

YOU asked..... WE answered!

“What does it cost to put on the Corn Carnival and the Grand Parade?”

We answered:

First off, let's start by again thanking and recognizing our event sponsors who help some of our events at least break even or make a little money each year. Without their financial contributions, we could not afford to support some of the activities that we do. Financial contributions come from Luethje Sales & Service for the Saturday night fireworks. This has come to be a real highlight of Corn Carnival to finish off most of our activities. Other sponsors for our Sweet Corn Stand, Kid's Day Activities, Quilt, Corn Cob Queen, Pancake Breakfast and Kiddies Parade are Pioneer, Crop Production Services, Heartland Coop, VanWall Implement, Farm Credit Services of America, Hometown Foods, LSB, Anderson Funeral Home, Mid-Iowa Coop, Hoff Mini Donuts, and Gladbrook Legion Auxiliary. Our free "Entertainment on Main" is sponsored by Alliant Energy, FSB-Beaman, Goos Implement, Great Western Bank, Covenant Medical, and FSB-Traer. We have many sponsors who also help us have a great Car Cruise each year. Please check our sponsor Thank You signs during Corn Carnival for updated lists of sponsors.

Now to the financial questions.... our two biggest expenses during Carnival are for advertising and the Grand Parade. Advertising expenses can range from \$3000 to \$4000 each year. We advertise in local area papers, on local radio stations, and in the area shoppers. We also print event flyers that are available in area businesses with schedules on them. Two years ago, we also began printing rack cards that go to the Iowa and area city Visitor's Centers. We also help pay for the live video streaming of the Grand Parade for people who are unable to be here in person. Advertising is also purchased for the on screen ads at the Gladbrook Theater. The Corn Carnival Corporation also maintains a website and Facebook page with updates about events and schedules. The advertising expenses are covered by the profits that we hope to make from other events.

The second biggest expense is generally the Grand Parade. Some years the costs are more than others depending on whether or not we can find a highlight entry to bring to the parade. Grand Parade expenses during the last four years have ranged from \$900 to \$2400. These expenses include the Shrine units that participate, our float and category monetary prize winners, and possibly the Grand Marshal entry in the parade.

Other expenses that are not visible to most people who attend are our electricity bill and our port-a-potties. We also have printing expenses, mailing expenses, and just general supplies that are needed to keep things going as well.

For these reasons, we need to have fundraisers, great financial supporters of events, good attendance, and good weather so that Corn Carnival can hopefully make some money for the community each year. Two years ago, the rainy weather kept us at just about the break even level. Thankfully, we try to maintain some carry over money to cover the less than stellar years.

What do we do with profits that we hope to make each year? Check out the next FAQ!