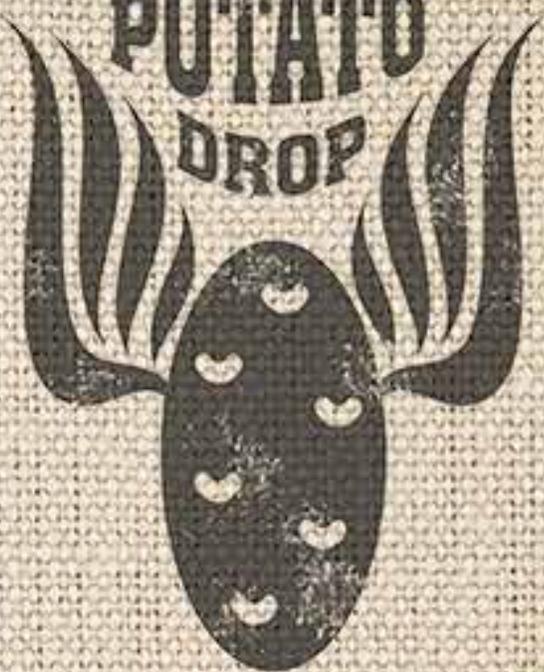


4th ANNUAL

IDAHO[®]
POTATO
DROP



NEW YEAR'S EVE
2017

FREE, CHARITABLE, COMMUNITY EVENT



FAMILY-FRIENDLY
ACTIVITIES
FIREWORKS

LIVE MUSIC
ECLECTIC VENDORS
FULL BAR, FOOD
& **FUN**



IDAHO.POTATODROP.COM



4th ANNUAL

IDAHO POTATO DROP

SATURDAY, DECEMBER 31, 2016
IN FRONT OF THE
IDAHO STATE CAPITOL
700 W. JEFFERSON ST.
BOISE, IDAHO



As natural and homegrown as the potato itself, the Idaho Potato Drop began as an idea in the Fall of 2012. The goal: bring the communities of Southwest Idaho together for an annual New Year's Eve celebration that shares Idaho's unique charm with the rest of the world. In December of 2013, the first Idaho Potato Drop realized that goal. Tens of thousands of curious onlookers, party-goers and families flocked to downtown Boise to partake in the inaugural event, with millions more watching coverage on local and national media.

Now in its fourth year, the Idaho Potato Drop is the only Federally-licensed New Year's Eve event held on the grounds of the Idaho Statehouse. Each year, this FREE event has grown in scale, quality and reach, with media coverage throughout the state and around the world through publications, news clips, articles and social media feeds.

This year's event expands on the original vision to include multiple live music acts, street performers, family-friendly areas, VIP tents, heating tents, food and drink vendors, a USASA-sanctioned Olympic pre-qualifier rail jam event and a newly-designed, high-tech, LED-lit Idaho Potato dropping at midnight, culminating with a live fireworks display.

Community benefits

The growth of the Idaho Potato Drop has provided a tremendous benefit to the community of Boise and Southwest Idaho in terms of commerce, tourism and community pride. The event also benefits local charities through monetary donations and awareness.

Our vision

To be the highest-attended, widest-reaching New Year's Eve event in the Northwest, bringing the community and world together for a one-of-a-kind celebration that everyone can enjoy.

Demographics

The Idaho Potato Drop is designed to appeal across all demographics with high-quality programs, events, activities and features for all ages.





IDAHO® POTATO DROP



2017 PARTNERSHIP OPPORTUNITIES



Main Stage Partner

The center location for live entertainment, music and MC announcements. Large screens with partner messages, count down clock, logos and large center stage banner placement. Exposure on live television, radio, print and Periscope feed. Sponsorship includes top placement among media packages.



Fireworks Partner

When the clock strikes midnight, the Main stage will burst into song as the sky lights-up with a fireworks display twice as big as last year! Your company will be Idaho's hero of 2017! Offers central banner placement around the launch area, entrance/exit points and event fencing, with exposure of personalized company billboard on life KTVB broadcast.



VIP Tent Partner

Your company will be well represented before, during and after the event as our VIP room presenter. You will receive 10 passes to our warm and toasty VIP room located right in the middle of it all. Rub elbows with local luminaries and affluent partygoers from around the globe.



Family Tent Partner

New to this year's event, the Family Tent will offer a warm, interactive experience geared toward education. Extending the heated tent capacity to accommodate those with children. **SOLD**



Snow Park Partner

New to this year's event, the Snow Park will be a USASA-sanctioned Olympic pre-qualifier rail jam event featuring local athletes displaying their skills on the professionally built snow park, with jumps and rails. Be sure to have the cameras ready! Equipped with its own lighting and MC, sponsor announcements can be made regularly.



Heating Partner

Be the winter hero while promoting your company to hundreds of thousands of Idahoans before, during and after the event. Warming stations will be constantly swarmed with visitors looking to keep warm. They will happily receive your branding and remember the heating service you have provided.



Transportation Partner

The New Year is notorious for unfortunate decision making for those who choose to drink and drive. By supporting the Idaho Potato Drop as the Transportation Partner, your role in the event, both before and after, has the most important impact on ensuring a safe and extremely fun time for the community.



Hospitality Partner

Visitors from all over the state and country will be arriving in Boise to bring in the New Year and celebrate the holidays with their families. As the hospitality partner, your hotel option will be front and center in the marketing campaigns leading up to the event and on site presence will establish your comfortable rooms as a refuge from the winter cold.




Stage & Music


Fireworks

 
Family Tent


Heat

 
Snowpark


VIP Tent


Food



Community Partner

Show your community support! For a small contribution, your company information will be included in our social media, digital and print campaign before, during and after the event.



Vendor

Here's a wonderful opportunity to display and sell your merchandise or food items to the thousands of people who attend the event! Ask us about available locations and booth space.

For partnership inquiries,
please contact us at



208.954.5077

contact@idahopotatodrop.com



4th ANNUAL

IDAHO POTATO DROP®

SATURDAY, DECEMBER 31, 2016
IN FRONT OF THE
IDAHO STATE CAPITOL
700 W. JEFFERSON ST.
BOISE, IDAHO



Our success

~35,000

average
attendance

20%
teens

40%
male
attendance

60%
female
attendance

50%
families

30%
business
professionals

>\$600,000
estimated annual economic
impact in the community

thousands
donated to local charities

2.5 million

impressions in local media, with hundreds of
millions more nationally and worldwide



Television, Print, Digital and Radio Campaign

Top-Tier Sponsors will receive inclusion in the following:

- Extensive television and online campaign
- Large screens at Main Stage with partner messages, logos and central banner placement
- Exposure on live televised broadcast with personalized company billboard to air during live broadcast
- Radio commercials across multiple local radio stations
- Boise Weekly 4 page event guide
- Social media campaign
- Multiple main stage announcements throughout the event
- Placement on marketing materials in VIP gift bags
- Placement of branding on website for the year
- One non-food booth at the event
- 4 VIP passes

Last Year's 2015/2016 Campaign

Local News Coverage: Over **1.5 million** Unique Impressions.

Regional News Coverage: **3.5 Million** Unique Impressions.

World Wide Coverage: Over **500 Million** Unique Impressions.

Social Media Campaign

Our campaign provides year-round social media engagement, connecting our partners to our extended social network, delivering big results.

For Partnership Inquiries

208-954-5077  contact@idahopotatodrop.com