



IDAHO[®] POTATO DROP

NEW YEAR'S EVE • BOISE, IDAHO



OUR SUCCESS

~35,000

average
attendance

20%
teens

60%
female
attendance

50%
families

40%
male
attendance

30%
business
professionals

ANNUAL ECONOMIC IMPACT
in the community through year-round
marketing

EVENT PROCEEDS
donated to local charities

BILLIONS

annual impressions in media worldwide



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NEW YEAR'S EVE • BOISE, IDAHO

The Idaho[®] Potato Drop began as an idea in the Fall of 2012, as natural and homegrown as the potato itself. The goal was to bring people from around the world 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.

The Idaho[®] Potato Drop is the only New Year's Eve event held on the grounds of the Idaho State Capitol. Each year, this FREE and charitable event has grown in scale, quality and reach. Privately funded by sponsors and highlighted by media coverage throughout the state and around the world through publications, news clips, articles and social media feeds.

COMMUNITY BENEFITS

The growth of the Idaho[®] Potato Drop has provided a tremendous benefit to the entire community in Idaho. These benefits include terms of commerce, tourism and community pride. The Idaho[®] Potato Drop promotes positive community growth by promoting local charities through monetary donations and awareness.

OUR VISION

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

Featured on:



Find us here:





IDAHO[®] POTATO DROP

PARTNERSHIP OPPORTUNITIES



MAIN STAGE PARTNER

The prime location for live entertainment, music and EMCEE announcements. Large screens with partner messages, count-down clock, logos and large center stage banner placement. Exposure on live television, radio, and print. 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 pyrotechnics display rivaling much bigger cities. Your company will be Idaho's hero!



VIP TENT PARTNER

Your company will be well represented before, during and after the event as our VIP presenter. You will receive 10 passes to our warm and toasty VIP tent located right in the middle of it all. Rub elbows with local luminaries and affluent partygoers from around the globe, while enjoying complimentary Hors d'Oeuvres and a full bar with private performances from local and regional talent.



FAMILY TENT PARTNER

The Family Tent will offer a warm, interactive experience geared towards family oriented events. This heated tent provides a large space to accommodate those with children. This tent will be full of eclectic vendors, local non-profits, entertainment and of course lots of heat!



URBAN-AIR EXHIBITION PARTNER

The snow park will be an exciting attraction to visitors to watch athletes from around the country display 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 EMCEE, 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. Your business will be recognized and remembered for the warmth you provided.



TRANSPORTATION PARTNER

The New Year is notorious for an unfortunate decision 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 Idaho to ring 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 retreat from the winter cold.



EVENT MAP LEGEND

THE POTATO RISES & DROPS HERE



MAIN STAGE



VIP TENT



FAMILY TENT



SKI & SNOWBOARD EXHIBITION



SNOW PARK BUILDER



SITE SPONSOR



NEW YEAR'S EVE IDAHO POTATO DROP EVENT MAP



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. We have available spots inside the family tent, on Capitol Street and in Capitol Park.



FOR PARTNERSHIP INQUIRIES, PLEASE CONTACT US AT

208-954-5077

CONTACT@IDAHOPOTATODROP.COM





MAIN STAGE PARTNER



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

PARTNERSHIP OPPORTUNITY

- KTVB TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Prime placement in print media promotions
- Social media campaign
- Multiple Main Stage announcements throughout the event
- Prime placement of banners on Main Stage
- Live on-air interview opportunities
- Maximum exposure in marketing campaigns through television, radio print and social media as marquee sponsor
- Maximum cell phone photography/sharing exposure
- Top tier sponsor placement on Idaho® Potato Drop website (up to 30,000 hits/day)
- One non-food booth
- 4 VIP passes
- Step & Repeat photos with social engagement and your company logo
- Main Stage partner pushes the button at midnight to lower the GloTato
- 8 commercials on Main Stage screens
- Your company static logo atop the screen of 1 hour broadcast

40,000 expected in attendance
World-wide exposure





VIP TENT PARTNER

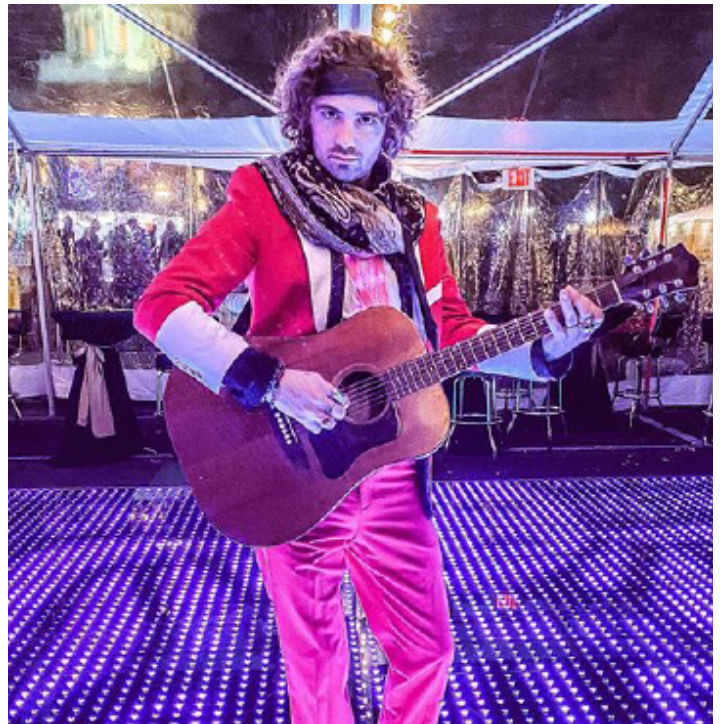


Your company will be well represented before, during and after the event as our VIP presenter, with exposure on the live KTVB broadcast. Our VIP is located right in the middle of it all. Rub elbows with some of Boise's most affluent and influential luminaries and party goers from around the globe.

PARTNERSHIP OPPORTUNITY

- KTVB TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Prime placement in print media promotions
- On-site branding opportunities and banner placements
- Multiple Main Stage announcements throughout the event
- Social media campaign
- Placement of branding on website for the year (up to 30,000 hits/day)
- 10 VIP passes
- One non-food booth at the event
- Step N' Repeat photos with social engagement and your company logo
- 4 commercials on Main Stage screen

40,000 expected in attendance
World-wide exposure



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URBAN-AIR EXHIBITION



The Urban Air Exhibition is an exciting attraction where visitors watch athletes display their skills on the Urban Air built by Mason and Justin Kennedy. Be sure to have the cameras ready! Equipped with its own lighting and EMCEE and sponsor announcements made regularly.

PARTNERSHIP OPPORTUNITY

- KTVB-TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Your logo in print media promotions
- Social media campaign
- Multiple Main Stage announcements throughout the event
- Highlighted banners on Rail Jam
- Maximum Exposure in marketing campaigns through television, radio print and social media as marquee sponsor
- Maximum cell phone photography/sharing exposure
- Top tier sponsor placement on Idaho® Potato Drop Website
- One non-food booth
- 4 VIP Passes
- Multiple Rail Jam announcements
- 6 commercials on Main Stage screen

40,000 expected in attendance
World-wide exposure





FIREWORKS PARTNER

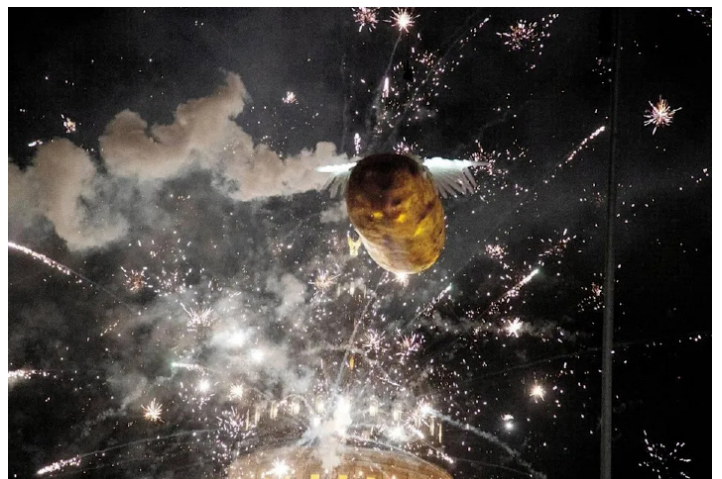


When the clock strikes midnight, the Main Stage will burst into song as the sky lights up with a fireworks display, rivaling much bigger cities. Your company will be Idaho's hero! Exposure on live televised KTVB broadcast with personalized company billboard to air during live broadcast.

PARTNERSHIP OPPORTUNITY

- KTVB TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Your logo in print media promotions
- Social media campaign
- Multiple Main Stage announcements throughout the event
- 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 marquee sponsor
- Maximum cell phone photography/sharing exposure
- Top tier sponsor placement on Idaho® Potato Drop Website
- One non-food booth
- 4 VIP passes
- Step & Repeat photos with social engagement and your company logo
- 8 commercials on Main Stage screen
- Your company static logo atop the screen of 1 hour broadcast
- First New Year's Eve announcement on the Main Stage
- 1,450 light up branded merchandise items for attendees

40,000 expected in attendance
World-wide exposure



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The Family Tent offers a warm retreat, 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 annual Idaho® Potato Drop! Diverse vendors and non-profits will be on hand to entertain.

PARTNERSHIP OPPORTUNITY

- KTVB TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Your logo in print media promotions
- On-site branding opportunities and banner placements
- Multiple main stage announcements throughout the event
- Social media campaign
- Placement of branding on website for the year
- 2 VIP passes
- One non-food booth at the event
- Includes 10 local non-profits sponsored by your company compliments of IPD
- 2 commercials on Main Stage screen

40,000 expected in attendance
World-wide Exposure





HEATING PARTNER



Be the winter hero while promoting your company to hundreds of thousands of spec-taters 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 OPPORTUNITY

- KTVB TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Your logo in print media promotions
- On-site branding on heating towers and tents
- Announcement opportunities during the event
- Social media campaign
- Placement of branding on website for the year
- One non-food booth at the event

40,000 expected in attendance
World-wide exposure



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HOSPITALITY PARTNER

PARTNERSHIP OPPORTUNITY

- KTVB TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Included in print media
- On-site branding opportunities and banner placements
- Multiple Main Stage announcements during the event
- Social media campaign
- Placement of branding on website for the year
- One non-food booth at the event

40,000 expected in attendance

World-wide exposure

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 retreat from the winter cold.



TRANSPORTATION PARTNER

PARTNERSHIP OPPORTUNITY

- KTVB TV commercials
- KTVB unique web impressions/social media
- Radio commercials
- Included in print media
- On-site branding opportunities and banner placements
- Announcement opportunities during the event
- Placement of branding on website for the year
- Social media campaign
- One non-food booth at the event

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 has the most important impact on ensuring a safe and fun event.



COMMUNITY PARTNER

PARTNERSHIP OPPORTUNITY

- On-site branding opportunities and banner placements
- Placement of branding on website for the year
- Social media campaign
- One non-food booth at the event
- Upgrade to Park Sponsor

40,000 expected in attendance
World-wide exposure

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



VENDORS

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.

OUTSIDE VENDOR (FOOD & NON-FOOD)

- On-site branding opportunities
- Social media exposure
- Ability to sell product
- Release of asset for internal promotion

INSIDE FAMILY TENT VENDOR

- On-site branding opportunities
- Social media exposure
- Ability to sell product
- Release of asset for internal promotion



TELEVISION,
PRINT, DIGITAL
AND RADIO
CAMPAIGN

TOP-TIER SPONSORS RECEIVE INCLUSION IN THE FOLLOWING:

- Planned television, radio, digital and print media campaigns
- Prime placement in print media the month leading up to the event
- Logo and missions statement included
- Live NBC/KTVB on-site interviews during NBC broadcast

SOCIAL MEDIA CAMPAIGN

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

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