



**Date:** May 24, 2021

**To:** Bison World Interested Parties

**From:** Connie Ova, CEO

First, our “place holder” name of Buffalo City Park will officially become “Bison World” with the subtitle “A Legendary Experience.” A consensus for the official name recently emerged among a number of participants including JSDC, The National Buffalo Museum, Jamestown Tourism and the ND Division of Tourism.

Second, The Jamestown/Stutsman Development Corporation (JSDC), the Jamestown City Council and the Stutsman County Commission recently authorized up to \$600,000 of economic development funds to complete the remaining architectural, civil engineering and schematic design work needed for the Bison World project. We expect that effort will take up to five months to complete. Upon completion of this work, we will access the new in-state investment program established under HB 1425, recently signed into law. This new program commits up to \$800 million of North Dakota’s legacy fund for investments within the state for economic development and diversification. We expect to be the first investment opportunity to access this new program.

While we are finalizing our plans, we are also gauging interest and developing prospect lists of those individuals, corporations and organizations who may desire a formal relationship with the project. There will be many opportunities, at many different levels of support, to develop sponsorships of various facilities and features within the attraction. Today we are beginning the process of exploring interest in these opportunities within our community and beyond. If you join us in this effort, you will also be helping to demonstrate that a broad base of public support exists as we access the in-state investment program.

I have enclosed a letter of intent for your review. Also enclosed is a partial list of potential partnership or sponsorship opportunities in this non-profit tourist attraction. These range from pre-construction activities to the ongoing operations of the facility. For local affiliates/franchisees of state, regional or national entities, a letter of intent will be required from your local entity before discussions can commence with your parent organization.

You may be aware that some 8.8 million people will drive directly by the park on I-94 each year while paid attendance is expected to average some 250,000 upon opening and grow from there. This family-oriented theme park will offer significant benefits ranging from major advertising exposure to enhanced brand awareness and loyalty.

I hope you will consider joining us as we enter the final stretch of this project. I look forward to hearing from you soon.

Thank you.

address: 120 2nd St Southeast - po box 293 Jamestown, nd 58402 phone: 701.252.6861



**Letter of Intent  
To Participate as a Vendor, Partner, or Sponsor  
In the  
BISON WORLD**

Date:

Contact Name:

Company/Organization:

Street Address:

City, State, Zip Code:

Email Address:

Contact Phone (work): (cell):

Dear Ms. Ova:

It is my pleasure to submit this letter of intent to participate as a vendor, partner, or sponsor in the Bison World project currently being organized by the Jamestown Stutsman Development Corporation (JSDC).

We understand that this letter of intent is a formal expression of interest and **reserves our right to participate** in any offer, request for proposal or negotiated agreement process that may arise during the construction or operation of this non-profit themed and cultural attraction.

We acknowledge that this letter of intent does not guarantee an exclusive provider or sponsorship relationship for any facility, feature, event, or program. We also acknowledge our responsibility to inform you of our interest in specific categories or features listed in the partnership/sponsorship enclosure provided with this letter of intent.

Thank you for your interest in having us participate in this exciting project. We look forward to working with you and the JSDC in the days ahead.

Sincerely,

---

[Signature of Authorized Representative]

---

[Printed Name]

**Please return to [connie@growingjamestown.com](mailto:connie@growingjamestown.com)  
or mail to Connie Ova, PO Box 293, Jamestown, ND 58402**

## Potential Bison World Partnership/Sponsorship Opportunities

### Local Community Sponsorships/Benefit Packages

A variety of sponsorship opportunities and benefit packages will be available for individuals, corporations and organizations in our community. There will be **standard** one-year and multi-year options as well as **custom** sponsorships that can be tailored to your needs. By returning the enclosed letter of intent/deposit, you can be assured we will notify you when these opportunities become available.

### I. Official “Partnerships”

#### **A. Pre-Construction/Construction Phase Partners**

1. Major Contractors/Subcontractors
2. Exclusive Private Developments
  - a. Hotel
  - b. Restaurant or Operator

#### **B. Naming Rights Partners**

1. Entire Attraction
2. Facilities/Buildings
  - a. North American Bison Discovery Center (e.g. “presented by Turner Enterprises”)
  - b. Dakota Corral/Children’s Zone
  - c. Dakota Lands Pavilion
  - d. Bison World Amphitheater
3. Featured Attractions
  - a. Bison Safari (e.g. “presented by Jeep Wrangler”)
  - b. Educational Features (e.g. UND UAS program/Grand Farm Initiative)
  - c.. Enhanced Dakota Thunder Monument
  - d.. Gondola to Dakota Thunder
  - e.. Entrance Monument/Photo Op (e.g. “presented by Gateway Building Systems”)
  - f.. Charging Bison/Photo Op
  - g.. Tethered Balloon Attraction (3 opportunities) (e.g. “presented by RE/MAX”)

- h. Zip Line
- i. Bison/Western Carousel
- j. Buffalo Icon near Dakota Lands
- k. Dakota Tourism Gateway in Bison Mall (e.g. “presented by North Dakota Division of Tourism”)  
(plus numerous exhibits, collections, films, displays, events, Discovery Center theater, etc.)

## **II. Official “Sponsorships”**

### **A. Food and Beverage**

- 1. Food
  - a. French Fries (e.g. Cavendish Farms - the official French Fry of Bison World)
  - b. Hot Dog (e.g. Cloverdale – the official hot dog of Bison World)
  - c. Bison Supplier
  - d. Poultry Supplier (e.g. Tysons – the official poultry supplier of Bison World)
  - e. Beef Supplier
  - f. Snack Food
  - g. Candy Company
- 2. Beverage
  - a. Soft Drink (pouring rights)
  - b. Water
  - c. Beer (pouring rights)

### **B. Other Potential Categories**

- 1. Airline
- 2. Automotive
  - a. Car
  - b. Truck
  - c. Parts
- 3. Armed Services

4. Dakota Lands Featured Attractions

- a. Agriculture (e.g. “presented by National Farmers Union”)
- b. Energy
- c. Tribal
- d. Aerospace (e.g. “presented by Lockheed Martin”)

5. Financial Institutions

- a. Banks
- b. Credit Unions
- c. ATMs

6. Furniture

7. Health Care Provider

8. Home Improvement (“presented by Menards”)

9. Insurance

- a. Home
- b. Farm
- c. Auto/Motorcycle

10. Investment Firms

11. Multimedia

12. Technology (computers, software, cloud services)

13. Telecommunications

- a. Phones
- b. Cellular Service