



DONATION GUIDE

**PRESERVING
OUR HERITAGE**

**GROWING
OUR FUTURE TOGETHER.**

PRESERVE. BUILD. THRIVE.

Help us continue to create projects that showcase Caldwell's finest qualities: fresh air, country living, stunning scenery, the Sunnyslope Wine Trail, Farm to Fork and Farm to Cork Dining, market fresh foods, AgVenture Trail and Indian Creek Plaza to build a prosperous future here for all. Your contribution will sustain our on-going projects as well as support our branding effort to reclaim Caldwell's rightful place on the map as a premier gathering place in an agricultural rich community.



PILLARS OF PROGRESS

Pledges to contribute \$50,000 or more over a period of three years will be recognized on our website and the Pillars of Progress art installation along Arthur street on the Plaza. After three years, donor names on the pillar installation are renewable annually with an additional \$5,000 donation.



PARTNERS IN PROGRESS

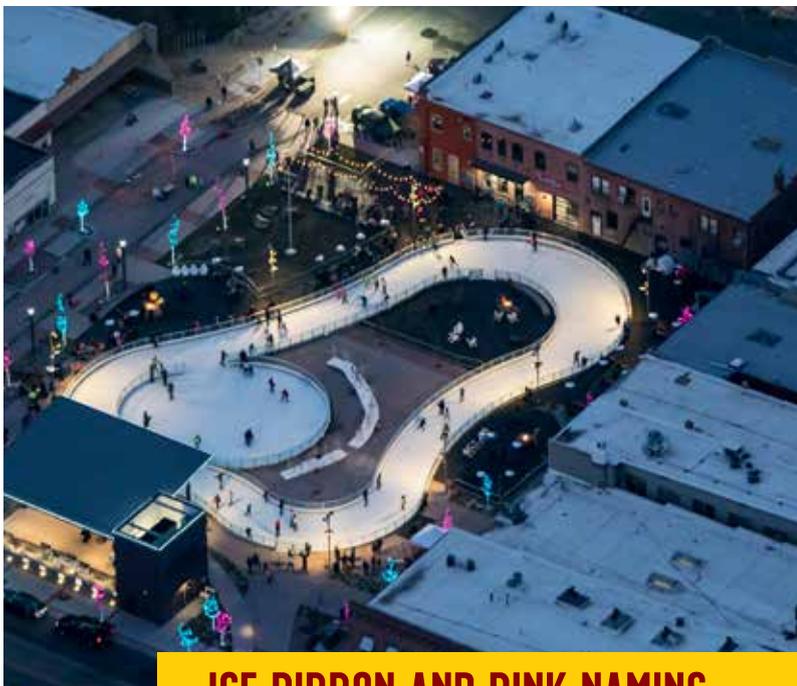
Partners in Progress are individuals and businesses who support Destination Caldwell through tax-deductible monetary gifts. Gifts can be made one time or annually. All Partners in Progress are recognized on our website and Partner in Progress installation at Indian Creek Plaza.

Levels of Recognition

- Copper: \$1,000
- Bronze: \$5,000
- Silver: \$15,000
- Gold: \$25,000

WINTER NAMING OPPORTUNITIES

During the 18-19 Ice Skating season, Idaho's first ice-skating ribbon welcomed 35,000 skaters and over 100,000 visitors. And, that number is expected to grow this season. Naming opportunities give donors heightened visibility and an opportunity to become an integral part of our visitors' experiences. Currently named features include the Idaho Central Credit Union Stage, Berkshire Hathaway Fire Pit, Caxton Printers Fire Pit, and the Intermountain Gas Fire Pit.



ICE RIBBON AND RINK NAMING

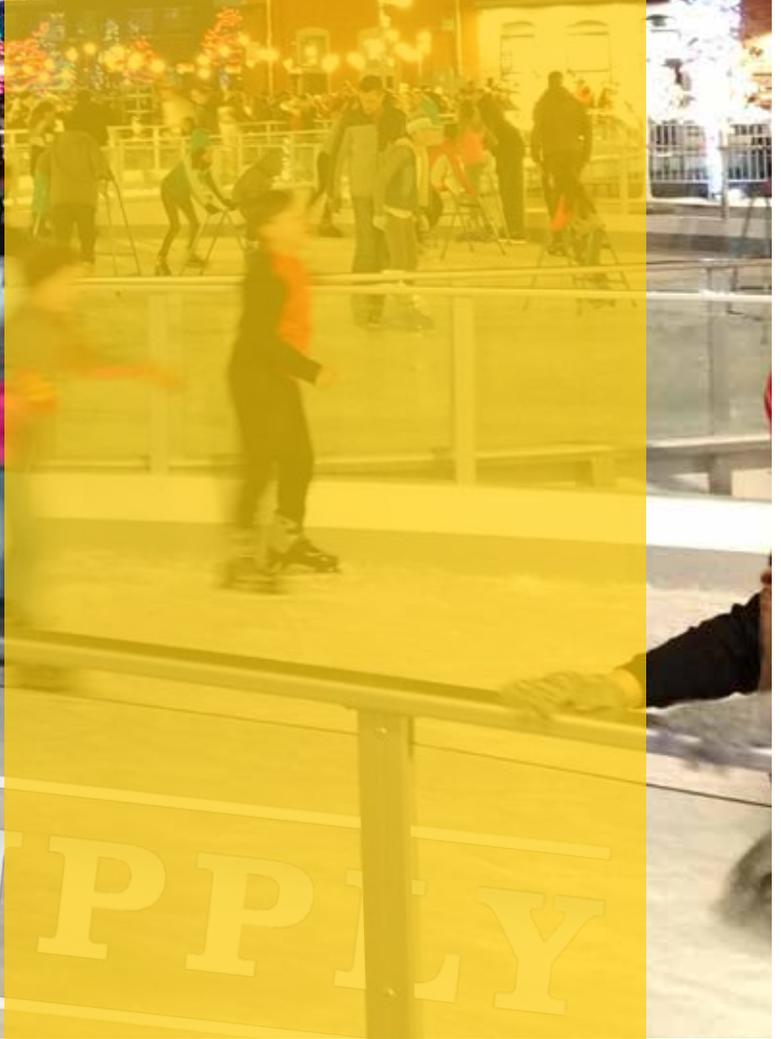
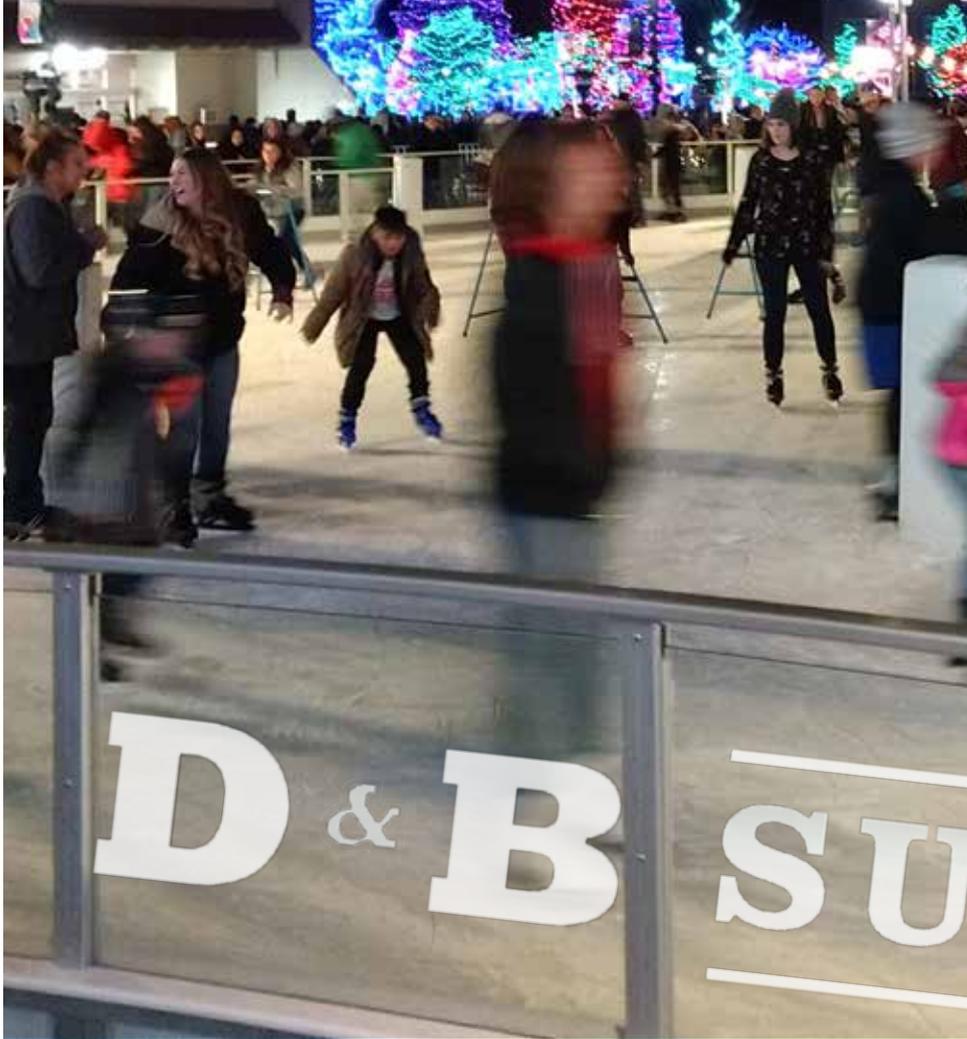
\$200,000 commitment over 5 years. Naming partner's logo will be painted on the inner portion of the ice rink and partner's name will be mentioned before Ice Ribbon on our website.

ZAMBONI NAMING

\$30,000 commitment over three years, renewal option available at a reduced rate after three years. Naming partner will be recognized with a full Zamboni wrap, design to be approved by partner and Destination Caldwell and partner's name will be mentioned before 'Zamboni' on our website.



ADVERTISING OPPORTUNITIES



ICE RIBBON LOGO PANELS

Have your organization's logo seen by over 35,000 skaters and 100,000 visitors. Your \$1500 contribution includes your logo 'frosted' on up to three panels of the ice ribbon mid-November to late February, weather permitting. Limited to a maximum of 35 sponsorships per year.

READER BOARD ADVERTISING

Your advertisement will be shown a minimum of 10 instances per hour to approximately 25,000 pedestrians and 115,000 cars per month. \$500 per month a la carte. Discounts provided for multi-month contracts. Custom ad design provided.

EVENT SPONSORSHIP

Event sponsorships give our supporters an opportunity to directly interact with the public and help attract visitors to Indian Creek Plaza that will support businesses downtown. If you are interested in helping support an event in addition to your donation, we can provide you with detailed event sponsorship information.

ABOUT DESTINATION CALDWELL

Destination Caldwell is a grassroots team of local citizens, downtown property owners, and business leaders seeking to create better opportunities to live, work and play together. We're growing our economic base and vitality of the city to attract and retain businesses and residents. Since our founding in 2013, Destination Caldwell projects have attracted hundreds of thousands of visitors and generated millions of dollars in economic impact.



DESTINATIONCALDWELL.COM OR INDIANCREEKPLAZA.COM

106 S. Kimball Ave. • Caldwell, Idaho 83605
info@destinationcaldwell.com • 208.649.5010