

HARLAN RAGBRAI

Sponsorship

2026



2026
Harlan
"NISH" JUST GOT REAL

SUNDAY, JULY 19, 2026

About us

The Harlan RAGBRAI Advisory Board is comprised entirely of volunteers committed to service and community. Our team is focused on planning and delivering an exceptional, memorable experience for RAGBRAI participants from across the country and around the world as they visit our community.

ADVISORY BOARD

Jay Christensen

Joe Rueschenberg

Gervas Mgonja

Ashley Schleis

Jenny Barnett

Mike Kolbe

Roger Kenkel

Jenney Kelly

Darin Turner

Our Mission

Harlan welcomes cyclists of all backgrounds through hospitality and a spirit of champion character. Join us in the heart of Shelby County to experience our rolling hills, historic square, and deep-rooted community pride.



Host Sponsorship



\$500

- Logo/link on CityofHarlan.com RAGBRAI website
- 2 featured posts on Harlan RAGBRAI 2026 Facebook page
- Name and/or logo on all 'RAGBRAI Host' yard signs

DESIGN LOADING...



2 HOST SIGNAGE SPONSORSHIP SLOTS AVAILABLE

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Campgrounds Sponsorship



OVER 16,000 RIDERS AND 3,500 SUPPORT PERSONNEL SET UP CAMP ACROSS HARLAN.

HARLAN RAGBRAI TO PROVIDE:

- SPONSOR recognition, as appropriate, in reference to the Campgrounds
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- SPONSOR banner(s)/signage to hang throughout the day at various campground locations
- Logo recognition on main stage videoboard during the headline concert
- Twenty (20) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$2,000 sponsorship
- All necessary sponsor links/logo

2 CAMPGROUND SPONSORSHIP SLOTS AVAILABLE

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Concert Sponsorship



SPONSOR THE HARLAN RAGBRAI 2026 CONCERT ON SUNDAY, JULY 19, 2026. THIS CONCERT IS FREE FOR THE COMMUNITY AND ALL RAGBRAI RIDERS.

HARLAN RAGBRAI TO PROVIDE:

- SPONSOR name/logo incorporated into concert title — *[Band Name]* on the SPONSOR Stage — An Exclusive Concert Experience (or variation)
- SPONSOR recognition, as appropriate, in concert references, including schedules of events, media mentions, interviews, and promotional materials
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- SPONSOR banner displayed on the main concert stage
- Invitation to speak on the concert stage, subject to artist approval
- Recognition from the stage during the event
- SPONSOR logo displayed on the main stage videoboard at headline concert
- Twenty-six (26) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$7,000 Sponsorship
- All necessary sponsor links/logo

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Vendor Row Sponsorship



POSITION YOUR COMPANY ALONGSIDE THE VARIETY OF FOOD VENDORS POWERING THE HUNGRY FLOW OF RIDERS THROUGH HARLAN.

HARLAN RAGBRAI TO PROVIDE:

- SPONSOR name/logo incorporated into the area title — e.g., “Harlan RAGBRAI Food Row presented by SPONSOR” (or variation)
- SPONSOR recognition, as appropriate, in reference to the Food Vendor Row, including schedules of events, interviews, and related event communications
- 10’ x 20’ vending space in the Food Vendor Row, if desired
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- SPONSOR banner displayed throughout day at the entrance of the Food Vendor Row (12pm-11pm), if space permits
- Logo recognition on the main stage videoboard at headline concert
- Twenty-two (22) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$3,000 Sponsorship
- All necessary sponsor links/logo

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

First Aid/Medical Sponsorship



HARLAN RAGBRAI TO PROVIDE:

- SPONSOR recognition, as appropriate, when referencing First Aid/Medical Station
- SPONSOR logo/link on CityofHarlan.com RAGBRAI
- Featured post on Harlan RAGBRAI 2026 Facebook page
- Logo recognition on main stage videoboard at headline concert
- SPONSOR banner to hang throughout the day in First Aid/Medical Tents
- 10 x 10 booth (provided by SPONSOR) in Non-Food Vendor Row
- Twenty-two (22) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$3,000 sponsorship
- All necessary sponsor links/logo

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Stage Sponsorship



THE EVENING CONCERT IS PART OF A BROADER LINEUP OF ENTERTAINMENT DURING THE HARLAN OVERNIGHT. ENTERTAINMENT IS FREE TO THE PUBLIC.

HARLAN RAGBRAI TO PROVIDE:

- SPONSOR name/logo incorporated into the stage title — e.g., “Harlan RAGBRAI Stage, proudly supported by SPONSOR” (or variation)
- SPONSOR recognition, as appropriate, in event references, including but not limited to schedules, interviews, and event communications
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- SPONSOR banners to hang from stage
- Logo recognition on the main stage videoboard at headline concert
- Option for a 10’ x 10’ tent setup, provided by the sponsor and subject to space availability
- Twenty-eight (28) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$8,000.00 Sponsorship
- All necessary sponsor links/logo
- 10’x10’ tent

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Grand Entrance Sponsorship



HARLAN RAGBRAI TO PROVIDE:

- SPONSOR recognition, as appropriate, when referencing the grand entrance to Harlan
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- Logo recognition on main stage videoboard at headline concert
- SPONSOR banner to hang throughout day on back of scaffolding, if space allows
- Twenty-four (24) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$5,000 sponsorship
- All necessary sponsor links/logo

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Map Sponsorship



WITH OVER 30,000 RIDERS AND 4,200 SUPPORT PERSONNEL EXPECTED IN HARLAN, ACCESSIBLE WAYFINDING IS ESSENTIAL. TO ENSURE RELIABLE NAVIGATION INDEPENDENT OF CELLULAR SERVICE, MAPS WILL BE PROVIDED AND MADE AVAILABLE AT INFORMATION CENTERS IN ONAWA AND HARLAN.

HARLAN RAGBRAI TO PROVIDE:

- SPONSOR recognition and logo prominently displayed on all maps (both sides of the double-sided printed map)
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- SPONSOR logo on the digital maps displayed on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- SPONSOR logo displayed on the main stage video board at headline concert
- Eighteen (18) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$1,000 Sponsorship
- All necessary sponsor links/logo

10 MAP SPONSORSHIP SLOTS AVAILABLE

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Movie Sponsorship



HARLAN RAGBRAI TO PROVIDE:

- SPONSOR recognition, as appropriate, in reference to the indoor movie at Harlan Theatre
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- SPONSOR logo on the digital maps displayed on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- SPONSOR banner on or adjacent to the movie screen(s), if space available
- SPONSOR-branded giveaway distribution opportunities to attendees
- Eighteen (18) beverage tokens for the Harlan RAGBRAI Beverage Garden

SPONSOR TO PROVIDE:

- \$1,000 Sponsorship
- All necessary sponsor links/logo

*** 4 MOVIE SPONSORSHIP SLOTS AVAILABLE ***

WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!

Info/Welcome Tent Sponsorship



ALIGN YOUR COMPANY'S BRAND WITH THE LOCATION ALL OF THE INFORMATION THE RIDERS ARE LOOKING FOR WHEN THEY ARRIVE IN TOWN.

HARLAN RAGBRAI TO PROVIDE:


- SPONSOR name/logo incorporated into tent title — e.g., “Harlan RAGBRAI Information/Welcome Tent presented by SPONSOR” (or variation)
- SPONSOR recognition, as appropriate, when referencing the Information (2) & Welcome (1) Tents
- SPONSOR logo/link on CityofHarlan.com RAGBRAI website
- Featured post on Harlan RAGBRAI 2026 Facebook page
- Logo recognition on main stage videoboard at headline concert
- SPONSOR banner to hang throughout day in the Welcome Tent on inbound route to Harlan
- SPONSOR representative invited to emcee the Welcome Booth (inbound route) and employees can serve as the welcome group – SPONSOR can have all of their staff in their SPONSOR t-shirts
- Twenty-four (24) beverage tokens for the Harlan RAGBRAI Beverage Garden


SPONSOR TO PROVIDE:

- \$5,000 Sponsorship
- All necessary sponsor links/logo


WE APPRECIATE YOUR SUPPORT OF HARLAN RAGBRAI!


CONNECT WITH US

 **PHONE**
712-755-5137

 **EMAIL**
info@cityofharlan.com



 **WEBSITE**
<https://www.cityofharlan.com>
<https://linktr.ee/HarlanRAGBRAI>

 **ADDRESS**
711 Durant Street, P.O. Box 650
Harlan, Iowa 51537



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