

2025 City of Iona Events Sponsorship Levels



HEADLINE SPONSOR OF THE IONA DAYS FIREWORKS CELEBRATION (ONLY 1 AVAILABLE)

Fireworks Sponsor \$7,500+

- Everything below AND
- Fireworks show listed as Iona Days Fireworks Celebration Presented by: (Company Name) for the present year
- Opportunity to speak before singing of the National Anthem to kick off the program
- Opportunity to be publicly thanked in person and speak over the PA at all City events listed
- Four (4) one minute ads at the event (sponsor submits information to be read by the emcee)
- All press releases and social media for Iona Days will prominently include your logo, including a dedicated banner to list as being the Fireworks Sponsor
- Commercial booth space up to 10x20 at all non ancillary city events

Diamond Sponsor \$6,000+

- Everything below AND
- A large banner with your logo prominently displayed at all City events
- A booth at any of the City events
- Three (3) 45 second ads at Iona Days (sponsor submits information to be ready by the emcee)
- Your company name on the Veteran's Day Gift
- Your company logo on the Grand Marshall's Banner in the Iona Days Parade
- Your business name announced at all events, and all press releases for events
- Your business name announced hourly during the main Iona Days celebration
- Commercial booth space up to 10x20 at two non ancillary city events

Gold Sponsor \$3,000+

- Everything below, AND
- A banner with your logo prominently displayed at one City Event of your choosing
- A booth at 2 events of your choice
- Two (2) 30 second ads at Iona Days (sponsor submits information to be ready by the emcee)
- Tagged as co-sponsors on non ancillary City Events on social media and press releases
- Your name announced at two events
- Prominent position of your logo on T-shirts for the Iona Days Races

Silver Sponsor \$1000+

- Everything below, AND
- Your company announced at two events of your choice
- Your logo included on a Thank You to our sponsors post
- The opportunity for advertisement in our grab bags at Easter
- Your logo on the annual Iona Days t-shirts

Bronze Sponsor \$500+

- Everything below, AND
- A free float in the Iona Days Parade, if desired.
- A booth at any two events of your choice

Entry Sponsor \$200+

- Booth at one event of your choice
- Your name on our sponsorship banner for the year. Size in proportion to the amount donated

2025 City of Iona Events Ancillary Sponsorship



Pickleball Tournament

\$750

- Sole Sponsor for our growing Pickleball Tournament during Iona Days. This two day tournament is a bracketed division with prizes awarded and separated by family and adult divisions.
- Press Releases, tagged on all social media posts for this event, event advertising and dedicated banner to include company name for everything associated with the pickleball tournament. PA announcements thanking your company for being the sole sponsor of the event, company name/logo prominently featured on the event t-shirt. Speaking opportunity, booth space and parade entry should you desire.
- Sponsorship covers prizes, tournament shirts, snacks, drinks, paid advertising and all associated fees.
- For advertising beyond the Pickleball Tournament, this sponsorship would also require a minimum of an Entry Sponsor level.

Softball Tournament

\$500

- Sole Sponsor for our exciting Softball Tournament during Iona Days. This tournament is a bracketed division with trophies awarded to the top two teams.
- Press Releases, tagged on all social media posts for this event, event advertising and dedicated banner to include company name for everything associated with the softball tournament. PA announcements thanking your company for being the sole sponsor of the event. Speaking opportunity, booth space and parade entry should you desire.
- Sponsorship covers prizes, snacks, drinks, paid advertising and all associated fees.
- For advertising beyond the Softball Tournament, this sponsorship would also require a minimum of an Entry Sponsor level.

Cookies With Santa

\$1000

- Sole Sponsor for our Cookies with Santa event. This is the last event of the year and the only Christmas event we hold at this time.
- This event can only take place with an event sponsor.
- Press Releases, tagged on all social media posts for this event,, event advertising and dedicated banner to include company name for everything associated with this event. PA announcement thanking your company for being the sole sponsor of the event. Speaking opportunity and booth space should you desire.
- Sponsorship covers Santa, cookies, creative activity for the children, drink & candy costs, marketing, photographer and decorations.
- For advertising beyond Cookies with Santa, this sponsorship would also require a minimum of an Entry Sponsor level.

Iona Days Race

\$2300

- Sole Sponsor for our extremely popular Iona Days race which occurs during our most well attended event of the year, Iona Days.
- This sponsorship can be tailored to fit should your company prefer to provide some or all of the necessary items for the event. Contact the event coordinator for additional details.
- Press Releases, tagged on all social media posts for this event, event advertising and dedicated banner to include company name for everything associated with this event. PA announcement prior to the start of the race thanking your company for being the sole event sponsor. Speaking opportunity at the beginning of race and/or during the awards or the main Iona Days event later in the day, should you desire. Free booth & Parade entry at Iona Days.
- Sponsorship covers cash prizes, race shirts, swag bag, snacks, water, timers, bibs, paid advertising and all associated fees.
- For advertising beyond the Iona Days Race, this sponsorship would also require a minimum of an Entry Sponsor level.

Family Games in the Park

\$1050

- Sole Sponsor for our second annual, Family Games in the Park to occur a minimum of 2 times per month during the months of June-August. The City of Iona will provide music and games for all ages such as Cornhole, 9 Square in the Air, Giant Connect 4, Potato Sack Races, Giant Kerplunk, Trivia and others.
- It is our intention to bring Iona families together in the Town Square for a casual evening of safe and wholesome fun. In 2024 this was a well received event by the community and grew in popularity throughout the summer.
- This sponsorship can be tailored to fit should your company like to provide some or all of the necessary items for the events. Contact the event coordinator for additional details.
- Press Releases, tagged on all social media posts for this event, event advertising and dedicated banner to include company name for everything associated with this event. PA announcement thanking your company for being the sole sponsor of these events. Speaking opportunity and booth space should you desire.
- Sponsorship covers cost of new games, maintenance of existing games, advertising fees along with possible concessions either free or at a greatly reduced rate.
- For advertising beyond Family Games in the Park, this sponsorship would also require a minimum of an Entry Sponsor level.

2025 City of Iona Events Event Dates & Details



Easter Egg Hunt

- April 12
- Attendance is approximately 5,000+
 - Egg hunt with over 25,000 eggs separated by age groups.
 - Live animals, Easter Bunny, Cotton Candy, over 600 prizes, Food Trucks, Chalk Art Contest and more.

Garage Sale & Community Clean Up

- June
TBD
- Everything below AND
 - Fireworks show renamed after your company for the present year
 - Opportunity to speak before singing of the National Anthem to kick off the program
 - Opportunity to be publicly thanked in person and speak over the PA at all City events listed
 - All advertisements for Iona Days will prominently include your logo

Iona Days

- July
18 & 19
- Our goal is to make Iona Days feel like a family reunion.
 - Free community breakfast, Iona Days 5k/10k race, DJ/emcee, parade, candy drop, talent show, car show, food vendors, kids strider bike races and fun run, bounce houses, lawn games, fireworks, giant waterplay area, pickleball, softball and cornhole tournaments. We conclude the 2 day event with a fireworks show.
 - This event sees well over 10,000 attendees over 2 days. People come from out of state to attend this event.

Halloween Carnival

- October
25
- Fun day for children and families of our community and the surrounding area to dress up and show off their costumes, talents and have a great time.
 - Multiple contests including: Kids Baking, Outdoor Decorating, Soup, and pumpkin carving.
 - At no cost to the community, we provide: Hayrides, Cocoa, Donuts, music and entertainment.
 - Businesses set up games for the children.

Veteran's Day

- November
10
- In coordination with Iona Elementary School, we participate in their annual Veteran's Day program. The City Mayor sends a letter of invitation to every Veteran and their families to attend the Iona Veteran's Day Program. We arrange for a speaker and color guard. The school arranges additional speeches, readings, presentations, songs and more.
 - The City provides a gift to every Veteran in the City. Those who do not attend the elementary school program will have their gift hand delivered to their home.

Cookies with Santa & Family Games in the Park

- TBD
- These events are dependent on receiving ancillary sponsors.
 - Dates will to be determined upon sponsorship commitment.

2025 City of Iona Events Sponsor Information



Important Date to Remember

3/31/25

To be featured on our main sponsorship banner, a verbal commitment to any sponsorship level must be confirmed by 3/31/2025. While you can become a sponsor at any point in the year, beyond this date, no further alterations are able to be accommodated on the primary banner.

Can We Donate Goods and Services?

Any donation made contributes to your sponsorship. Kindly inform us of any goods or services you intend to donate as part of your sponsorship when submitting. Please inform us of the value so we may acknowledge the sponsorship level properly and provide your company with the associated benefits. IE: Donation of \$500 worth of candy and prizes for the Easter Egg hunt plus \$500 check to the city = Silver Sponsor level for the year.

What Goods/Services Does Iona Need Donated?

Easter: Small candy or toys to fill Easter Eggs, Coupons, Large Toys/ Prizes and Volunteers. Each individual toy donated will have a sticker with your logo.

Iona Days: Items to Raffle, candy and small prizes for our games, volunteers, coupons, food/drinks for our volunteers and many other items. Feel free to ask or suggest any additional ideas.

Halloween: Candy and Coupons to give out to our costumed guests, bulk donuts/cookies to give to everyone attending, prizes for our contest winners.

We have many additional needs and opportunities throughout the year.

How and When Do I Send My Sponsorship?

You may send by mail to P.O. Box 487 Iona, ID 83427, drop it in the water box, bring it into the City Office at 3548 N. Main St. Iona, ID, or we can arrange to pick it up in person.

Any Sponsorships who would like to be on the main banner for the year need to provide (at minimum) a verbal commitment before our printing deadline of: March 31, 2025.

If you would like more information about any of the events please call /text the City Events Planner, Diana, at her personal number, 208-671-5070 or email: office@cityofiona.org