



2021 SPONSORSHIP OPPORTUNITIES



Here in Caldwell, Idaho, Indian Creek Plaza is our front porch. Formal introductions not necessary, acquaintances and travelers are part of our family. There is always something going on. Evenings bring a chance to enjoy each other over games, dinners, and ice skating. Musicians frequent our doorstep and we celebrate every season.

Indian Creek Plaza is a community gathering space in the heart of downtown Caldwell's retail district that is programmed with more than 300 events and activities annually. In addition to our seasonal fountains and, ice-skating ribbon (the only one in all of Idaho), Destination Caldwell, the non-profit organization that manages the plaza, produces signature events from farmers markets and concerts to family fun nights and food & drink festivals! Many of our events are FREE due to the generous support of sponsors and contributors.

About Destination Caldwell

Destination Caldwell is a 501(c)(3) non-profit organization whose mission is to leverage Caldwell's agricultural heritage to promote economic growth. The organization aims to make Caldwell a destination for locally produced wines along the Sunnyslope Wine Trail, market fresh goods, and farm to fork dining. Destination Caldwell is also the City of Caldwell's managing partner of Indian Creek Plaza, with the intent to produce at least 250 events and activities each year to attract locals and visitors to downtown Caldwell.

For more information, visit www.destinationcaldwell.com and www.indiancreekplaza.com.

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

207

Events & Activities

99K

Estimated visitors

45K

Ice Skaters

52

Earned News Stories

20K

Social Media Followers

99K

Visits to IndianCreekPlaza.com

2020



APRIL 3

2021

11AM - 2PM

SPRING EGGSTRAVAGANZA

- OVER 20,000 EASTER EGGS
- SPRING GARDEN SHOW
- EASTER BUNNY PHOTOS

SPRING into action at downtown Caldwell's Spring EggStravaganza! Children will enjoy hunting for over 20,000 thousand eggs, meeting the easter bunny, our 'cutest chick' contest and other children's activities. Mom will enjoy our spring market, plant start sale, and live music.

Presenting Sponsor:

EVENT CO-SPONSOR \$1500

- 10 x 10 Booth Space
- Live Mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media posts leading up to the event (Facebook & Instagram)

EASTER EGGS HUNT SPONSOR \$1000

- Live Mentions during the event
- Opportunity to provide 500 plastic eggs stuffed with candy and promotional information
- Logo on website including link
- Logo on all Egg Hunt collateral material
- Four (4) minimum Social Media posts leading up to the event (Facebook & Instagram)

GARDENING CLASS SPONSOR \$500

- Live Mentions during the event
- Logo on website including link
- Logo on all collateral material
- Opportunity to provide volunteers/employees to assist kids with planting flowers
- Two(2) minimum Social Media posts leading up to the event (Facebook & Instagram)

CUTEST CHICK COSTUME SPONSOR \$500

Optional: Sign up for a three-year commitment and contest will be named after your company. 'Company's Cutest Chick Contest'

- Live Mentions during the event
- Logo on website including link
- Logo on all collateral material
- Opportunity to provide volunteers/employees to assist with judging the contest
- Two (2) minimum Social Media posts leading up to the event (Facebook & Instagram)

EASTER BUNNY SPONSOR \$500

- Live Mentions during the event
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media posts leading up to the event (Facebook & Instagram)





APRIL 17
2021
10AM - 2PM
2 PM

THE DUDE SHOW

Hey Dude! Yeah, you, you rugged, macho man, we're talking to you. Whether it's mountain biking, rafting, racing, soccer, hunting, fishing, or couch surfing, you'll find everything you need for your next adventure at the Dude Show. Come and check out the best gear, guides, grooming, grub, and guy things in Idaho. Then, crack open a tasty beer, chow down some BBQ, and hang out with the dudes at Indian Creek Plaza. Admission is free, Bro!

PRESENTING SPONSOR
\$1500

ACTIVITY SPONSOR (4) \$500

- 10 x 10 Booth Space
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)



- Live mentions during auction
- Logo on website including link
- Logo on collateral material
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)



MAY 5
2021
5 - 9 PM

CINCO DE MAYO

Spicy food, energetic dancing, a burro and bands - expect one of those fast paced events that'll have your sombrero flying off in a frenzy. Grab your friends and head on down to Indian Creek Plaza for some Fiesta fun on Cinco de Mayo. Beer, taco trucks, entertainment and delicious beverages! Ole!

ENTERTAINMENT SPONSOR
\$1500

BEER BURRO SPONSOR
\$500

- 10 x 10 Booth Space
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

- Live mentions during event
- Logo on website including link
- Logo on collateral material
- Opportunity to provide logo'ed beer koozies
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)



MAY 8
2021
10AM - 1 PM

Mother's Day Vintage Market

Indian Creek Plaza transforms into a bountiful outdoor flea market with beautiful jewelry, gifts, antiques, and the perfect odds and ends for our Mother's Day Vintage Market. Come early to scope out the vendor's one-of-a-kind pieces to find the best deal ... then wait for the market bell to ring to purchase your pickin' prize. Bring all the girls to celebrate love and friendship with some shopping (and mimosas)!

EVENT CO-SPONSOR (2)
\$1500

STAGE LOUNG SPONSOR
\$1000

Presenting Sponsor:

- 10 x 10 Booth Space
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)
- Live mentions during the event
- Logo on website including link
- One VIP table for (8) eight with umbrella
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)



MAY 18 - SEPT 28
2021
MARKET 5 - 8 PM
CONCERT 6 - 9 PM

TUESDAYS ON THE CREEK

Summer Concert Series & Farmers Market

Spend your 'Tuesdays on the Creek' in downtown Caldwell! This 20-week event series includes live music from local and touring artists and a farmer's market. Enjoy live music, grab a bite to eat and something to drink, and take home everything you need to make dinners for the rest of the week!

PRESENTING SPONSOR
\$12,000

MARKET SPONSOR (20)
\$500

Presenting Sponsor:



- Twelve (12) VIP Seats in front of stage
- 10 x 10 Booth Space each week
- 6' x 20' Banner on our stage
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event each week (Facebook or Instagram)

- 10 x 10 Booth Space each week
- Four (4) VIP Seats in front of stage
- Live mentions during the event and demonstrations
- Logo on website including link
- Co-host Facebook event page
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)





JUNE 19
2021
5-10 PM

IDAHO'S WILD WEST BREW FEST

This ain't yer average brew fest, nay, it's an old-timey rendezvous with the cowpoke spirits who once walked historic Caldwell's dirt streets. This western-themed festival features everything we love about the wild west; beer, American music, and the country way of living. So, grab your spurs (costumes encouraged) and wax up your mustache (yep, there's a contest) for a rootin' tootin' good time!

PRESENTING SPONSOR \$5000

- 10 x 10 Booth Space
- One (1) VIP table for 8 with umbrella
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media mentions leading up to the event (Facebook & Instagram Stories)



ENTERTAINMENT SPONSOR \$3000

- One (1) VIP table for 8 with umbrella
- Live mentions during the event
- Logo on website including link
- Logo on table reserved for the band(s)
- Two (2) minimum Social Media mentions leading up to the event (Facebook & Instagram Stories)

TASTING CUP SPONSOR \$2500

- Logo on 1500 Beer tasting cups
- Logo on website including link

PHOTOBOOTH SPONSOR \$500

- Live mentions during the event
- Name on photobooth
- Logo on website including link



JULY 4
2021
NOON - 3 PM

FUN ON THE 4TH

RED, WHITE AND YOU!

Experience the 4th of July, where Independence Day is one gigantic community celebration of the U.S.A. After the city parade and before the fireworks, cool off at Indian Creek Plaza. Run through our splash pads, take a dip in the dunk tank, and listen to Oldies music live all under an amazing display of American Flags in downtown Caldwell.

PRESENTING SPONSOR
\$1500

- 10 x 10 Booth Space
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Snapchat Filter
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

ENTERTAINMENT SPONSOR
\$1000

- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Snapchat Filter
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)

DUNK TANK SPONSOR
\$250

- Live mentions during the event
- Opportunity to provide Volunteers/Employees to run the dunk tank
- Logo on website including link



JULY 9, 16, 23
2021
6-10 PM

C-TOWN SING OFF KARAOKE COMPETITION

It's time to step on the Idaho Central Credit Union Stage and belt out your best rendition of 'Don't Stop Believin' or 'Harper Valley PTA'. Indian Creek Plaza will host a three Karaoke night competition this summer to highlight the best of Caldwell's talent.

MAIN SPONSOR
\$1500

- Live mentions during the event
- Two (2) Reserved Tables (seat up to 8 people)
- Logo on website including link
- Logo on all collateral material
- Three (3) minimum Social Media mentions leading up to the event (Facebook & Instagram Stories)



**JULY 31 &
AUG 1
2021**

**SAT 6-11PM
SUN 10AM - 1PM**

Blues on Indian Creek

Blues on Indian Creek is an intimate concert event featuring the unique brand of cool that only the blues music genre could provide. The festival will feature dynamic blues bands on Saturday and a Gospel brunch with singers so powerful they'll blow your wig off on Sunday morning.

This spectacular celebration of Blues music is assembled with the assistance of renowned music bookers To Entertain U LLC and JP Hardy Productions. All proceeds from the concerts benefit the Brad Carrow Scholarship Fund and the SK8 Ribbon Coalition, a youth mentorship program that empowers, mentors and teaches fundamental life skills young adults through ice skating.

ENTERTAINMENT SPONSOR (3) \$1000

- Two Reserved Tables for eight guest (16 total)
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event

BRUNCH SPONSOR (1) \$1000

- Eight (8) Reserved Seats for Brunch
- Eight (8) Brunch meal tickets
- Live mentions during the event
- Logo on website including link

TABLE SPONSOR \$250 per table

- Eight (8) Reserved Seats
- One (1) drink ticket per guest
- Complimentary water



AUG 14
2021
5 - 9 PM

HOT POTATO FEST

We say 'Idaho', you say 'Potato'. Tubers are pretty much the most fantastic vegetable on the planet, and the most famous export of Idaho – so why not get together and celebrate it? Peel it. Mash it. Bake it. Fry it. No matter what you do with it, it's delicious. Downtown restaurants and food trucks will feature your favorite potato dishes and a few new preparations to tantalize your taste buds. The potato will be the star of the festival activities as well – gulp down mash potatoes for a prize in our Mommy's Little Piggy Mashed Potato Eating Contest, decorate and turn in a pretty potato into our Super Spud Contest, and enjoy everything a potato can do at our potato themed vendors. You get the idea, everything about this event is going to be 'po'-tastic!

PRESENTING SPONSOR \$3000

- 10 x 10 Booth Space
- Live mentions during the event
- One VIP table for (8) eight with umbrella
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

ENTERTAINMENT SPONSOR \$1500

- 10 x 10 Booth Space
- Live mentions during the event
- One VIP table for (8) eight with umbrella
- Logo on website including link
- Name on table for the band
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)

CONTEST STAGE SPONSOR \$1000

- Live mentions during the event
- Opportunity to hang sponsor banner on stage
- Opportunity to provide Volunteers/Employees to assist with activities (Couch Potato, Mash Potato Eating contest & Potato Decorating contest)
- Logo on website including link
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)



SEPT 4
2021
4-9 PM

Taco Taste Off

The Taco Taste Off at Indian Creek Plaza beckons taco fans into Idaho's emerging culinary hotspot to deliver an epic party with the Treasure Valley's best taco trucks and chefs in Idaho, along with a robust schedule of colorful entertainment – all packed into a one-day event.

The wildly popular homage to tacos offers the bargain-of-a-century \$2 tacos from a wide range of taco makers - all vying for your vote to be named the Best Taco in Caldwell. It's a TantastACO, spectACOLar, event you're taste buds will remember for years to come.

PRESENTING SPONSOR \$1500

- 10 x 10 Booth Space
- One VIP table for (8) eight with umbrella
- Taco Bucks for eight (8) people (enough for each taco vendor)
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

ENTERTAINMENT SPONSOR \$1000

- Live mentions during the event
- Logo on table reserved for the band
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)

STREET TACO SPONSOR \$750

- 10 x 10 Booth Space
- Live mentions during the event
- Taco Bucks (enough for each taco vendor)
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)

TROPHY SPONSOR \$500

- Logo on trophy
- Opportunity to present trophy
- Logo on website including link
- Taco Bucks (enough for each taco vendor)

PHOTOBOOTH SPONSOR \$500

- Live mentions during the event
- Name on photobooth
- Logo on website including link



19th Annual Indian Creek Festival



SEPT 17-18

2021

FRI 6 -10PM

SAT 7AM - 2PM

Indian Creek Festival began in 2003 as a celebration of when the first section of Indian Creek in downtown Caldwell was uncovered. What was once a small gathering in a parking lot has become a two-day festival that spans blocks in downtown Caldwell. This community event has evolved over the years and includes a car cruise, car show, chalk art contest, and a local marketplace. The most anticipated event is the cardboard kayak race where teams compete to see who can build the fastest, watertight kayak out of just cardboard and duct tape.

This is a two-day festival with a concert held on Friday night, "Oldies on the Plaza" and the car cruise around downtown Caldwell. Then Saturday morning includes the car show, kayak races and other activities.

CARDBOARD KAYAK SPONSOR \$2000

- Main Registration Booth - branded with company name
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Banner on Bridge (Minimum 4' x 8' Banner provided by sponsor)
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

OLDIES ON THE PLAZA SPONSOR \$1000

- 10 x10 Booth Space
- One VIP table for (8) eight with umbrella
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)

CAR CRUISE SPONSOR \$1500

- 10 x 10 Booth Space
- Logo on website including link
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

CAR SHOW SPONSOR \$2000

- 10 x 10 Booth Space
- Logo on website including link
- Logo on dash registration
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

STAGE SPONSOR \$1000

- 10 x 10 Booth Space
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)



OCT 2
2021
5 - 8PM

TASTE OF CALDWELL HARVEST FESTIVAL

Join us and experience all the great things Fall Harvest in Caldwell has to offer. Visit the AgVenture trail during the day for a true harvest experience. You can pick farm-fresh produce, create your own fall bouquet or choose one great big pumpkin to take home! Then come back to Indian Creek Plaza for a nighttime celebration with chicken drop bingo while you sample the best of the best from our Idaho brewers and vintners. Local Idaho Chefs will be there to prepare you the perfect taste of Caldwell.

EVENT SPONSOR \$1500

- 10 x 10 Booth Space
- One VIP table for (8) eight with umbrella
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media posts leading up to the event (Facebook or Instagram)

ENTERTAINMENT SPONSOR \$1000

- One VIP table for (8) eight with umbrella
- Live mentions during the event
- Logo on website including link
- Logo on table provided for the band
- Two (2) minimum Social Media posts leading up to the event (Facebook or Instagram)

CHICKEN DROP SPONSOR \$250

- Logo in the center of the board
- Live mentions during the event
- Logo on website including link
- Opportunity to provide volunteers/employees to assist

CHEF SPONSOR (3) \$500

- Logo in the center of the board
- Live mentions during the event
- Logo on website including link
- Logo on collateral material
- Two (2) minimum Social Media posts leading up to the event (Facebook or Instagram)



OCT 9
2021
1-5 PM

DOG-TOBER FESTIVAL

Calling all four legged friends, Indian Creek Plaza is welcoming you and your owners (leashes required) to join us in celebrating two of our favorite things this October...dogs and beer! Bring your pups, dress them up and enjoy an Oktoberfest themed celebration for the dogs. Taste some of the best seasonal brews to come out of the Treasure Valley and if you think you have the best canine in the valley you can prove it! Enter to win our classic dog show, all ages and breeds welcome. This is your one opportunity to bring man's best friend to the Plaza, with weather permitting you may even get to run them through our Splash Pads. Enjoy dog themed food trucks or pick up supplies from one of our local pet vendors.

PRESENTING SPONSOR \$1000

- 10 x 10 Booth Space
- One VIP table for (8) eight with umbrella
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material, promotional items & games
- Four (4) minimum Social Media mentions leading up to the event (Facebook or Instagram)

ENTERTAINMENT SPONSOR \$1000

- Live mentions during the event
- Logo on website including link
- * Logo on table provided for the band
- Two (2) minimum Social Media mentions leading up to the event (Facebook or Instagram)

ACTIVITY AREA SPONSOR (4) \$500

- Live mentions during the event
- Logo on website including link
- One (1) minimum Social Media mentions leading up to the event (Facebook or Instagram)
- Provide awards & medals for 1st, 2nd and 3rd place for costume contest, dog agility contest, dog show contest and steeplechase contest

PHOTOBOOTH SPONSOR \$500

- Live mentions during the event
- Name on photobooth
- Logo on website including link



NOV 19,20,21
2021
6-9 PM

Winter Wonderland

The Winter Wonderland Festival is Idaho's official start of the Christmas season! Every year, the City of Caldwell Streets Department decorates Indian Creek in downtown Caldwell with one million lights! The Festival also marks the opening of Ice skating at the Ice Ribbon in downtown Caldwell.

EVENT CO-SPONSOR **\$5000**

- 10 x 10 Booth Space
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Four (4) minimum Social Media mentions leading up to the event (Facebook & Instagram Stories)

ENTERTAINMENT SPONSOR **\$3000**

- 10 x10 Booth Space
- Live mentions during the event
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event (Facebook & Instagram Stories)

SANTA SPONSOR **\$1500**

- Live mentions during the event
- Photos with Santa with Snapchat Filter
- Logo on website including link
- Logo on all collateral material
- Two (2) minimum Social Media mentions leading up to the event (Facebook & Instagram Stories)

*Additional opportunity to sponsor Santa for the holiday season. Santa appears every Friday until Christmas