



January 2, 2026

RE: North Dakota Winter Show
Highlights and Sponsorship Opportunities

Dear Sponsor:

Happy Winter Show Season! March 4th – 7th will mark the 89th consecutive North Dakota Winter Show. This year will be a bit different than past years. We are going to have our normal historical Winter Show, however we will close the doors on Saturday night, the 7th. In the past years, our Sunday has been very slow. We don't feel our cattle show nor auctioneer contest was getting the attention and crowd it deserves, as well vendors had very light attendance and visits on Sunday. In return for a Saturday night closure, you can expect the Winter Show on Wednesday through Saturday night to be jam packed with someone for everyone. We are going to allow the vendors that choose to participate to have a soft opening on Tuesday evening during the chili cook off. Our Tuesday chili cook off has grown exponentially during the past couple years, so having some vendors open will give that crowd some space to wander around while they socialize and ponder their favorite chili teams!!

There will be over 300 commercial exhibits, fair food vendors, livestock shows, Chili Cook Off, the ND State Crop Show, 3 PRCA Rodeos, tool demos, tractor pull, horse & pony pulls, Ranch Rodeo & Calcutta and an Auctioneer's Bid Call Contest. This year's Kick Off Concert with I3G Media will be held in the South Exhibit Building and will feature the newest in upcoming musical talent. We hope you will find time to come out and visit us!

As always, there is FREE admission and FREE parking for all who attend, with ticketed events in the main arena. Last year was a great year for good weather, and we had great attendance. We can only hope that will be the case this year, but as always, we appreciate your support in the good years and bad!

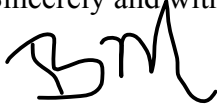
As a sponsor at the North Dakota Winter Show, your business or entity is recognized by the tens of thousands of people that attend our show. Sponsors are promoted by the Winter show in our advertising and social media. We appreciate your sponsorship and your commitment to the ND Winter Show, and please know that we could not do it without great sponsors like yourself.

As we prepare for the March show, I am asking for your partnership again in 2026. I am including a sponsorship packet that has detailed levels and event sponsor information.

This is my 5th year as the General Manager of the Winter Show facility. Time has flown by over the years that I've held the reins. Each year when January rolls around, I find that I am so energized and ready to commit to the pending Winter Show to be the best yet. I continue to strive to make each show bigger and better! Thank you, again, for your sponsorship and commitment to the Winter Show.

Also please note, should you prefer to visit about sponsorship or prefer to create a more personalized package for your needs with the Winter Show, feel free to give me a call. I'd love to visit with you. Please make sure you send me any updated graphics or advertising information, so that I have the most recent graphics for your business.
brandee@northdakotawintershow.com

Sincerely and with Gratitude,

A handwritten signature in black ink, appearing to be 'BM' with a stylized flourish.

Brandee D. Moore
General Manager

