
- Mother's Room