

# 2024 PARTNERSHIP OPPORTUNITIES



Indian Creek Plaza, in the heart of downtown, is Caldwell's living room. Formal introductions aren't necessary, all are welcome, and acquaintances and travelers alike become family. With over 200 events and activities held annually, there is always something going on. Indian Creek Plaza features splash pads in the summer and an outdoor ice ribbon in the winter, giving families the chance to enjoy each other's company over food, music, and games. Visitors to the Plaza can expect diverse events - from farmers markets and concerts to local food and drink festivals. Most of our events are FREE to participants thanks to the generous support of our partnering businesses and organizations.

**WHO WE ARE**

The mission of Destination Caldwell is to create high impact projects, which leverage our rich agricultural heritage and vibrant community spirit to build a prosperous future for Caldwell. Our vision is to position Caldwell as Idaho's premier gathering place with a focus on locally produced wines along the Sunnyslope Wine Region market fresh goods and farm to fork dining. Destination Caldwell, Inc. is the City of Caldwell's managing partner for Indian Creek Plaza. As a 501(C)(3) organization, Destination Caldwell is not a public entity, although we do administer the Downtown Caldwell Business Improvement District as part of our efforts. We value hospitality, community, leadership, and teamwork in all we do.

501(c)(3) non-profit  
 EIN# 46-4016488

[www.indiancreekplaza.com](http://www.indiancreekplaza.com)  
[www.destinationcaldwell.com](http://www.destinationcaldwell.com)



**PROUD OF OUR SUCCESS**

**2021**

- 267 Events & Activities at Indian Creek Plaza
- 210K Estimated Visitors at Plaza Events
- 46K Ice Skaters at Indian Creek Plaza
- 68 Earned News Stories
- 25K Social Media Followers (Facebook & IG)
- 188K Visits to Indian Creek Plaza's Website

**2022**

- 289 Events & Activities at Indian Creek Plaza
- 247K Estimated Visitors at Plaza Events
- 62K Ice Skaters at Indian Creek Plaza
- 65 Earned New Stories
- 37K Social Media Followers (Facebook & Instagram)
- 125K Visits to Indian Creek Website

**2023**

- 289 Events & Activities at Indian Creek Plaza
- 256K Estimated Visitors at Plaza Events
- 68K Ice Skaters at Indian Creek Plaza
- 68 Earned New Stories
- 46.8K Social Media Followers (Facebook & Instagram)
- 217K Visits to Indian Creek Website

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# TO OUR PARTNERS...

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At Indian Creek Plaza, we aren't looking for sponsors. We are looking for **partners** to create long lasting relationships. Do you share our values of hospitality, community, teamwork, and leadership and want to make an impact in the lives of your community members? Together, let's rethink what it means to be a sponsor!

This is an overview of all of our partnership levels. Benefits may vary per event. We would love to customize a package for multiple events or create something special just for you! Financial partnership amounts vary with length and expected attendance of our events.

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## PRESENTING PARTNER

*One available per signature event*

- Corporate Visibility and Recognition
  - Partner's name with "Presented by" appearing with event name on all event specific communication, promotional materials, and signage
  - Partner's logo (black or white) appearing with logos from Premier Partner, Indian Creek Plaza, and Destination Caldwell on event specific promotional materials and signage
  - Partner's logo on Indian Creek Plaza's website including business link
  - Four (4) minimum social media posts with partner's logo leading up to the event (Facebook & Instagram)
  - One (1) slide on the Indian Creek Plaza's digital reader board promoting the event and will include the partners name as "Presented by"
  - 10 x 10 booth space (if desired)
  - Live mentions during the event

## PREMIER PARTNER

*One available per signature event*

- Corporate Visibility and Recognition
  - Partner's logo (black or white) appearing with logos from Presenting Partner, Indian Creek Plaza, and Destination Caldwell on event specific promotional materials and signage
  - Partner's logo on Indian Creek Plaza's website including business link
  - Four (4) minimum social media posts with partner's logo leading up to the event (Facebook & Instagram)
  - 10 x 10 booth space
  - Live mentions during the event

## ENTERTAINMENT PARTNER

*Availability varies per signature event depending on length*

- Corporate Visibility and Recognition
  - Partner's logo on Indian Creek Plaza's website including business link
  - 10 x 10 booth space available depending on entertainment and event, location may be near the entertainment (promotional material such as temporary signage and banners may be displayed during the entertainment of the event with prior approval of promotional material placement).
  - Two (2) social media posts with partners name or logo leading up to the event (Facebook & Instagram)
  - Live mentions during the event

## TICKET BOUNCE BACK PARTNER

*One available per ticketed signature event*

- Branded coupon or offer upon purchase of ticket of Destination Caldwell's signature event on each e-ticket that your guests can redeem at your business or website
- You design the bounce back which can include a QR code for analytic tracking. This is a great way to advertise and track the impact to your business
- Up to two (2) social media posts leading up to the event. Ice Skating partner will receive (4) social media posts

## ACTIVITY PARTNER

*Multiple available per event*

- Corporate Visibility and Recognition
  - 10 x 10 booth space available depending on activity and event, location may be near the activity (promotional material such as temporary signage and banners to be displayed during the activity (prior approval of promotional material placement required)
  - Up to two (2) social media posts leading up to the event if applicable to activity

## BUSINESS IMPROVMENT DISTRICT PARTNER

*One available per event - (Only available for BID members)*

- Corporate Visibility and Recognition
  - 10 x 10 booth space available depending on activity and event, location may be near the activity (promotional material such as temporary signage and banners to be displayed during the activity (prior approval of promotional material placement required)
  - Up to two (2) social media posts leading up to the event if applicable to activity

# SILENT DISC



JANUARY 20TH 5PM - 10PM



<b>PRESENTING PARTNER</b>	<b>\$3000</b>
<b>PREMIER PARTNER</b>	<b>\$2000</b>
<b>ENTERTAINMENT PARTNER</b>	<b>\$1500</b>
<b>TICKETING BOUNCE BACK PARTNER</b>	<b>\$1000</b>

ACTIVITY PARTNER \$500	ACTIVITY PARTNER \$500	ACTIVITY PARTNER \$500
ACTIVITY PARTNER \$500	ACTIVITY PARTNER \$500	ACTIVITY PARTNER \$500
ACTIVITY PARTNER \$500	BID PARTNER \$250	



# RUGGED

IDAHO EXPO



**APRIL 20, 2024**  
10am - 4pm

Whether it's hiking, camping, grilling, fishing, or hunting. You'll find everything you need for your next adventure!

Indian Creek  
PLAZA

**PRESENTING PARTNER**



MAYBON LAW OFFICE

**\$3000**





**PREMIER PARTNER**



**\$2000**

**ENTERTAINMENT PARTNER**  
*LIVE MUSIC*

**\$1500**

<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p>  <p><b>RENEWAL</b> by <b>ANDERSEN</b> <small>FULL-SERVICE WINDOW &amp; DOOR REPLACEMENT</small></p>	<p>ACTIVITY PARTNER \$500</p> 
<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p>  <p><b>Saint Alphonus</b> <small>A Member of Trinity Health</small></p>
<p>ACTIVITY PARTNER \$500</p>	<p><b>BID PARTNER \$250</b></p>	

YOUNG

# ENTREPRENEUR

EXPO

APRIL 27TH 10AM - 2PM

In Idaho's dynamic business landscape, a rising generation of young entrepreneurs is reshaping success. From tech to eco-friendly ventures, their innovation and community-driven approach are transforming the state into a hub of forward-thinking entrepreneurship. Join the movement as these trailblazers redefine Idaho's business narrative.

PRESENTING PARTNER




\$3000

PREMIER PARTNER

\$2000

ENTERTAINMENT PARTNER

\$1500

ACTIVITY PARTNER \$500  <b>RENEWAL</b> by <b>ANDERSEN</b> <small>FULL-SERVICE WINDOW &amp; DOOR REPLACEMENT</small>	ACTIVITY PARTNER \$500	ACTIVITY PARTNER \$500
ACTIVITY PARTNER \$500	ACTIVITY PARTNER \$500	ACTIVITY PARTNER \$500
ACTIVITY PARTNER \$500	BID PARTNER \$250	

# CINCO DE MAYO

MAY 5TH, 2024  
5 PM - 10 PM

TACO TASTE OFF • LIVE MUSIC • COLD DRINKS

PRESENTING PARTNER



\$3000

PREMIER PARTNER



\$2000

ENTERTAINMENT PARTNER  
LIVE MUSIC & DANCERS



\$1500

<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>
<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>
<p>ACTIVITY PARTNER \$500</p>	<p>BID PARTNER \$250</p>	








May 11

10 AM - 3 PM

Come sip on mimosas, listen to live music, and shop around. You'll find the perfect gift for the Mom in your life! Bring all the girls to celebrate sisterhood and friendship.



<b>PRESENTING PARTNER</b>	<b>\$3000</b>
<b>PREMIER PARTNER</b>	<b>\$2000</b>
<b>ENTERTAINMENT PARTNER</b> <i>LIVE MUSIC</i>	<b>\$1500</b>

ACTIVITY PARTNER \$500  <b>RENEWAL by ANDERSEN</b> <small>FULL-SERVICE WINDOW &amp; DOOR REPLACEMENT</small>	ACTIVITY PARTNER \$500  <b>IDAHO POWER</b> <small>An IDACORP Company</small>	ACTIVITY PARTNER \$500 
ACTIVITY PARTNER \$500  <b>Idaho Central</b> <small>CREDIT UNION</small>	ACTIVITY PARTNER \$500  <b>BATH FITTER</b> <small>Idaho</small>	ACTIVITY PARTNER \$500
ACTIVITY PARTNER \$500	BID PARTNER \$250	



TASTE OF CALDWELL



# Wine Festival

MAY 18 • 5-8PM

**PRESENTING PARTNER**  
*TASTING GLASS*



**\$3000**

**PREMIER PARTNER**

**\$2000**

**ENTERTAINMENT PARTNER**  
*LIVE MUSIC*

**\$1500**

**TICKETING BOUNCE BACK PARTNER**

**\$1000**

<p>ACTIVITY PARTNER \$500</p>  <p><b>RENEWAL</b> by <b>ANDERSEN</b> <small>FULL-SERVICE WINDOW &amp; DOOR REPLACEMENT</small></p>	<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p>
<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>
<p>ACTIVITY PARTNER \$500</p>	<p>BID PARTNER \$250</p>	



# TUESDAYS ON THE CREEK

CONCERT SERIES • 6-9 PM  
MAY 14TH - SEPT 24TH



PRESENTING PARTNER  
\$10,000



MAY PREMIER PARTNER  
\$2500



JUNE PREMIER PARTNER

\$3500

JULY PREMIER PARTNER

\$3500

AUGUST PREMIER PARTNER

\$3500

SEPTEMBER PREMIER PARTNER

\$3500



**PRESENTING PARTNER**  
*FARMERS MARKET TOTE BAG*



**\$5000**

**MAY PREMIER PARTNER**  
**\$1500**

**JUNE PREMIER PARTNER**

**\$2000**

**JULY PREMIER PARTNER**

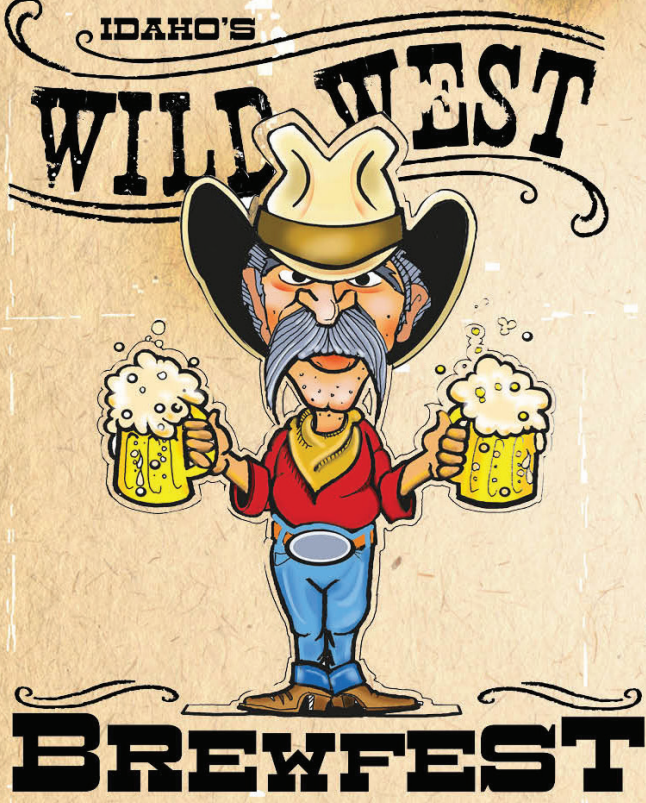
**\$2000**

**AUGUST PREMIER PARTNER**

**\$2000**

**SEPTEMBER PREMIER PARTNER**

**\$2000**



CALDWELL · IDAHO  
*Indian Creek*  
 PLAZA

**JUNE 15<sup>TH</sup>**  
**5 - 10 PM**

**PRESENTING PARTNER**  
 TASTING CUP



**IDAHO HOP GROWERS COMMISSION**

\$3000

**PREMIER PARTNER**  
 BREWERY PASSPORT

\$2000

**ENTERTAINMENT PARTNER**  
 LIVE MUSIC

\$1500

**TICKET BOUNCE BACK PARTNER**



\$1000

ACTIVITY PARTNER  
 BEARD & MUSTACHE CONTEST  
 \$500



ACTIVITY PARTNER  
 \$500



**RENEWAL by ANDERSEN**  
 FULL-SERVICE WINDOW & DOOR REPLACEMENT

ACTIVITY PARTNER  
 \$500



ACTIVITY PARTNER  
 \$500



ACTIVITY PARTNER  
 \$500



ACTIVITY PARTNER  
 \$500

ACTIVITY PARTNER  
 \$500

BID PARTNER \$250



★ ★ ★ ★ ★

# CALDWELL NIGHT ★ RODEO KICKOFF!!!

BOOTS, BUCKLES, & BREWS

## 10 AUGUST

6PM - 9PM

PRESENTING PARTNER



\$3000

PREMIER PARTNER

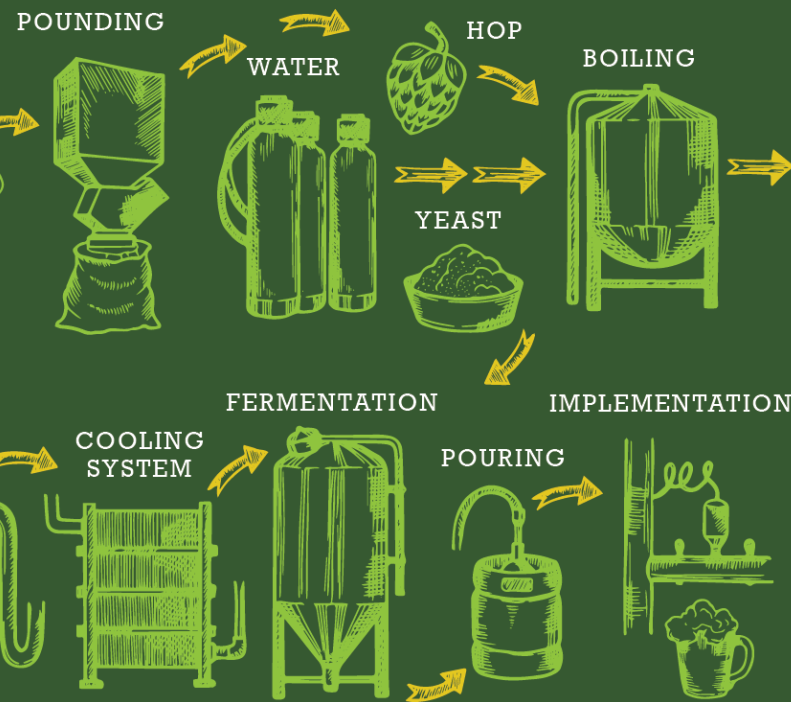
\$2000

ENTERTAINMENT PARTNER  
LIVE MUSIC



\$1500

<p>ACTIVITY PARTNER DANCE LESSONS \$500</p>	<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p> 
<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p>
<p>ACTIVITY PARTNER \$500</p>	<p>BID PARTNER \$250</p>	



CALDWELL-IDAHO  
*Indian Creek*  
PLAZA



# HOPS & CROPS FESTIVAL

SATURDAY, SEPTEMBER 7 • 12 PM - 4 PM

**PRESENTING PARTNER**



**IDAHO HOP GROWERS  
COMMISSION**

**\$3000**




**PREMIER PARTNER**

**\$2000**

**ENTERTAINMENT PARTNER**

*LIVE MUSIC*

**\$1500**

<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p>  <p><b>RENEWAL</b> by <b>ANDERSEN</b> FULL-SERVICE WINDOW &amp; DOOR REPLACEMENT</p>	<p>ACTIVITY PARTNER \$500</p> 
<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>
<p>ACTIVITY PARTNER \$500</p>	<p>BID PARTNER \$250</p>	



**PRESENTING PARTNER**  
TASTING CUP

**\$3000**

**PREMIER PARTNER**

**\$2000**





**ENTERTAINMENT PARTNER**  
LIVE MUSIC

**\$1500**

**TICKET BOUNCE BACK PARTNER**



**\$1000**

<p>ACTIVITY PARTNER \$500</p>  <p><b>RENEWAL by ANDERSEN</b> <small>FULL-SERVICE WINDOW &amp; DOOR REPLACEMENT</small></p>	<p>ACTIVITY PARTNER \$500</p>  <p><b>Amalgamated Sugar</b></p>	<p>ACTIVITY PARTNER \$500</p>  <p><b>BATH FITTER®</b></p>
<p>ACTIVITY PARTNER \$500</p> 	<p>ACTIVITY PARTNER \$500</p>	<p>ACTIVITY PARTNER \$500</p>
<p>ACTIVITY PARTNER \$500</p>	<p>BID PARTNER \$250</p>	



# INDIAN CREEK FESTIVAL

SEPT 13 & 14

PRESENTING PARTNER



\$7500

PREMIER PARTNER

\$5000

ENTERTAINMENT PARTNER  
CARDBOARD KAYAK RACES

\$3000

ENTERTAINMENT PARTNER - OLDIES ON THE PLAZA

\$3000

ACTIVITY PARTNER  
CAR SHOW & SHINE  
\$2000

ACTIVITY PARTNER  
CAR CRUISE  
\$1500  
  
WEST VALLEY  
MEDICAL CENTER

ACTIVITY PARTNER  
\$500



ACTIVITY PARTNER  
KIDDIE CORNER  
\$1000  
 Saint Alphonus  
A Member of Trinity Health

ACTIVITY PARTNER  
\$500



RENEWAL  
by ANDERSEN  
FULL-SERVICE WINDOW & DOOR REPLACEMENT

BID PARTNER \$250

ACTIVITY PARTNER  
TUG OF WAR  
\$1000  
BATH  
FITTER 

ACTIVITY PARTNER  
\$500  
 PIFCU



# Dogtoberfest

OCTOBER 5TH  
SATURDAY  
1 - 5 PM



MUSIC • BEER • FOOD • DOGS

<b>PRESENTING PARTNER</b>	<b>\$3000</b>
<b>PREMIER PARTNER</b>	<b>\$2000</b>
<b>ENTERTAINMENT PARTNER</b> <i>LIVE MUSIC</i>	<b>\$1500</b>

ACTIVITY PARTNER RUNNING OF THE WIENERS CONTEST \$500	ACTIVITY PARTNER DOG COSTUME CONTEST \$500	ACTIVITY PARTNER STEIN HOLDING CONTEST \$500
ACTIVITY PARTNER \$500 	ACTIVITY PARTNER \$500 	ACTIVITY PARTNER \$500 
ACTIVITY PARTNER \$500	BID PARTNER \$250	

# WINTER Wonderland

CALDWELL · IDAHO

SANTA · ICE SKATING · SHOPPING · 1 MILLION+ LIGHTS  
NOVEMBER 22ND-24TH, 6PM - 9PM

PRESENTING PARTNER



\$7500

PREMIER PARTNER

\$5000

ENTERTAINMENT PARTNER  
*MEET & GREET WITH SANTA*

\$3000

ENTERTAINMENT PARTNER  
*MOBILE STAGE PROGRAMMING*

\$3000

ACTIVITY PARTNER  
\$2000  
*DISNEY CHARACTERS*

ACTIVITY PARTNER  
\$1500



ACTIVITY PARTNER  
\$1000



**Saint Alphonsus**  
A Member of Trinity Health

ACTIVITY PARTNER  
\$1000



ACTIVITY PARTNER  
\$500  
 **UMPQUA BANK**

ACTIVITY PARTNER  
\$500  
 **RENEWAL by ANDERSEN**  
FULL-SERVICE WINDOW & DOOR REPLACEMENT

ACTIVITY PARTNER  
\$500  
 **P1FCU**

BUSINESS IMPROVEMENT DISTRICT PARTNER \$250

# SK8 RIBBON COALITION

Jan 6th - Feb 3rd

Skate Ribbon Coalition: 5 week program changing lives one skate at a time. We empower children affected by poverty, offering them the joy of learning to skate, providing hot lunches to keep them warm in winter, and pushing kids to be the best they can be through mentorship. Together, we create smiles, skills, and full stomachs, ensuring every child has the chance to thrive.



**PRESENTING PARTNER**

**\$3000**

**PREMIER PARTNER**

**\$2000**

<p><b>ACTIVITY PARTNER</b> <i>JANUARY 6TH</i> <b>\$500</b></p>	<p><b>ACTIVITY PARTNER</b> <i>JANUARY 13TH</i> <b>\$500</b></p>	<p><b>ACTIVITY PARTNER</b> <i>JANUARY 20TH</i> <b>\$500</b></p>
<p><b>ACTIVITY PARTNER</b> <i>JANUARY 27TH</i> <b>\$500</b></p>	<p><b>ACTIVITY PARTNER</b> <i>FEBRUARY 8TH</i> <b>\$500</b></p>	<p><b>BID PARTNER \$250</b></p>

# First THURSDAY

**MAY - OCT**

First Thursday is the monthly surprise that keeps our town buzzing with excitement. Local businesses open late, enticing us with the mystery of what special deals and unique experiences they have up their sleeves. If you love keeping your dollars local and shopping small businesses, First Thursdays is the event for you!



**IN DOWNTOWN CALDWELL**

**PRESENTING PARTNER**



**\$3000**

**PREMIER PARTNER**



**\$2000**

<b>ACTIVITY PARTNER</b> <i>MAY 2ND</i> <b>\$500</b>	<b>ACTIVITY PARTNER</b> <i>JUNE 6TH</i> <b>\$500</b>	<b>ACTIVITY PARTNER</b> <i>JULY 4TH</i> <b>\$500</b> 
<b>BID PARTNER \$250</b>	<b>BID PARTNER \$250</b>	<b>BID PARTNER \$250</b>
<b>ACTIVITY PARTNER</b> <i>AUGUST 1ST</i> <b>\$500</b>	<b>ACTIVITY PARTNER</b> <i>SEPTEMBER 5TH</i> <b>\$500</b>	<b>ACTIVITY PARTNER</b> <i>OCTOBER 3RD</i> <b>\$500</b>
<b>BID PARTNER \$250</b>	<b>BID PARTNER \$250</b>	<b>BID PARTNER \$250</b>



# AGVENTURE TRAIL



The Agventure Trail, the ultimate adult field trip, provides a hands-on, educational adventure where you can meet growers, explore farms, learn about food production, and savor fresh, local products, all while rediscovering the origins of the food we enjoy every day.

**PRESENTING PARTNER**

**\$3000**

**PREMIER PARTNER**



**\$2000**

<p>ACTIVITY PARTNER MAY \$500</p>	<p>ACTIVITY PARTNER JUNE \$500</p>	<p>ACTIVITY PARTNER JULY \$500</p>
<p>BID PARTNER \$250</p>	<p>BID PARTNER \$250</p>	<p>BID PARTNER \$250</p>
<p>ACTIVITY PARTNER AUGUST \$500</p>	<p>ACTIVITY PARTNER SEPTEMBER \$500</p>	<p>ACTIVITY PARTNER OCTOBER \$500</p>
<p>BID PARTNER \$250</p>	<p>BID PARTNER \$250</p>	<p>BID PARTNER \$250</p>



# WINTER PARTNERSHIP GUIDE

**2024** providing our community a premier experience through every season



## THE UNITING PARTNER | SINGLE GLASS PANEL ANNUAL INVESTMENT: \$1,000



- \* Dates for display November 15-February 18 (95 days)
- \* Estimated 190k impressions
- \* Frost logo on clear glass panels
- \* Approximate size: 26 inches high, 45 inches wide
- \* Company logo will be centered on single panel and placed on outer rim of the Ice Ribbon



## THE CONNECTING PARTNER | THREE GLASS PANELS ANNUAL INVESTMENT: \$2,500



- \* Dates for display November 15-February 18 (95 days)
- \* Partner's logo on Indian Creek Plaza's website, including business link
- \* 10x10 booth space starting Nov 20th
- \* 3 panels approximately 26 inches high, 135 inches wide
- \* Company logo will be centered on three glass panels and placed on outer rim of the Ice Ribbon

## ICE STAMP COMMUNITY PARTNER ANNUAL INVESTMENT: \$4,000



- \* 20 available
- \* Displayed November 15-February 18 (95 days)
- \* Estimated 325k impressions
- \* 4ft by 3ft color logo displayed in the near center Ice Rink
- \* Includes 1 firepit rental package



## THE GATHERING PARTNER | FIRE PIT ANNUAL INVESTMENT: \$5,000



- \* 3 available
- \* Company name engraved on high quality metal and displayed year-round at the fire pit
- \* Fire pit is turned on November 15-February 18 (95 days)
- \* Estimated 300k impressions
- \* Includes 1 firepit rental package (includes a 2 hour rental, seating & tables up to 25 guests and 10 skatepasses)

## THE PREMIER COMMUNITY PARTNER | CENTER ICE RINK ANNUAL INVESTMENT: \$10,000

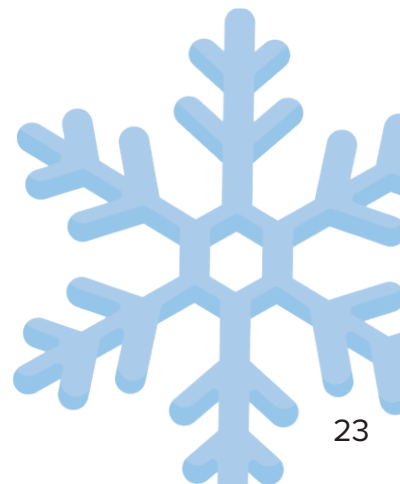


- \* Displayed Mid November - Mid February (95 days)
- \* Estimated 325k impressions
- \* 8ft by 16ft color logo displayed in the center Ice Rink
- \* Includes 1 firepit rental package (includes a 2 hour rental, seating & tables up to 25 guests and 10 skatepasses)

## THE PREMIER COMMUNITY PARTNER | ICE SKATES \$40,000



- \* 550 Ice skates with Partner logo
- \* Runs for 5 skate seasons
- \* Displayed Mid November - Mid February
- \* Estimated 325k impressions per year
- \* Includes 1 firepit rental package (includes a 2 hour rental, seating & tables up to 25 guests and 10 skatepasses)
- \* Live mention throughout the skate season



# DIGITAL PASSPORT SPONSORSHIPS

## The Value

Sponsoring a Destination Caldwell digital passport brings data insights and analytics to our valued partners. Partners will be provided with access to specific audiences and increased brand exposure.

These campaigns have the opportunity to bring increased brand exposure for our partners. Maybe the locals that download our pass aren't aware that our sponsor organization exists, but now our guests visit their store or organization, and it becomes a favorite of theirs. Perhaps a visitor is in the area for only a short time and decides to explore the town or county, the first place they'll start is with the sponsor they saw on the ad in the passport they've been using to explore!

## Digital Partnership Packages

There are many ways that Destination Caldwell can build ads into your sponsored pass. Placement options include:

1. Within the mobile pass - every customer that downloads the pass will see the advertisement each time they open the passport.
2. Email confirmation ad - customers will receive a notification email when they sign-up for the pass, include an ad within the email.
3. Landing page ad - on our website where customers sign-up for the passport.



## Types of Sponsorship

**Gold Tier Sponsor (\$3,000)** - Sponsor will receive all three sponsorship Promotion Options for the duration of the campaign.

**Silver Tier Sponsor (\$2,000)** - Pick either their Mobile Pass ad or Email Confirmation Ad for the duration of the campaign.

**Bronze Tier Sponsor (\$1,000)** - Pass Ad for the duration of the campaign and logo on prize branding.

## Reporting Back

Once the passport and partnerships have been live for a bit, Destination Caldwell will share the successful reports with your team which include how many sign-ups the passport has gotten, check-ins, and more.

Destination Caldwell will be using UTM links for ads so that our partners can track how many clicks are coming from a specific advertisement. This can help determine the success of the ads and if the partnership is valuable to continue in the future. We have reports in the passport backend that show clicks from passports for in-pass ads.

Start your adventure today and make your campaign dreams a reality with the support of a dedicated partner and using Destination Caldwell's digital passport cutting-edge platform. Bon voyage!



# THANK YOU

FOR YOUR CONSIDERATION



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## IMPORTANT CONTACTS

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**Mari Issac**

OPERATIONS & STRATEGIC PARTNERSHIP MANAGER  
MARI@DESTINATIONCALDWELL.COM

**Brittan Aebisher**

MARKETING & STRATEGIC PARTNERSHIP MANAGER  
BRITTAN@DESTINATIONCALDWELL.COM

119 S 7th Ave, Caldwell, ID 83605



# ADOPT A PENGUIN

Introducing our adorable new skating companions: the Penguin Skate Aids! These charming penguins are here to enhance the ice-skating experience for everyone. Now, you have the exclusive opportunity to become a sponsor and claim the naming rights for these lovable creatures. Align your brand with winter fun and community joy by supporting our rink. Secure your sponsorship for the Penguin Skate Aids and make a lasting impression in the hearts of skaters of all ages. Glide into the winter season with us and leave a legacy of festive delight!

Estimated 325K impressions



**Mari Issac**

**For more info contact:**

**Brittan Aebisher**

OPERATIONS & STRATEGIC PARTNERSHIP MANAGER  
MARI@DESTINATIONCALDWELL.COM

MARKETING & STRATEGIC PARTNERSHIP MANAGER  
BRITTAN@DESTINATIONCALDWELL.COM

Penguin #1 / Sparklight	Penguin #2 \$500	Penguin #3 \$500	Penguin #4 \$500
Penguin #5 \$500	Penguin #6 \$500	Penguin #7 \$500	Penguin #8 \$500
Penguin #9 \$500	Penguin #10 \$500	Penguin #11 \$500	Penguin #12 \$500
Penguin #13 \$500	Penguin #14 \$500	Penguin #15 \$500	