

# 80th North Iowa Band Festival

## “TOTALLY 80s”

May 24th-28th, 2018 | Mason City, IA



The mission of the North Iowa Band Festival is to provide a weekend of wholesome family entertainment at little or no cost to the family; to promote and celebrate the rich musical heritage of North Iowa; and to provide an atmosphere which showcases young musicians who are becoming a part of that heritage.



Mason City Area Chamber of Commerce  
North Iowa Band Festival Foundation  
[501(c)3]

9 North Federal Avenue  
Mason City, IA 50401  
(641) 423-5724  
[www.nibandfest.com](http://www.nibandfest.com)

# Meredith Willson

## The “Music Man” of Mason City



A hometown boy who made it big, Meredith Willson was born in Mason City, Iowa on May 18, 1902. The performance bug bit him early on, but his first love was music. At the young age of 17, he left Mason City to study music at The Juilliard School in New York City. He soon earned a place with the legendary John Phillip Sousa band and then with the New York Philharmonic Orchestra. At age 27, Meredith launched an extremely successful career as a composer and lyricist.

Meredith Willson is best remembered for his Broadway musical *The Music Man*, for which he wrote the script, music, and lyrics. He wrote this famous musical as a valentine to his hometown, which is depicted in the story as “River City”. *The Music Man* became one of the five longest running musical plays in Broadway history and won several prestigious awards. The musical has been revived on Broadway and in the movies - a recent Walt Disney remake of the movie stars Matthew Broderick and Kristin Chenoweth. Even the Beatles capitalized on its success with their cover hit “Till There Was You.”

Every time a marching band plays “76 Trombones”, every time a high school theatre department produces *The Music Man*, and every time a barbershop quartet sings the Willson standard, “Lida Rose”, it is a tribute to the talent of Meredith Willson.

Willson also wrote symphonies and many familiar songs including “It’s Beginning to Look a Lot Like Christmas” and “May the Good Lord Bless and Keep You.” Other famous works by Willson include the Broadway musicals *The Unsinkable Molly Brown* and *Here’s Love*.

Meredith Willson is honored annually at the North Iowa Band Festival, which is celebrated as a tribute to his life and his love of music. He will be remembered throughout the world for his famous melodies, but in Mason City we remember our “Music Man” for instilling a rich musical tradition in our community.



Meredith Willson leading the “big parade” in 1962.

# Sponsorship Opportunities

## Drum Major (\$5,000+)

### Sponsor Benefits:

- Representative introduced at the Chamber Annual Meeting, the first week in October, that is typically attended by 300+ individuals from the North Iowa Community
- Rights to use the North Iowa Band Festival name, logo, and theme throughout 2018
- Commemorative buttons depicting the annual theme
- Parade entry and choice of position in the parade (if requested)
- Four (4) VIP tickets for the bleachers at the parade
- Special award for recognition of the generous contribution
- Representative invited to Band Masters meal to meet with area conductors



### Sponsor Logo Promotion:

- Monthly Chamber newsletter for three months (1,950 contacts)
- Local newspaper supplement (circulation of 39,600)
- Print advertising and brochures (2500)
- North Iowa Band Festival website ([www.nibandfest.com](http://www.nibandfest.com)) for the year (minimum 75,000 hits)
- Main stage (5000-7000 daily attendance)
- Banner at the parade within an area captured by TV cameras.
- Email signature



### Sponsor Name Mentions:

- All radio interviews before the event (three stations with over 25,000 listeners per day)
- Weekly Chamber email blast for six weeks before event (6600+ contacts)
- Sponsor name mentioned during local news broadcasting (Rochester, Mason City and Austin Channel reach)
- Local newspaper articles (total circulation of 240,000 before, during, and after event)

# Sponsorship Opportunities

## Band Master (\$ 2,500-\$ 4,999)

### Sponsor Logo Promotion

- Main stage in the Park (5000-7000 daily attendance)
- Print advertising and brochures (2500)
- North Iowa Band Festival website ([www.nibandfest.com](http://www.nibandfest.com)) for the year (minimum 75,000 hits)
- Local newspaper supplement (circulation of 39,600)
- Monthly Chamber newsletter for three months (1,950 contacts)



### Other Sponsor Benefits

- Weekly Chamber email blast for six weeks before event (6600+ contacts)
- Rights to use the North Iowa Band Festival name, logo, and theme throughout 2018
- Commemorative buttons depicting the annual theme
- Parade entry (subject to parade rules and regulations)
- Local newspaper articles (total circulation of 240,000 before, during, and after event)

## Flag Corps (\$ 1,000-\$ 2,499)



### Sponsor Name Mentions

- Print advertising and brochures.
- North Iowa Band Festival website ([www.nibandfest.com](http://www.nibandfest.com)) for the year (minimum 75,000 hits)
- Weekly Chamber email blast for six weeks before event (4,620 contacts)
- Monthly Chamber newsletter for three months (1,950 contacts)
- Local newspaper articles (total circulation of 240,000 before, during, and after event)



## Mr. Toot's Volunteer Corps

- Donate FIVE (5) or more employees to volunteer at the event, and receive the benefits of Flag Corps sponsorship
- YES! You can be a monetary sponsor as well as donate volunteers!