



"We've taken our Boy Scout Troop every year since the first one! It's the first thing we put on our calendar when we plan the next year's activities. It's been great to watch it grow...There's something for everyone!"  
-Jayne Nelsen Mahoney

"When my niece told me I HAD to come and to bring the kids; I thought yah, yah. I live in Bloomington, MN what can Ponca, NE provide that I can't find here? Oh my gosh!! I am ashamed of those thoughts. The Missouri River Outdoor Expo was so much more than I would have ever expected! We WILL be back!" -Janet Wachtel

Greetings,

We are excited to announce the 20th Annual Missouri River Outdoor Expo happening September 20th and 21st this year! The Missouri River Outdoor Expo is the largest outdoor expo in the Midwest and is hosted at beautiful Ponca State Park in Ponca, Nebraska. We extend an invitation to you to join us as we celebrate the great outdoors.

The goal of the Missouri River Outdoor Expo is to introduce and rekindle families and individuals to the wide variety of opportunities the outdoors has to offer. This event offers over 100 hands-on activities, educational exhibits, vendor displays, and featured entertainment. In addition to the main event, an invitational "School Day" is hosted on Friday September 19 during which over 900 5th grade students from Nebraska, Iowa, and South Dakota experience STEM-based outdoor education opportunities that meet state standards in education. Sixty-percent of these students are trying an outdoor activity for the first time.

The Missouri River Outdoor Expo is governed by an Advisory Board composed of men and women from both the public and private sectors of Nebraska, Iowa, and South Dakota. This event is free to the public with attendance reaching well into the tens-of-thousands.

As a sponsor, exhibitor, volunteer, or participant, there are many ways to be involved with this outdoor family tradition and ensure a legacy of the outdoors for generations to come. If you are interested in becoming a part of the Missouri River Outdoor Expo, please reach out! We look forward to answering any questions you may have and providing you with more information! On behalf of the Missouri River Outdoor Expo Advisory Board, we thank you for your consideration and commitment in providing opportunities that perpetuate the conservation and traditions of the outdoor heritage. We hope to see you in September!

Sincerely,

The Missouri River Outdoor Expo & Ponca State Park

Missouri River Outdoor Expo  
Ponca State Park  
88090 Spur 26E  
Ponca, NE 68770  
402-755-2284  
[ngpc.moriverexpo@nebraska.gov](mailto:ngpc.moriverexpo@nebraska.gov)





## SPONSORSHIP PLEDGE FORM

Pleasemakechecks payableto:  
The Better Ponca Foundation, Inc.  
---501(c)3 Charitable Organization---

### GENERAL INFORMATION

Name/Company:\_\_\_\_\_

(as will appear on program)

Contact Person:\_\_\_\_\_

Street Address:\_\_\_\_\_

City:\_\_\_\_\_ State:\_\_\_\_\_ Zip:\_\_\_\_\_

### SPONSORSHIP LEVEL

Please identify your selection by marking the corresponding space.

\_\_\_ Heritage Sponsor 2-Year (\$5,000+)

\_\_\_ Heritage Sponsor 1-Year (\$5,000+)

\_\_\_ Corps of Discovery (\$2,500)

\_\_\_ Pathfinder (\$1,000)

\_\_\_ Explorer (\$500)

\_\_\_ Pioneer (\$250)

\_\_\_ Friends of Expo (\$100)

#### Mail Donation & Form to:

Missouri River Outdoor Expo  
Ponca State Park  
88090 Spur 26 E  
Ponca, NE 68770

### CONTRIBUTION OPTIONS

\_\_\_ Monetary Donation: \$\_\_\_\_\_ (enclosed)

\_\_\_ Silent Auction item(s)

Brief description & Value:\_\_\_\_\_

\_\_\_ In-Kind Value (advertising, supplies, food, etc.)

Brief description & Value:\_\_\_\_\_



**PONCA STATE PARK 402-755-2284**  
**NGPC.MORIVEREXPO@NEBRASKA.GOV**

## **MISSOURI RIVER OUTDOOR EXPO POLICY**

### **BY PARTICIPATING YOU AGREE TO CONFORM TO THE FOLLOWING:**

- The Missouri River Outdoor Expo (MROE) is an annual event in which the outdoor recreation community focuses on a common goal: preserving the future and heritage of natural resources and outdoor recreation by providing opportunities for everyone to learn skills, safety, ethics, respect, and stewardship important in the conduct of our outdoor pursuits.
- The MROE provides an opportunity for the public to learn about natural resources, wildlife, outdoor recreation, skills, and ethics. Organizations, agencies, and businesses that are stakeholders in conserving, promoting, and enhancing our rich outdoor heritage are encouraged to participate in this event. The MROE puts emphasis on learning the skills and stewardship necessary to ensure sustained resource conservation and management through responsible outdoor recreation.
- All exhibitors and presenters are required to keep education on hunting, fishing, wildlife watching, shooting sports, outdoor related skills, concepts of “fair chase,” ethical conduct in the outdoors, wildlife/fish and habitat management and stewardship, landowner respect, and/or respect of public property as the thrust of their involvement. Interactive and “hands-on” exhibits, seminars, and activities are most preferred by participants. All vendors and exhibitors will be subject to the approval of the MROE Advisory Board.
- Exhibitors and vendors are allowed to advertise, distribute literature, take orders and conduct over-the-counter sales at the MROE.
- Under federal and state law, discrimination is prohibited on the basis of race, color, religion, age, gender, marital status, national origin, disability or political affiliation.
- Exhibitors and vendors can hold on-site drawings and membership solicitations provided that any monetary proceeds go back into a recognized 501(c) organization, preferable fish or wildlife-related or to defray MROE costs.
- Evidence of one-million dollar liability insurance may be requested from some demonstrators and vendors based on the nature of the demonstration/product/display.
- Incorporation of the Nebraska Game and Parks logo or namesake within any advertisement purchased separately by vendors must be pre-approved.
- Vendors displaying souvenirs, trinkets, or other items must guarantee that all items comply with Native American Antiquities Act and will be tastefully displayed for presentation to a family environment.
- Activities of a political nature or that do NOT comport with the purpose of the MROE are strictly forbidden during the course of the event.
- The MROE Advisory Board retains the right to deny any exhibitor or vendor. Notice of denial will be sent via mail.
- All proceeds go to the Better Ponca Foundation, a 501(c)3 Charitable Community Organization.







# SPONSORSHIP LEVELS

SEPTEMBER 20 & 21, 2025

The Missouri River Outdoor Expo creates hands-on opportunities to introduce and rekindle families to the outdoors. Your sponsorship provides the equipment, supplies, and promotion necessary to make this event successful.

**It is because of our generous sponsors, the Missouri River Outdoor Expo is a FREE event!**

## Sponsors may contribute via:

Monetary donations | Donation of a product, equipment, and/or services |  
Silent auction items | Advertising/promotion | Bequeath funds or a living trust

## HERITAGE SPONSOR: \$5,000 +

- Name and logo on Expo hat (first 12 sponsors only), Expo Tshirt, flyer, website, social media, poster, event program, electronic billboard at event, and on TV advertisements
- Company logo on banner leading to Expo parking area
- Free vendor space at the event
- 3 Nebraska State Park vehicle entry day-pass permits for 3 of your vehicles
- Receive 6 official Expo hats and Tshirts
- Invitation for up to 4 guests to Saturday evening VIP Social
- Link on Expo event website via your company logo on our sponsor page

**Make a TWO YEAR commitment and receive a free 3-day corporate cabin retreat that includes three 4-bedroom mini lodges, two conference rooms and kitchen. Dates available for booking are between January and May.**

## CORPS OF DISCOVERY SPONSOR: \$2,500

- Name and logo on Expo Tshirt, website, social media, electronic billboard at event, and event program
- Sign privileges for a sign or banner at a sponsored activity area or booth (up to 4'x8')
- Free vendor space at the event
- 2 Nebraska State Park vehicle entry day-pass permits for 2 vehicles
- Receive 5 official Expo hats and Tshirts
- Invitation for up to 2 guests to Saturday evening VIP Social
- Link on Expo event website via your company logo on our sponsor page

## PATHFINDER SPONSOR: \$1,000

- Name and logo on Expo Tshirt, social media, electronic billboard at event, and event program
- Free vendor space at the event
- 2 Nebraska State Park vehicle entry day-pass permits for 2 vehicles
- Receive 4 official Expo caps and Tshirts

## EXPLORER SPONSOR: \$500

- Name on event program
- 1 Nebraska State Park vehicle 2-day pass
- Receive 3 official Expo hats and Tshirts
- Listed on electronic billboard at event

## PIONEER SPONSOR: \$250

- Name on event program
- Receive 2 official Expo hats and Tshirts
- Listed on electronic billboard at event

## FRIENDS OF EXPO SPONSOR: \$100

- Name on event program
- Receive 1 official Expo hat and Tshirt
- Listed on electronic billboard at event



For more information contact: 402-755-2284 [ngpc.moriverexpo@nebraska.gov](mailto:ngpc.moriverexpo@nebraska.gov)  
[www.OutdoorNebraska.gov/learn/outdoor-skills/expos/missouri-river-expo/](http://www.OutdoorNebraska.gov/learn/outdoor-skills/expos/missouri-river-expo/)

