

2026 City of Iona Events Sponsorship Opportunities



The City of Iona continues to grow and thrive, and it is with great pride that we invite you to join us for another exciting year of community celebration. As we look ahead to 2026, we are honored to embrace the Semiquincentennial of the United States—our nation’s 250th anniversary—with the theme:

“Pioneers of the Past, Patriots of the Future.”

This theme not only reflects our country’s historic milestone but also honors the spirit of Iona itself: a community built on heritage, strengthened by unity, and looking forward with resilience and pride. Together, we celebrate the vision of those who came before us while creating a vibrant and enduring legacy for future generations.

Your partnership makes all of this possible. We deeply value the support of our sponsors—not only because you serve customers here in Iona, but also because your employees and their families are part of this community. When you invest in Iona’s events, you are investing directly into the lives, traditions, and connections that make this city such a special place to live and work.

In 2026, we are excited to expand our sponsorship opportunities. In addition to our traditional annual sponsorship tiers, we are offering more tailored ancillary sponsorships designed to give your business meaningful and visible ways to connect with residents. Whether it’s sponsoring our signature events like **Iona Days**, the **Easter Egg Hunt**, **Halloween Carnival and House Decorating**, **Veterans Day Program**, or helping support newer traditions such as **Summer Fun Nights**, your contribution strengthens the fabric of our community while giving your business genuine recognition and goodwill.

We are proud of the city we are building together and grateful for the role our sponsors play in shaping its success. On behalf of the City of Iona, thank you for your continued partnership and your commitment to this thriving community we all call home.

We invite you to review the 2026 sponsorship packet and would be happy to meet with you personally to discuss opportunities that align with your goals.

Thank you for your consideration,

Andy (Andrea) Bunderson
City Events Coordinator

2026 CITY OF IONA EVENTS

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2026 CITY OF IONA EVENTS

EVENT DATES



Easter Egg Hunt

Mar
28

- Second largest event of the year.
- Egg hunt with over 30,000 eggs separated by age groups.
- Live animals, Easter Bunny, Cotton Candy, over 600 prizes, Food Trucks, Chalk Art Contest, music and more.

Garage Sale & Community Clean-up

Jun
6

- Generally held the second or third weekend in June.
- Community wide clean-up and sponsor volunteer opportunity.
- Yard sale held throughout the entire city.

Iona Days

Jul
17-18

- Our goal is to make Iona Days feel like a family reunion.
- Free community breakfast, Iona Days 5k/10k race, DJ/emcee, parade, 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 incredible event.

Halloween Carnival

Oct
31

- Fun day for children and families of our community to dress up and show off their costumes 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, contest prizes and entertainment.
- Local businesses set up games for the children.

Veterans Day

Nov
11

- In collaboration with Iona Elementary School, we are actively involved in their annual Veteran's Day program. The City Mayor sends a letter of invitation to each Veteran and their family, encouraging them to attend the Iona Veteran's Day Program. We coordinate a speaker and color guard, while the school organizes additional speeches, readings, performances, songs, and more.
- The City presents a token of appreciation to every Veteran residing in the area. For those who do not attend the elementary school program, their gifts are personally delivered to their homes, accompanied by a heartfelt thank you from a member of the Mayor's Youth Advisory Council.

Summer Fun Nights & Cookies with Santa

TBD

- TBD
- These events are dependent on receiving ancillary sponsors.
- Dates and details will be coordinated upon sponsorship commitment.

2026 CITY OF IONA EVENTS ANNUAL SPONSORSHIPS



Annual Sponsorships provide year-round recognition across multiple City of Iona events. Each level builds upon the benefits of the previous tier, ensuring your business receives maximum visibility and meaningful community engagement.

Headline & Firework Sponsor

\$10,000

Everything below, plus:

- Fireworks show officially listed as:

"Iona Days Fireworks Celebration Presented by [Your Company]"

- Opportunity to submit a **prerecorded commercial** to be aired during the fireworks presentation
- Public thanks and opportunity to **speak live over the PA** at all City events
- Four (4) **one-minute ads** at Iona Days (read or played by the emcee; sponsor provides content)
- Prominent logo placement on all **Iona Days press releases and social media**, including a **dedicated fireworks banner**
- Commercial booth space up to **10x20** at all non-ancillary City events

Diamond Sponsor

\$6000

Everything below, plus:

- Large sponsor banner with logo prominently displayed at **all non-ancillary City events**
- Complimentary booth at any **City event**
- Three (3) **45-second ads** at Iona Days (read or played by the emcee; sponsor provides content)
- Business name printed on the Veterans Day Gift
- Business name announced at **all events** and included in **all press releases** (excluding ancillary-only events)
- Business name announced **hourly** during the main Iona Days celebration

Gold Sponsor

\$3000

Everything below, plus:

- Banner with your logo prominently displayed at **one City event** of your choosing
- Two (2) **30-second ads** at Iona Days (read or played by the emcee; sponsor provides content)
- Tagged as a **co-sponsor** on all non-ancillary City events across social media and press releases
- Business name announced at **two additional events**
- Prominent logo placement on **Iona Days Race shirts**

Silver Sponsor

\$1000

- Everything below, plus:
- Business name announced at **two City events**
- Logo included on a **"Thank You Sponsors" social media post**
- Opportunity to place promotional items in **Easter grab bags**
- Logo on **Iona Days Race shirts**

Bronze Sponsor

\$600

- Everything below, plus:
- Complimentary float in the **Iona Days Parade** (optional)
- Booth at **two City events** of your choice

Entry Sponsor

\$300

- Booth at **one City event** of your choice
- Business name displayed on the **annual sponsorship banner** (commitment required by March 1, 2026; size proportional to sponsorship level)

2026 CITY OF IONA EVENTS

ANCILLARY SPONSORSHIP OPPORTUNITIES



| A Note Regarding Ancillary Sponsorships |

Ancillary sponsorships provide businesses and organizations with the opportunity to **support specific City events or unique elements within an event** that best align with their community outreach goals and initiatives. These sponsorships offer a **personalized way to engage with residents** while showcasing your organization's commitment to enriching the quality of life in Iona.

Please note: Any advertising or promotional recognition by the City **outside of the sponsored event itself** requires, at minimum, a commitment at the **Entry Sponsor level** (see page 4). This ensures that sponsors enjoy both the tailored visibility of their selected event and the broader benefits of the City's annual sponsorship program.

By choosing an ancillary sponsorship, your organization gains more than simple name recognition. These opportunities:

- Open the door to **authentic community engagement**
- Create **meaningful connections** with residents and families
- Demonstrate your support for **local traditions and initiatives**
- Provide **positive, lasting visibility** through City-hosted events and promotions

Ancillary sponsorships are a powerful way to celebrate alongside the community while highlighting your company's values and dedication.

2026 CITY OF IONA EVENTS

IONA DAYS ANCILLARY



The Iona Days Fireworks Celebration is the grand finale of the summer and one of the most anticipated events of the year, drawing thousands of attendees from across the region. As the Headline Fireworks Sponsor, your business receives top-tier recognition as the presenting partner of this spectacular show.

Sponsorship Includes:

- Official event title: "Iona Days Fireworks Celebration Presented by [Your Company]"
- Company logo prominently featured in press releases, social media posts, and all event advertising related to the fireworks
- A dedicated sponsor banner displayed at the fireworks viewing area
- Four (4) one-minute ads during Iona Days, read or played by the emcee (sponsor provides content)
- Opportunity to submit a prerecorded commercial to be aired during the fireworks presentation
- PA recognition throughout Iona Days, including public thanks before and during the fireworks show
- Speaking opportunity at Iona Days, including the option to address the crowd before the fireworks
- Complimentary booth space up to 10x20 at all non-ancillary City events

Your sponsorship covers:

- The full fireworks production, safety, permits, and promotion
- Advertising and marketing efforts ensuring maximum visibility for both the event and your business

This premier sponsorship places your business at the center of Iona's largest celebration, tying your name to a memorable tradition that unites the entire community.

Headline Fireworks

\$10,000

Iona Days Race

\$2600

Be the exclusive sponsor of one of the most popular traditions of Iona Days—our annual community race. This premier event draws hundreds of participants and is a cornerstone of the weekend's festivities.

Your sponsorship includes:

- Sole recognition as the official sponsor of the race, with your company name featured in all press releases, advertising, and event promotions.
- Prominent logo placement on race shirts, swag bags, and a dedicated banner displayed throughout the event.
- Public recognition from the emcee with a PA announcement before the race begins, as well as acknowledgments during the awards ceremony and main Iona Days celebration.
- The opportunity to speak at the race start and/or awards presentation.
- Complimentary booth space and parade entry at Iona Days.
- As the sole sponsor, your company will not only gain outstanding visibility but also be recognized as a driving force behind one of the most celebrated events of the year.

Your sponsorship covers:

- Race essentials including cash prizes, medals, participant shirts, swag bags, refreshments, bibs, timing services, paid advertising, and all related expenses.

2026 CITY OF IONA EVENTS

IONA DAYS ANCILLARY



Bounce House

\$2500

Bring joy and excitement to families by sponsoring one of the most popular areas of Iona Days—the Bounce House Zone. This attraction draws thousands of children and families throughout the weekend and is a highlight for young participants.

Sponsorship Includes:

- Sole recognition as the official Bounce House Sponsor for Iona Days
- Company name featured in press releases, social media posts, and event advertising for this area
- A dedicated banner with your company name prominently displayed at the Bounce House Zone
- Multiple PA announcements during Iona Days thanking your company for sponsoring this family-favorite attraction
- Opportunity for a booth space and parade entry at Iona Days
- Option to provide promotional materials or small branded giveaways for participating families

Your sponsorship covers:

- Rental and staffing of bounce houses and inflatables
- Safety equipment and supervision costs
- Contest prizes and entertainment enhancements in the area
- This sponsorship highlights your commitment to family fun, safety, and community engagement, while ensuring your brand is front and center at one of the busiest attractions of Iona Days.

Kick off Iona Days with one of our most beloved traditions: a **free community breakfast**, served to nearly 1000 residents and visitors.

Sponsorship Includes:

- Sole recognition as the Community Breakfast Sponsor
- Company name featured in press releases, social media posts, and event advertising
- A dedicated sponsor banner displayed at the breakfast event
- PA announcements thanking your company throughout the morning
- Option for booth space and parade entry

Your sponsorship covers:

- Food, supplies, staffing, and decorations for the breakfast
- Paid advertising and event coordination costs

Iona Days Community Breakfast

\$2300

2026 CITY OF IONA EVENTS

IONA DAYS ANCILLARY



The Car Show has become the single largest attraction of Iona Days, with over 125 classic cars featured in 2025 and an expanded goal of 200 cars for 2026. This event draws enthusiasts and families from across the region and continues to grow each year.

Sponsorship Includes:

- Recognition as the Headline Sponsor (\$1300) or Co-Sponsor (\$350) of the Car Show
- Company name and logo featured in press releases, social media posts, and event advertising for the Car Show
- A dedicated banner with your company name prominently displayed at the Car Show area
- Multiple PA announcements during Iona Days acknowledging your sponsorship
- Opportunity for booth space and parade entry with premium placement
- Speaking opportunity at the Car Show awards ceremony, if desired

Your sponsorship covers:

- Event staging, awards, advertising, and coordination costs
- Expansion of the Car Show area to accommodate increased participation

This sponsorship ensures your business is at the center of one of the most exciting and well-attended highlights of Iona Days.

**Car Show
Headline/
Co-Sponsor**
\$1300/\$350

Carnival Row is one of the liveliest and most family-friendly attractions of Iona Days. With more than 10 free carnival-style games, classic contests like sack races and pie-eating, and thousands of prizes awarded, this area keeps kids and families engaged all day long.

Sponsorship Includes:

- Sole recognition as the Carnival Row Sponsor
- Company name and logo featured in press releases, social media posts, and event advertising for this area
- A dedicated sponsor banner displayed throughout Carnival Row
- Multiple PA announcements during Iona Days thanking your business for sponsoring Carnival Row
- Opportunity for booth space and parade entry during Iona Days
- Option to provide small branded giveaways as part of Carnival Row prizes

Your sponsorship covers:

- Carnival prizes, games, and contest supplies
- Staffing, setup, and promotion of the Carnival Row area

This sponsorship highlights your commitment to family fun and community spirit while putting your brand at the center of one of the busiest and most energetic kid centric areas of Iona Days.

**Carnival
Row**
\$1250

2026 CITY OF IONA EVENTS

IONA DAYS ANCILLARY



Pavillion

\$1000

The Pavilion is the hub of activity during Iona Days, hosting performances, shade seating, and event announcements. Sponsoring the Pavilion means your brand is at the very center of the festivities.

Sponsorship Includes:

- Sole recognition as Pavilion Sponsor, with your company name on a dedicated banner at the Pavilion
- Recognition in press releases, social media posts, and event advertising connected to Pavilion activities
- PA announcements throughout the weekend from the Pavilion stage, thanking your business
- Option for booth space and parade entry

Your sponsorship covers:

- Pavilion décor, seating, staging, and sound support
- Event coordination and equipment for Pavilion activities

Carriage Rides

\$900

Add a touch of tradition and charm to Iona Days by sponsoring the Carriage Rides—a beloved attraction for families.

Sponsorship Includes:

- Sole recognition as the official sponsor of the Carriage Rides
- Company name in press releases, social media posts, and event promotions for the rides
- A dedicated sponsor banner displayed at the Carriage Rides pickup area
- PA announcements thanking your company during Iona Days
- Booth space and parade entry included

Your sponsorship covers:

- Carriage rental, handlers, and horse care
- Signage and safety accommodations

Pickleball Tournament

\$900

Pickleball is one of the fastest-growing sports in the nation, and Iona Days hosts one of the most popular tournaments in the region.

Sponsorship Includes:

- Sole recognition as the Pickleball Tournament Sponsor
- Logo prominently featured on tournament shirts and banners
- Company name in press releases, social media posts, and event advertising
- PA announcements thanking your business during the tournament
- Booth space and parade entry included

Your sponsorship covers:

- Tournament shirts, prizes, snacks, and drinks
- Paid advertising and tournament coordination costs

2026 CITY OF IONA EVENTS

IONA DAYS ANCILLARY



Parade Sponsor

\$700

The Iona Days Parade is one of the highlights of the celebration, drawing thousands of spectators and dozens of floats.

Sponsorship Includes:

- Sole recognition as the Parade Sponsor
- Company name included in press releases, social media, and advertising for the parade
- A dedicated sponsor banner displayed at the parade staging area
- PA announcements thanking your company before and during the parade
- Booth space and preferred placement in the parade

Your sponsorship covers:

- Parade logistics, volunteer support, and staging equipment

Waterplay Zone

\$650

The Waterplay Zone is one of the most exciting (and coolest!) attractions of Iona Days, featuring giant slides, slip 'n slides, splash zones, and bubble fun.

Sponsorship Includes:

- Sole recognition as Waterplay Zone Sponsor with a dedicated banner at the attraction
- Company recognition in press releases, social media, and event advertising for this zone
- PA announcements throughout the day highlighting your sponsorship
- Option for booth space and parade entry

Your sponsorship covers:

- Rental of water slides and inflatables
- Water supply, safety staff, and cleanup services

Kids Fun Run & Strider Bike Race

\$500

This event is a highlight for families and children, featuring a fun run, bike races, and a foam cannon finale.

Sponsorship Includes:

- Sole recognition as the sponsor of the Kids Fun Run & Strider Bike Race
- Company name in press releases, social media, and event advertising
- A dedicated sponsor banner displayed at the race start/finish line
- PA announcements thanking your company during the event
- Option for booth space and parade entry

Your sponsorship covers:

- Race prizes, snacks, drinks, and coordination costs

2026 CITY OF IONA EVENTS

IONA DAYS ANCILLARY



Softball Tournament

\$500

Cheer on local teams as they compete in our annual Softball Tournament—a community favorite that brings out fans of all ages.

Sponsorship Includes:

- Sole recognition as Softball Tournament Sponsor
- Company name featured in press releases, social media, and event advertising
- A dedicated sponsor banner at the tournament field
- PA announcements thanking your company throughout the event
- Option for booth space and parade entry

Your sponsorship covers:

- Prizes, snacks, drinks, and coordination costs for the tournament

Food Truck Zone

\$500

Support a popular area of Iona Days—the Food Truck Zone. Thousands of visitors gather here to enjoy local flavors and community dining.

Sponsorship Includes:

- Sole recognition as Food Truck Zone Sponsor with a dedicated banner in the dining area
- Company name featured in press releases, social media, and event promotions tied to the Food Truck Zone
- PA announcements thanking your business during prime dining times
- Option for booth space and parade entry

Your sponsorship covers:

- Rental of tables, seating, and dining accommodations
- Sanitation and cleanup services

Melodrama

\$500

Celebrate a fun Iona Days tradition by sponsoring the Melodrama—a lighthearted, family-friendly performance that always draws a crowd.

Sponsorship Includes:

- Sole recognition as Melodrama Sponsor with a dedicated banner displayed at the show
- Company name included in press releases, social media posts, and event advertising for the Melodrama
- Acknowledgment from the stage emcee thanking your business before the performance
- Booth space and parade entry optional

Your sponsorship covers:

- Performance materials, stage décor, and sound equipment, advertising, and performer support costs

Slip N Slide

\$200

Nothing says summer like a giant Slip 'N Slide! Families flock to this attraction during Iona Days to cool off and have a blast.

Sponsorship Includes:

- Sole recognition as Slip 'N Slide Sponsor with your name on a banner at the attraction
- Social media mentions and event advertising inclusion
- PA announcements thanking your business during Iona Days
- Booth space and parade entry optional

Your sponsorship covers:

- Equipment costs, setup, and safety supervision of the Slip 'N Slide attraction

2026 CITY OF IONA EVENTS

ANCILLARY SPONSORSHIP



Easter Egg Hunt Headline Sponsor

\$2600

With more than 30,000 eggs and over 600 prizes, the Easter Egg Hunt is our second-largest event of the year.

Sponsorship Includes:

- Sole recognition as the Easter Egg Hunt Headline Sponsor
- Company name in press releases, social media posts, and all event advertising
- A dedicated banner displayed at the event
- PA announcements thanking your company before and during the hunt
- Booth space included

Your sponsorship covers:

- Prizes, candy, staffing, live entertainment, and advertising costs

Easter Egg Hunt Supplemental Sponsor

\$350

For businesses who want to support one of our biggest events without being the sole sponsor, the Supplemental Sponsorship is a great option.

Sponsorship Includes:

- Recognition as an Easter Egg Hunt Supplemental Sponsor
- Company name included on event advertising and social media posts
- Acknowledgment from the emcee at the event

Your sponsorship covers:

- Supplemental candy, prizes, and supplies for the Egg Hunt

Summer Fun Nights

\$1050

Bring the community together all summer long! Summer Fun Nights (formerly Family Games in the Park) are held twice per month June through August and feature games, music, and family activities.

Sponsorship Includes:

- Sole recognition as Summer Fun Nights Sponsor
- Company name featured in press releases, social media, and event advertising
- A dedicated sponsor banner displayed at every Summer Fun Night
- PA announcements thanking your company during each event
- Booth space included

Your sponsorship covers:

- New games, event maintenance, and advertising fees
- Family concessions and entertainment support

2026 CITY OF IONA EVENTS

ANCILLARY SPONSORSHIP



Halloween Donuts & Cocoa

\$550

A fall favorite, this warm treat station makes Halloween Carnival extra special for families.

Sponsorship Includes:

- Sole recognition as the Donuts & Cocoa Sponsor
- Company name included in press releases, social media, and event advertising
- A banner displayed at the treat station
- PA announcements thanking your business during the carnival

Your sponsorship covers:

- Donuts, cocoa, supplies, and event staff

Halloween Pumpkin Carving

\$500

This creative contest is a highlight of the Halloween Carnival, with children and families showing off their carving skills.

Sponsorship Includes:

- Sole recognition as Pumpkin Carving Sponsor
- Company name in press releases, social media, and event advertising
- A banner displayed at the contest area
- PA announcements thanking your company during the contest

Your sponsorship covers:

- Prizes, advertising and contest coordination

Halloween Kids Baking Contest

\$500

Kids showcase their creativity in the Halloween Kids Baking Contest, a fun and family-friendly tradition.

Sponsorship Includes:

- Sole recognition as the Baking Contest Sponsor
- Company name included in press releases, social media, and event advertising
- A banner displayed at the baking contest area
- PA announcements thanking your company during the contest

Your sponsorship covers:

- Contest supplies, prizes, and judging support

2026 CITY OF IONA EVENTS

ANCILLARY SPONSORSHIP



Halloween Trunk or Treat

\$600/\$150

New for 2026, Trunk or Treat will add even more excitement to our Halloween Carnival. Local car clubs and businesses decorate trunks and hand out treats to children.

Sponsorship Includes:

- Recognition as either Headline (\$500) or Co-Sponsor (\$150)
- Company name included in press releases, social media, and event advertising
- Sponsor signage displayed at the Trunk or Treat area
- PA announcements thanking sponsors during the event

Your sponsorship covers:

- Candy, decorations, and volunteer support

Veterans Day Sponsor

\$1000/\$350

Honor our veterans by becoming the a sponsor of the Veterans Day program.

Sponsorship Includes:

- Recognition as Veterans Day Primary Sponsor (\$1000) or Supplemental Sponsor (\$350)
- Company name featured in press releases, social media, and event advertising
- Acknowledgment at the ceremony and in the Mayor's letter to veterans
- Banner displayed at the event

Your sponsorship covers:

- Gifts for every veteran in Iona and for those attending the program
- Event coordination and marketing

Cookies With Santa \$1000

Our final celebration of the year, Cookies with Santa is a magical evening for families to visit with Santa and enjoy holiday treats.

Sponsorship Includes:

- Sole recognition as Cookies with Santa Sponsor
- Company name featured in press releases, social media, and event advertising
- A dedicated sponsor banner displayed at the event
- PA announcements thanking your company during the event
- Booth space included

Your sponsorship covers:

- Santa, cookies, craft supplies, decorations, and advertising costs

2026 CITY OF IONA EVENTS DATES, DETAILS & DEADLINES



Important Date to Remember

**Mar 01
2026**

To be included on our main sponsorship banner, a verbal confirmation for any sponsorship level must be received by March 31, 2026. *Although you can become a sponsor at any time throughout the year, please note that no changes to the primary banner can be made after this date.*

Can We Donate Goods and Services?

Donations of goods and services directly support your sponsorship level and help bring our community events to life. Please let us know the value of any donated items so we can accurately acknowledge your sponsorship and ensure your company receives the corresponding benefits.

Example: A \$500 donation of candy and prizes for the Easter Egg Hunt, combined with a \$500 check to the City, qualifies as a *Silver Sponsor* 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, prize coupons, food/drinks for our volunteers and many other items. Feel free to inquire about or suggest any additional ideas.

Halloween: Candy and coupons to give to our costumed guests.

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 Sponsors 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 01, 2026.

If you would like more information about any of the events or opportunities please contact the City Events Planner, Andy Bunderson:

cell: 208-541-3177 office: 208-523-5600

email: office@cityofiona.org