



Champions of Downtown!

2026 Sponsorship Opportunities





About IFDDC

Thank you for your interest in supporting the mission of the Idaho Falls Downtown Development Corporation (IFDDC) to **advance our historical downtown as the regional center for commerce, culture and leisure activities for residents and visitors.**



As a nonprofit organization, **we rely on the generosity of sponsors, partners, and community members to keep our downtown vibrant and thriving.** By supporting IFDDC, you're taking an active role in our beautification efforts, local events, and other historic downtown initiatives while gaining valuable visibility for your business or organization.



Kerry Hammon,
Executive Director



Geetika Gupta,
Operations Manager



Marketing Impact

The heartbeat of every business connections

10,000+ event attendees	13,000 Followers	3500+ E-newsletter subscribers	Yellowstone Sign 21,000+ vehicles every 24 hours	77% Sandhill Media regional reach
IF Chamber of Commerce 550+ e-subscribers . IF Magazine community calendar 67% readership .	Year-round promotion of downtown merchants at 40+ regional hubs (airports, gas stations, hotels) in I.F., Rexburg & Teton Valley	Sandwich Board event promotions at downtown high-traffic intersections.	IFDDC's website , including event calendar marketing	50-75k visitors annually/theater . Movie theater screen advertising at I.F. Centre Twin & Paramount & Blackfoot Movie Mill

"A brand is the set of expectations, memories, stories, and relationships that, taken together, account for a consumer's decision to choose one product or service over another." — Seth Godin





BEAUTIFICATION PROGRAM

We invite you to partner with us in one of our community's most cherished beautification efforts. Your support will help us continue to cultivate a vibrant, inviting downtown that residents and visitors love.

For nearly a decade, our beloved beautification program has transformed downtown Idaho Falls into a **breathtaking urban garden**. From spring through fall, cascading baskets and vibrant flowerpots overflow with color, creating a warm and welcoming atmosphere. In the winter, these displays are replaced with traditional, festive wreaths, adding a cozy charm that makes downtown sparkle during the holidays.



75+ Holiday Wreaths
36 Planter Boxes on Broadway
100+ Hanging Flower Baskets & Ground Pots



BEAUTIFICATION PROGRAM

- **Enhance Community Pride:** The downtown flowers are more than just decorations; they are a symbol of our community pride. Sponsoring a flower basket or wreath shows your commitment to a beautiful and thriving Idaho Falls and directly enhances the experience for everyone who walks or shops downtown.
- **Boost Your Visibility:** Your sponsorship includes a personalized sign with your name or business name, prominently displayed alongside a sponsored flower basket, wreath, or pot. This is a unique and visible way to show your support, reaching thousands of residents and visitors throughout the year.
- **Invest in a Sustainable Program:** Our flowers are locally grown with a commitment to environmental stewardship. We collaborate with local experts who use sustainable, pesticide-free methods, ensuring our displays are not only beautiful but also safe for our essential pollinators and the environment.

Join us in a **first-come, first-served** opportunity to be a part of this cherished program. **Sponsorships, ranging from \$80 to \$120, are limited. Secure your place today by submitting your sponsorship by April 1.** Thank you for helping us continue to make downtown Idaho Falls a destination of unparalleled beauty.

**TO BE A BEAUTIFICATION SPONSOR,
CONTACT THE IFDDC.**





ADOPT-A-BLOCK, ADOPT-AN-ALLEYWAY PROGRAM

Help us cultivate a cleaner, safer, and more beautiful area by becoming a guardian of our historic downtown.

Our Adopt-a-Block and Adopt-an-Alley program is a new initiative designed to empower downtown businesses, organizations, and residents to take a hands-on role in shaping the heart of our city.

When you adopt a specific block or alleyway, you're not just signing up for a cleanup; you're becoming a steward of our community. **Your commitment helps us ensure our downtown is not just a place to visit, but a place to be proud of.**



- **Enhanced Community Pride:** By keeping your adopted space clean and well-maintained, you directly contribute to the positive image of downtown. A tidy and inviting environment encourages more foot traffic, supports local businesses, and fosters a sense of shared community.
- **Increased Safety and Inviting Atmosphere:** Well-kept spaces discourage illegal activities and make downtown feel safer and more welcoming for everyone. Your efforts help us create and maintain a vibrant, thriving atmosphere where people feel comfortable and eager to spend time.
- **Directly Visible Impact:** This is a highly visible way to show your commitment to the Idaho Falls community. Your name or organization will be recognized with a sign on your adopted block or alley, publicly acknowledging your dedication to keeping our downtown beautiful. Be a part of the movement to make downtown Idaho Falls a cleaner, safer, and more beautiful place for all.



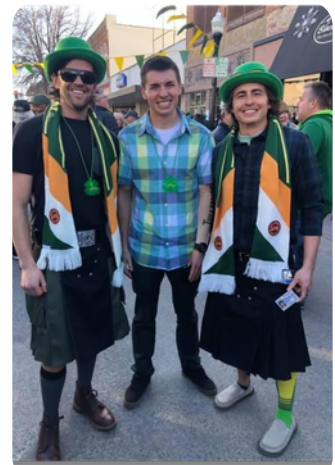
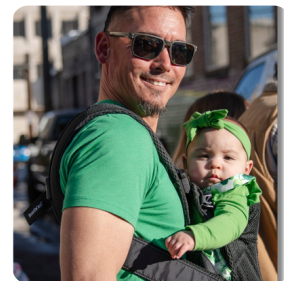
Event Opportunities

St. Paddy's Day on Park

Step into the spirit of the Emerald Isle at St. Paddy's Day on Park Avenue!

We're transforming downtown into a lively Irish celebration, and you're invited to be part of the magic.

This isn't just an event; it's a can't-miss experience that draws a large enthusiastic crowd. As one of our largest and most anticipated annual gatherings, it's the perfect opportunity to get your brand in front of a passionate local audience.



Event Highlights:

- **Pipes, Pints, and Park Avenue:** Get ready for a thrilling mix of music, from the powerful sounds of the Idaho Falls Fire Department Pipes & Drums to two rocking local bands.
- **A Taste of Ireland (and Idaho!):** Attendees will enjoy an outstanding selection of local brews, making for the perfect pairing.
- **The Ultimate Celebration:** We'll be taking over Park Avenue for an evening of festive fun, games, and unforgettable memories.

St. Paddy's Day on Park Avenue is held on the **Saturday closest to March 17th, from 3-7 p.m.** Join us in making this the best St. Patrick's Day celebration yet!

Event Opportunities

Children's Holiday Scavenger Hunts

We invite you to be a part of our spectacular, year-round series of children's scavenger hunts that bring joy, excitement, and families to the heart of downtown. This series is specially designed for kids and provides an unforgettable, interactive experience that creates lasting memories. **Our three signature hunts are:**



- **Find the Easter Bunny:** The Saturday before Easter, kids embark on a mission to find the elusive Easter Bunny throughout downtown businesses.
- **Find Santa's Puppy:** The first Saturday of December, a festive search for Santa's playful, lost puppy.

Each free scavenger hunt kicks off at Civitan Plaza at noon. Families receive a colorfully illustrated map and set off on a fun quest to find the themed item—be it an Easter bunny, a skeleton, or Santa's puppy—hidden within our downtown businesses. It's a treasure hunt!

As they follow the map, children not only get to explore the unique shops and restaurants that make our downtown so special, but they also receive a delightful prize or treat from each of our wonderful participating merchants. It's like a magical, year-round Trick-or-Treating adventure that keeps families coming back for more.

The day culminates in a grand finale at 3 p.m. back at Civitan Plaza. Here, all participants receive fantastic prizes for completing the hunt and a photo opportunity taken with the star of each event. By partnering with us, you'll tap into a highly engaged audience and align your brand with a series of beloved, positive, and high-energy events.

Event Opportunities

Adult Holiday Pub Crawls

After the kids have had their fun with the scavenger hunts, it's time for the adults to play!

Dress in your most festive attire and return to downtown Idaho Falls for our signature holiday pub crawls. Each event kicks off at the downtown sponsor's business where participants will register, play games and win prizes, and receive their crawling badges—a passport to exclusive drink, appetizer, and meal specials from our incredible downtown bars, pubs, and restaurants.

Our three signature adult pub crawls each offer a unique, themed experience:



- **Easter Egg Hunt & Bar Hop:** Who says kids should have all the fun? Join us the Saturday before Easter for the ultimate adult egg hunt. Dig out your bunny ears and bring a basket to scour downtown for hidden eggs filled with epic prizes and treats. After the hunt, participants can hop their way through downtown's best bars, pubs, and restaurants, enjoying exclusive drink and food specials. It's an evening of nostalgic fun with a grown-up twist.
- **Crawl-O-Ween:** Calling all ghosts, goblins, and ghouls! Crawl through our local haunts in downtown Idaho Falls for the most spooktacular pub crawl of the year. Show off your best costume **the Saturday before Halloween** as you embark on a night of mischief, mayhem, and monster-sized drink and food specials. This is more than just a pub crawl; it's a full-blown costume party that takes over downtown Idaho Falls.
- **Bad Santa Pub Crawl:** Naughty list activated! Calling Santas, Elves, and Reindeer! **It's time to trade the milk and cookies for something a little stronger at the most festive (and feisty) pub crawl of the year!** Don your most "Bad Santa" attire—whether it's a tattered suit, a "Grinchy" grin, or your most outrageous holiday gear—as you embark on a night of merry-making, mistletoe mischief, and North Pole-sized drink and food specials through downtown Idaho Falls. This is more than just a pub crawl; it's a full-blown grown-up holiday party that takes over the town.



Event Opportunities

Benefit Your Body on Broadway

This isn't just a workout series; it's a movement to build a healthier, more vibrant community. **Every Saturday morning from June through September, our FREE outdoor fitness series** transforms the **Broadway Plaza** into an energetic hub of activity right on our city's beloved Greenbelt River Walk. This event draws people downtown, encouraging them to explore our local shops, restaurants, and art scene.

By becoming a sponsor, your brand won't just be a name on a list; it will be a key partner in this community-wide initiative. Your support allows us to offer these classes for free, positioning your business as a **champion of health and wellness** while giving you direct exposure to a highly engaged audience.



Teen Back to School Downtown Disco

Ready to be the hero of the school year? We're inviting you to partner with us for Back-to-School Downtown Disco – a night that will energize our local teen and create lasting memories into the school year, **held the 2nd to last Saturday in August from 7-10pm at the Broadway Plaza.**

It's a vibrant back-to-school event designed for high school students (**ages 14-18**) that brings them directly into the heart of our community. With a live DJ, engaging games like cornhole, giant Jenga, and tic-tac-toe, and **free pizza for the first 100 teens**, we're creating a fun, interactive, and safe environment.

By sponsoring this event, your brand won't just be a logo on a sign—you'll be an integral part of an experience that promotes positive community engagement. Help us make this year's Downtown Disco the most successful one yet! **Let's work together to create an unforgettable night for our city's students.**





Event Opportunities



Oktoberfest

Last Saturday in September brings the heart of downtown Idaho Falls to life for our annual Oktoberfest celebration! Drawing inspiration from the world's largest folk festival, we transform Park Avenue into a fun, festive hub of Bavarian culture, attracting hundreds of locals and visitors for an unforgettable evening of community, food, and fun.

Join us as we raise a stein and celebrate with a truly authentic Oktoberfest experience. Guests will be immersed in the festive atmosphere, toasting the occasion with an array of local and regional beers. Don your finest dirndls and lederhosen! Guests and participants are encouraged to dress up in their best folk festival costumes for a chance to win fantastic prizes.

Event Opportunities

Bank of Commerce Tree Lighting & Holiday Market

Bring your friends and families to experience the timeless magic of the holiday season at the (IFDDC) annual Tree Lighting Ceremony and Holiday Market. **This is a day that feels like a classic holiday film**, where twinkling lights and the spirit of the season fill the air, hosted by IFDDC in **partnership with the Farmers Market and the City of Idaho Falls.**

The 6 PM Tree Lighting Ceremony is where the magnificent tree is adorned with a constellation of beautiful ornaments and lights, **courtesy of the Bank of Commerce.**

As the lights glow, the festivities continue, inviting you to take a **picturesque ride on Roadapple Trolley's horse-drawn trolley**, warm your hands with a cup of rich hot cocoa, capture a cherished family photo with Santa, and stroll through the **Holiday Market** for unique gifts and seasonal treats. Complete the evening by dining in one of our many unique downtown restaurants.

The event is a cherished tradition, a perfect evening for making memories with your family and beginning the holiday season with a touch of old-fashioned cheer.



Event Opportunities

Horse-drawn Trolley Rides

The Downtown Idaho Falls Trolley Rides are a cherished annual tradition, transforming our city center into a winter wonderland **every Saturday from the weekend before Thanksgiving through the end of December**. Your sponsorship will directly support this beloved community event, making it possible for thousands of people to enjoy a free, horse-drawn trolley ride through the beautifully decorated streets of historic downtown. **As a sponsor, you will be prominently featured at the heart of the holiday season, with benefits that include:**



- **Exceptional Visibility:** Your business name and logo will be featured on promotional materials, social media announcements, and banners on the trolley, reaching a highly engaged and enthusiastic audience.
- **Positive Brand Association:** Connect your brand with the joy, tradition, and community spirit of the holidays. This is a feel-good event that fosters goodwill and loyalty among residents.
- **Community Engagement:** Demonstrate your commitment to Idaho Falls and its residents. Sponsoring the trolley rides shows that your business is an integral part of what makes our community a special place to live, work, and visit.
- **Media Exposure:** The trolley rides are a highlight of the local holiday calendar and are frequently featured in news stories and local publications, offering valuable media exposure.





LARGE EVENT SPONSORSHIP OPPORTUNITIES

St. Paddy's Day, Oktoberfest, Tree Lighting & Holiday Market



Title Sponsor: \$5,000

- Exclusive (1 available per event)
- Available Events: St. Paddy's Day & Oktoberfest (*Tree Lighting title sponsorship already reserved.*)
- Largest logo placement on all event marketing (posters, e-newsletter banners, website, social media)
- Prime on-site visibility (stage banner, entrance signage, main activity)
- Verbal recognition throughout the event
- Logo inclusion on tasting cups or swag
- Complimentary vendor booth or branded activation space
- 20 drink tokens for St. Paddy's Day & Oktoberfest (soda, water, beer, no liquor)

Gold Sponsor – \$2,500

- 2 Available per event
- Available events: St. Paddy's Day, Oktoberfest, Tree Lighting & Holiday Market
- Prominent logo placement (below Title Sponsor) on all event marketing (posters, e-newsletter banners, website, social media)
- Logo inclusion on tasting cups and/or swag
- Verbal recognition during event announcements
- Social media recognition (usually grouped)
- 10 drink tokens provided for St. Paddy's Day & Oktoberfest (soda, water, beer, no liquor)

Silver Sponsor – \$1,500

- 3 Available per event
- Available events: St. Paddy's Day, Oktoberfest, Tree Lighting & Holiday Market
- Logo placement on event marketing materials (print and digital)
- Recognition on event website and sponsor listings
- Social media acknowledgment before and after the event
- On-site signage during the event
- Recognition in IFDDC e-newsletters
- Opportunity to include promotional materials or coupons (where applicable)



COMMUNITY PARTNER SPONSORSHIPS

Horse-drawn Trolley Rides – \$2,500

- Logo listing on event signage and websites
- Multiple social media mentions
- Logo on 3 banners on the trolley
- Ideal for small businesses wanting visibility & community support

Benefit Your Body on Broadway - \$2000

- Limited to 2 sponsorships
- Logo on all promotional material (print and digital)
- Social media promotions
- Ideal for small businesses wanting visibility & community support

Community Partner – \$300–\$500

- Logo on event signage and websites
- Social media thank-you post
- Ideal for small businesses wanting visibility & community support

In-kind Sponsorship

- Perfect for small or service-based businesses
- Gift cards or merchandise for giveaways
- Printing of posters or signage
- Swag items (totes, stickers, coupons)

Hospitality / Experience Sponsor — \$250–\$500

- Supports the guest experience
- Coffee, hot cocoa, snacks, or small perks
- Recognition at hospitality station
- Social media acknowledgment



GAME & ACTIVITY SPONSORSHIPS

The Games & Activities sponsorship highlights interactive areas at events —perfect for connecting your brand directly with attendees, families, and festival-goers. **These are high-traffic zones that encourage participation and create lasting impressions.**



Examples of Games & Activities:

- Plinko-style game booths
- Cornhole & lawn games
- Beer stein holding contest
- Photo booths or social media-friendly stations
- Kids activity zones (crafts, scavenger hunt checkpoints)



Sponsor Benefits

- Logo prominently displayed at all sponsored game/activity areas
- On-site signage recognizing sponsor as “Games & Activities Presented by [Sponsor]”
- Opportunity to provide branded prizes or giveaways
- Verbal recognition during event announcements
- Social media recognition before and after the event
- High attendee dwell time and repeated brand exposure



ADOPT-A-BLOCK, ADOPT-AN-ALLEYWAY PROGRAM

□ **Yes, my downtown business/organization commits to a twice-a-year cleanup (April and October)** of litter removal, graffiti cleanup, and general upkeep of the adopted area.

IFDDC's Business Improvement Development (BID) boundaries are from Yellowstone Avenue west to Memorial Drive, and from Cliff Street north to D Street.

Our preferred area of clean-up is the alley/block from _____ to _____. Areas will be assigned on a first-come, first-served basis. If the area you've selected is unavailable, IFDDC will notify you and work together to come up with other available options.





Sponsor/Donor Information

Business / Organization Name	
Primary Contact Name & Title	
Email Address	
Phone Number	
Mailing Address	
City, State, ZIP	
Event or Campaign Sponsored	
Sponsorship Level / Donation Amount	
Logo Provided	<input type="checkbox"/> Yes <input type="checkbox"/> No
Special Requests	
Payment Method	<input type="checkbox"/> Invoice via QuickBooks (Preferred) <input type="checkbox"/> Credit/Debit Card <input type="checkbox"/> Check
Check Payable To	Idaho Falls Historic Downtown Foundation