



Dear Community Partner,

On behalf of Visit Mason City and our event partners, I'm excited to invite you to be part of something new, energizing, and impactful for our community — the **first annual Prairie Rock Trails Bike Fest**, taking place May 29–31, 2026.

This three-day event will showcase Mason City's growing outdoor recreation scene while attracting riders, families, and visitors from across Iowa and the surrounding region. With a full lineup of open riding, group rides, skills clinics, competitions, live music, food trucks, and vendor experiences, Prairie Rock Trails Bike Fest is designed to create a high-energy festival atmosphere while driving overnight visitation and economic impact for our local businesses.

As we continue to position Mason City as a destination for outdoor adventure, this event plays an important role in building awareness of the Prairie Rock Trails system and strengthening our community's reputation as a place to ride, explore, and stay.

We invite you to partner with us as a sponsor of the Prairie Rock Trails Bike Fest. Sponsorship opportunities range from \$500 to \$5,000 and offer a variety of benefits, including:



- Logo placement on event marketing materials
- Recognition on the event website and social media channels
- On-site branding and announcements during the event
- Exhibitor/vendor space to connect directly with attendees
- Inclusion in media outreach and regional promotion

In-kind sponsorships are also welcomed and appreciated, helping enhance the overall experience for riders and attendees.

Your support not only elevates this event, but also contributes to the continued growth of outdoor recreation, tourism, and economic vitality in Mason City.

I would welcome the opportunity to visit with you about how your organization can be part of this exciting new event. Please find additional details in the enclosed sponsorship information, or feel free to reach out directly with any questions.

Thank you for your continued investment in our community. We hope you'll join us in bringing Prairie Rock Trails Bike Fest to life.

Sincerely,

Lindsey James, *Visit Mason City*  
[ljames@visitmasoncityiowa.com](mailto:ljames@visitmasoncityiowa.com)  
641.422.1663

Matt Curtis, *Wayne's Ski & Cycle*  
[matt@waynesbike.com](mailto:matt@waynesbike.com)  
641.423.2851

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[www.visitmasoncityiowa.com/prt-bike-fest](http://www.visitmasoncityiowa.com/prt-bike-fest)

# PRAIRIE ROCK TRAILS BIKE FEST

May 29-31, 2026 | Mason City, Iowa

## Sponsorship Opportunities

**Title Sponsor: \$5,000 *\*\*One Remaining\*\****

*Premier Logo/Name Placement on all promo materials. Recognition on Event Signage, Digital Ads, Social Media, Website, E-Newsletters, Posters, Media Releases, Event Announcements, and more! 10x30 exhibit space at the event.*

**Gold Sponsor: \$2,500**

*Logo Placement on Event Signage, Website, and Posters. Name mention on select Digital Ads, Social Media, E-Newsletters, Media Releases, Event Announcements, and more! 10x30 exhibit space at the event. Opportunity to sponsor a featured event element such as a group ride, skills, clinic, demo area, etc. Opportunity to provide branded giveaways or swag.*

**Silver Sponsor: \$1,000**

*Logo Placement on Event Signage, Website, and Posters. Name mention on select Digital Ads, Social Media, E-Newsletters, Media Releases, Event Announcements, and more! 10x20 exhibit space at the event. Opportunity to provide branded giveaways or swag.*

**Bronze Sponsor: \$500**

*Logo Placement on Event Website. Name mention on select Event Signage, Posters, Digital Ads, Social Media, E-Newsletters, Media Releases, Event Announcements, and more!*



**CHOOSE YOUR PAYMENT PREFERENCE:**     CHECK ENCLOSED     INVOICE, PLEASE

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_      EMAIL: \_\_\_\_\_

*I am interested in an in-kind sponsorship. Please contact me to discuss in-kind opportunities.*

*Please contact me about volunteer opportunities at the PRT Bike Fest.*



**Please return your completed sponsorship form to:**

*Please email a high-resolution logo in PDF, JPG, or PNG format to [Ljames@VisitMasonCityIowa.com](mailto:Ljames@VisitMasonCityIowa.com)*

**Visit Mason City  
13 N. Federal Avenue  
Mason City, IA 50401**

**Questions?** Contact Lindsey James ([Ljames@VisitMasonCityIowa.com](mailto:Ljames@VisitMasonCityIowa.com)) or Matt Curtis ([matt@waynesbike.com](mailto:matt@waynesbike.com))

## PRAIRIE ROCK TRAILS BIKE FEST

# Sponsorship Opportunities

The Prairie Rock Trails Bike Fest offers businesses and organizations a unique opportunity to align with outdoor recreation, destination development, and a growing regional audience of riders, families, and adventure-seekers. Sponsorship support helps offset event costs while enhancing the overall festival experience and ensuring long-term sustainability.

## Title Sponsor

## \$5,000

**Top-tier presenting partner of the Prairie Rock Trails Bike Fest**

- Exclusive Title Sponsor recognition in the official event name (e.g., *Prairie Rock Trails Bike Fest presented by [Sponsor]*)
- Premier logo placement
- Event signage
- Digital ads and social media
- Website and e-newsletter
- Posters and print materials
- Exhibit space at the event
- Recognition in all media outreach and press releases
- On-site verbal recognition during announcements and live music sets
- Category exclusivity (when applicable)

### LET'S CONNECT!

Lindsey James, Visit Mason City  
ljames@visitmasoncityiowa.com  
641.422.1663

Matt Curtis, Wayne's Ski & Cycle  
matt@waynesbike.com  
641.423.2851



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**Bike Fest**  
May 29-31, 2026  
Mason City IOWA

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## Gold Sponsor

## \$2,500

- High-visibility logo placement on event marketing materials
- Prominent placement on event signage and website
- Recognition in select media outreach and social media promotions
- 10×30 Exhibitor/vendor booth space
- On-site recognition during scheduled announcements
- Opportunity to sponsor a featured event element (*group ride, skills clinic, demo areas, etc.*)

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## Silver Sponsor

## \$1,000

- Logo placement on event website and promotional materials
- On-site signage recognition
- Recognition in social media posts and post-event recap
- 10×20 Exhibitor/vendor booth space
- Opportunity to provide branded giveaways or swag

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## In-Kind Sponsorship Opportunities

In-kind sponsorships are welcome and play a critical role in enhancing the Bike Fest experience. Contributions may include, but are not limited to:

- Food or beverage for volunteers, riders, or performers
- Promotional items or participant giveaways
- Event equipment (*tents, staging, fencing, sound, power, etc.*)
- Services such as printing, marketing, photography, logistics support

In-kind sponsors will receive recognition commensurate with the estimated value of the contribution and may be included in on-site signage, digital promotions, and event acknowledgements.

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