



Main Stage Partner

The central location for live entertainment, music and MC announcements! Features large screens with partner messages, countdown clock, logos and large center stage banner placement. Exposure on live televised KTVB broadcast with personalized company billboard to air during live broadcast.

Partnership Exposure Opportunity

- KTVB TV commercials
- KTVB unique web impressions
- Radio commercials
- 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

40,000 expected in attendance

Exposure to over 3.75 billion unique impressions worldwide

For partnership inquiries,
please contact us at

208.954.5077

contact@idahopotatodrop.com





VIP Tent Partner

Your company will be well represented before, during and after the event as our VIP room presenter with exposure on the live KTVB broadcast with your personalized company billboard. You will receive 10 passes to our warm and toasty VIP room located right in the middle of it all. Rub elbows with 450 of Boise's most affluent and influential luminaries and partygoers from around the globe.

Partnership Exposure Opportunity

- KTVB TV commercials
- KTVB unique web impressions
- Radio commercials
- 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
- 10 VIP passes

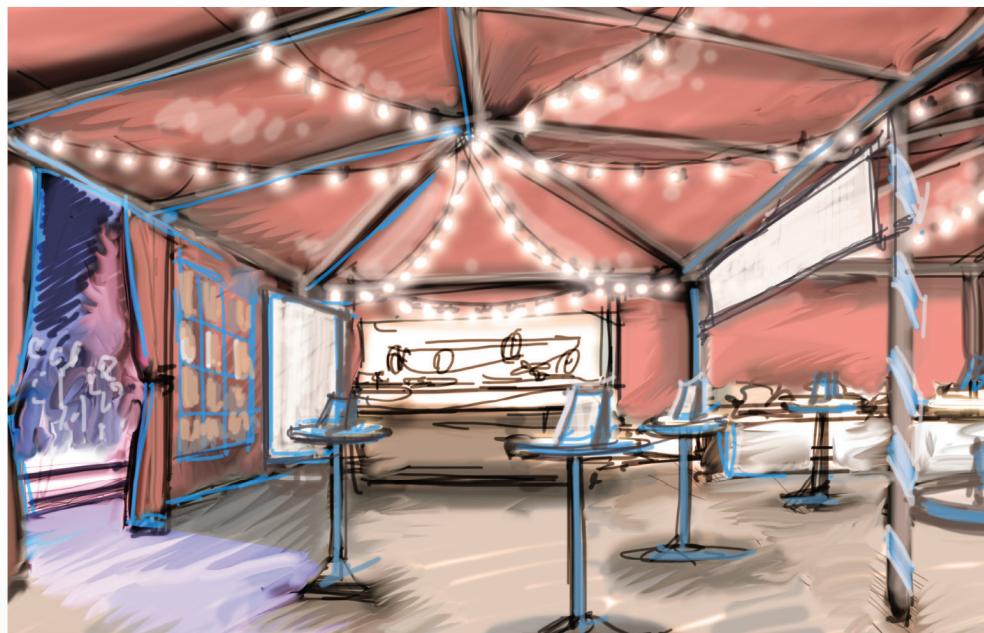
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SOLD

Snow Park Partner

The Snow Park will be an exciting attraction to visitors to watch local athletes display their skills on the professionally built snow park, with jumps and rails. Be sure to have the cameras ready! Equiped with its own lighting and MC, sponsor announcements can be made regularly.

Partnership Exposure Opportunity

- Large Banner Placement Opportunities
- Most socially interactive and captivating element to the event. Huge attraction to young and old
- Maximum exposure in marketing campaigns through television, radio, print and social media as a marquee sponsor
- Prime Placement in Boise Weekly 4 page event guide
- Multiple main stage announcements throughout the event
- Maximum cell phone photography/sharing exposure
- Placement of marketing materials in VIP gift bags
- Placement of branding on website for the year

New to this years event

- Nationwide Media Exposure
- 500,000 social media network connections

40,000 expected in attendance

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Fireworks Partner

When the clock strikes midnight, the Main stage will burst into song as the sky lights up with a fireworks display rivaling much bigger cities. Your company will be Idaho's hero of 2018!

Partnership Exposure Opportunity

- Central Banner Placement Surrounding Launch Area, Entrance/Exit Points and Event Fencing
- Maximum exposure in marketing campaigns through television, radio, print and social media as a marquee sponsor
- Prime Placement in Boise Weekly 4 page event guide
- Multiple main stage announcements throughout the event
- Maximum cell phone photography/sharing exposure
- Placement of marketing materials in VIP gift bags
- Placement of branding on website for the year
- Nationwide Media Exposure

40,000 expected in attendance

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Family Tent Partner

The Family Tent offers a warm refuge, housing up to 500 people at a time. With fun, educational and interactive activities, your family is sure to have a great time while enjoying the fifth annual Idaho Potato Drop!

Partnership Exposure Opportunity

- On-site branding opportunities and banner placements
- Announcement opportunities during 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
- Social media campaign

40,000 expected in attendance

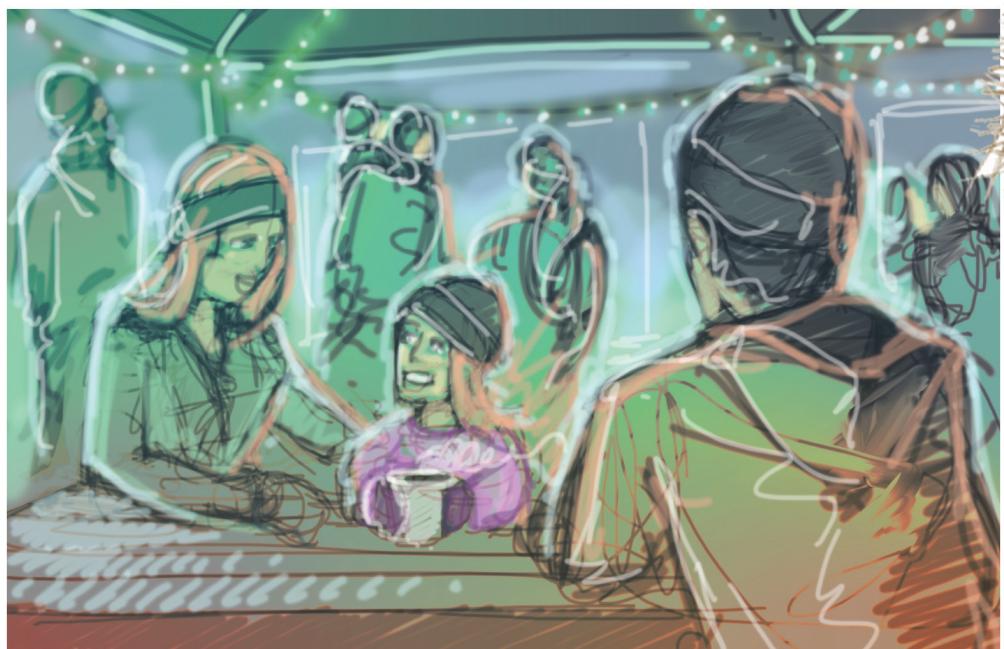
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Heating Partner

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 provided.

Partnership Exposure Opportunity

- KTVB TV commercials
- KTVB unique web impressions
- Radio commercials
- Boise Weekly 4 page event guide
- Social media campaign
- On-site branding on heating towers and tents
- Continued close contact with thousands of attendees
- 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

40,000 expected in attendance

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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.

Partnership Exposure Opportunity

- On-site branding opportunities and banner placements
- Announcement opportunities during the event
- Television and radio campaign
- Placement on marketing materials in VIP gift bags
- Placement of branding on website for the year
- One non-food booth at the event
- Social media campaign

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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 event.



Partnership Exposure Opportunity

- On-site branding opportunities and banner placements
- Announcement opportunities during the event
- Television and radio campaign
- Placement on marketing materials in VIP gift bags
- Placement of branding on website for the year
- One non-food booth at the event
- Social media campaign

40,000 expected in attendance

Exposure to over 3.75 billion unique impressions worldwide

Community Partner

Show your community support and get great exposure at a great price!



Partnership Exposure Opportunity

- On-site branding opportunities and banner placements
- Placement on marketing materials in VIP gift bags
- Placement of branding on website for the year
- One non-food booth at the event
- Social media campaign

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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.

5th ANNUAL

IDAHOTM POTATO DROP

SUNDAY, DECEMBER 31, 2017
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 fifth year, the Idaho® Potato Drop is the only 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 tent, VIP tent, food and drink vendors, a USASA-sanctioned Olympic pre-qualifier Toyota 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.



REPRESENTING THE Seattle Post-Intelligencer



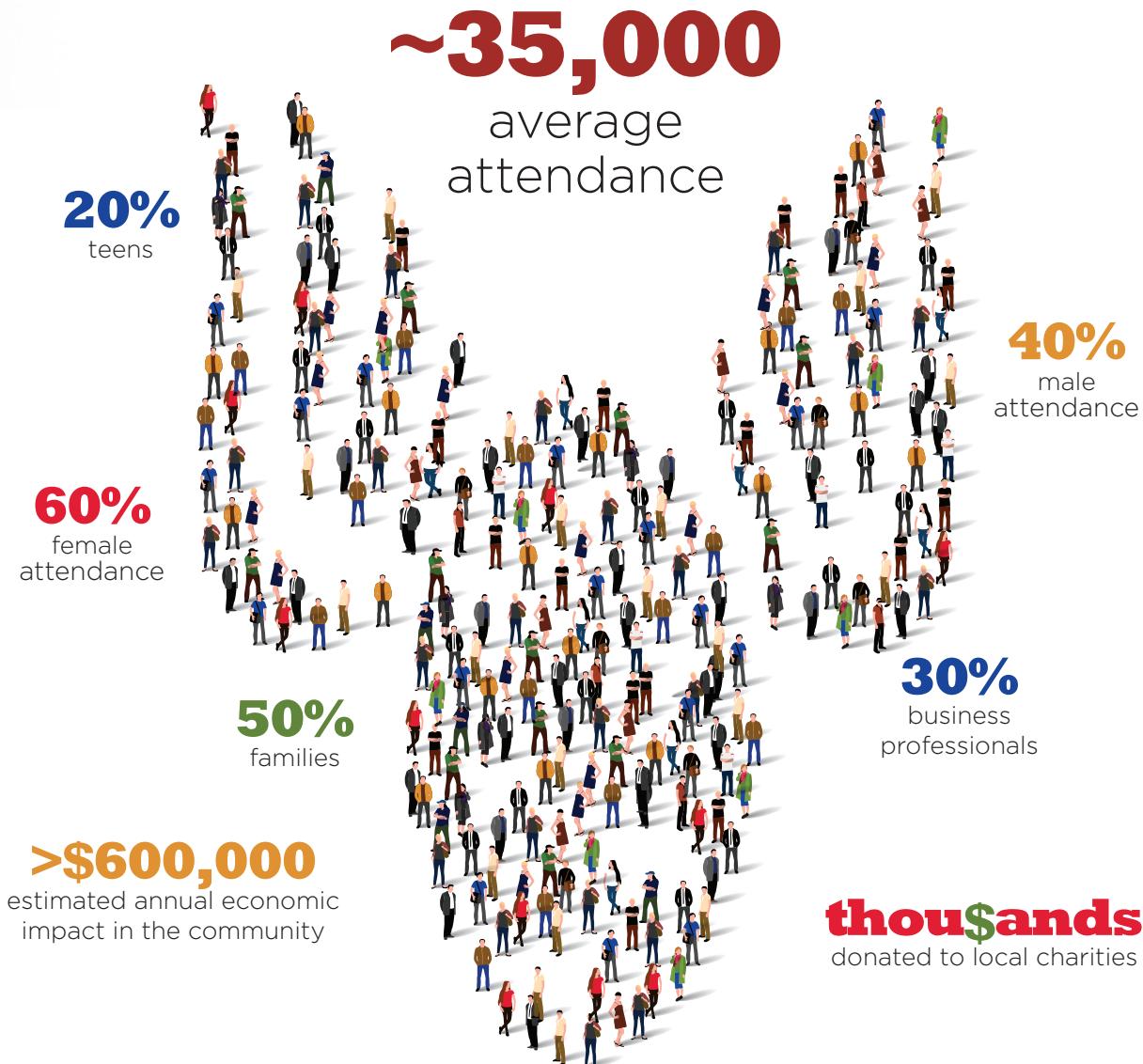
5th ANNUAL

IDAHOTM POTATO DROP

SUNDAY, DECEMBER 31, 2017
IN FRONT OF THE
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BOISE, IDAHO



Our success



1.5 million

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