



Tending To Nebraska Farmers & Ranchers Since 1890

Last year, Nebraska banks loaned nearly \$7.7 billion to finance ag production and farm real estate.

Participating in Husker Harvest Days is an excellent marketing opportunity. Here are ideas your bank may implement:

- Charter a bus and take your ag customers to the show.
- Offer customers luncheon tickets to go with the admission tickets.
- Provide a canvas bag with your bank name and logo for your customers to carry around the show. There are always a lot of “pickup items” at the booths.
- Provide caps or T-shirts with your bank name on them for your customers to wear during the show.
- Use the Husker Harvest Days tickets as part of your call program.
- Sell the tickets at a reduced cost or give them away to your customers.
- Sponsor a field trip to Husker Harvest Days for your local FFA chapter or 4-H clubs.
- Don't forget your agri-business customers.
- An organized trip to Husker Harvest Days might appeal to your Seniors Club.