

# Cedar Valley Sports Commission

Local Partner Program



Prepared for our Local Partners



CEDAR VALLEY  
SPORTS COMMISSION



# ABOUT US

## OUR ORGANIZATION

The Cedar Valley Sports Commission was created in 2004 to actively promote Waterloo, Cedar Falls, and the greater Cedar Valley, as a premier Midwest sports tourism destination.

The mission of the Cedar Valley Sports Commission is to create, attract, and grow sporting events that have a positive impact on the community and quality of life in the greater Cedar Valley.



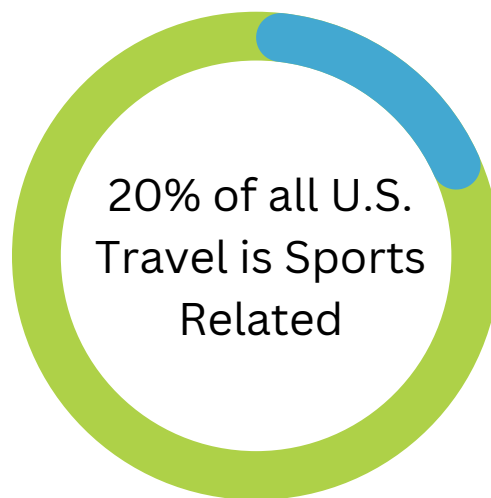
# LOCAL ECONOMIC IMPACT AND REVENUE OPPORTUNITIES

## LET'S DO THIS

In 2024, the Cedar Valley Sports Commission supported 47 youth and amateur sporting events that brought 75,000 visitors to the Cedar Valley.

The events supported by the Cedar Valley Sports Commission generated more than \$16 million in economic impact, [more than a 10% increase since 2022](#).

Beginning in 2023, the Cedar Valley Sports Commission partnered with the National Wrestling Coaches Association to host the NWCA National Duals the second weekend of January. The event features more than 100 men's & women's college teams from NAIA, NCAA DI, NCAA DII, and NCAA DIII. The event will bring more than 5,000 visitors over the course of the 3-day event.





# SPONSORSHIP

## PARTNERSHIP OPPORTUNITIES

### EXPOSURE AND RECOGNITION

Logo placement on CVSC website with click-through link.

Recognition as a CVSC local partner in CVSC publications, programs, and signage.

Opportunity to market your organization and be highlighted in the annual CVSC newsletter.

### ANNUAL PARTNER



### BUSINESS OPPORTUNITES

First right to be CVSC event title sponsor  
\*When available\*



Opportunity to host CVSC events, coaches socials, and hospitality events



### INVESTMENT

Annual Partner - \$2,000 Annually



# CONTACT INFO

## QUESTIONS?

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