

# Cedar Valley Sports Commission

Local Partner Program



Prepared for our Hotel 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.



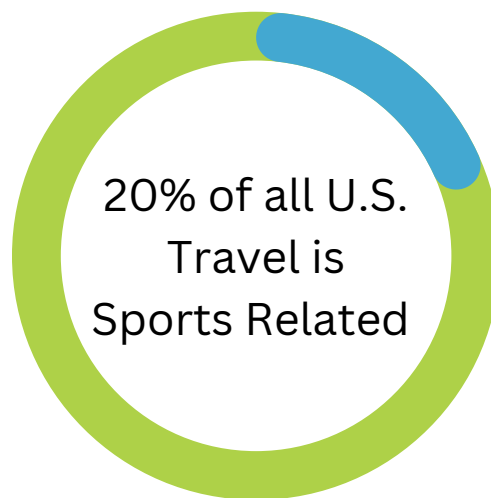
# LOCAL ECONOMIC IMPACT AND REVENUE OPPORTUNITIES

## LET'S DO THIS

In 2024, the Cedar Valley Sports Commission supported 47 youth and amateur sporting events that brought 74,000 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 from 2022.**

In 2023, the Cedar Valley Sports Commission partnered with the National Wrestling Coaches Association to host the NWCA National Duals in the UNI-Dome the 2nd weekend of January. The event features more than 100 men's & women's college wrestling teams from NAIA, NCAA DIII, NCAA DII, and NCAA DI. More than 5,000 visitors will come to the Cedar Valley for the 3-day event.





# SPONSORSHIP

## PARTNERSHIP OPPORTUNITIES

### EXPOSURE AND RECOGNITION

#### PREMIER PARTNER

#### ANNUAL PARTNER

Hotel listing on the CVSC website “hotels” page with exclusive clickthrough booking access directly to your website



Logo placement on CVSC website homepage 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 CVSC newsletter that is sent to partners



2nd Priority

### BUSINESS OPPORTUNITES

Exclusive access on the CVSC hotel booking system used for large events. \*(Premier hotel partners receive host hotel credit)\*



Right to be host hotel for events on the CVSC hotel booking system. (Only available to 2 hotel properties).



### INVESTMENT

Annual Hotel Partner - \$2,500 Annually

Premier Partner - \$4,000+ Annually\*

**\*All partnerships are a 2 year commitment\***



# CONTACT INFO

## QUESTIONS?

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