



The Falls Market

SUNSET FEST

celebrating community at sundown

— Sponsorship Invitation —



AUGUST 9th 2024
2:00-10:00 pm

The Waterfront
1220 Event Center Dr,
Idaho Falls, ID 83402

986-497-8680

support@thefallsmarkets.com

1539 Piper St. Idaho Falls, ID 83401

www.thefallsmarkets.com

Vendors

Live Music

Local Food

Activities

ABOUT SUNSET FEST

Sunset Fest uniquely blends live music, an array of local vendors, gourmet food trucks, and interactive family activities to create an unforgettable experience for the public. Designed to showcase the best of what our local businesses have to offer, it fosters deep connections within the community while celebrating our collective spirit. Additionally, a key goal of Sunset Fest is to actively involve and celebrate our Hispanic community, ensuring that the richness of their culture and contributions are highlighted, creating a truly inclusive and diverse event that honors all facets of our community's heritage. Sure to be the premier community event of Idaho Falls, is set to unfold at the picturesque Waterfront at Snake River Landing on August 9th. This vibrant evening event is not just a festival; it's a platform where local culture, entrepreneurship, and community spirit thrives at sunset.



2024

WHAT WE DO



At The Falls Market, our mission extends beyond organizing events; we actively create platforms that elevate and spotlight local businesses. Participating in Sunset Fest not only boosts visibility but also provides distinct opportunities for engagement and growth within the community. Here's how we help local businesses shine at Sunset Fest:

1. Personal Interviews and Live Features:

Every vendor at Sunset Fest has the unique opportunity to be personally interviewed about their business. These interviews are featured on our live streams and across our social media channels, providing significant exposure and allowing businesses to tell their story, share their passion, and connect directly with a wider audience.

2. Vendor Night and Networking:

Sunset Fest includes an exclusive 'Vendor Night,' a dedicated evening before the public event that allows all participating vendors to meet, network, and learn from each other. This gathering is designed to introduce the powerful benefits of networking, fostering relationships that can lead to collaborations, shared growth opportunities, and mutual support among local entrepreneurs. Our top tiered sponsors will have the honor of speaking directly to the participating vendors.

3. Public Showcase and Engagement:

On the day of the event, vendors display their businesses to a vibrant community audience. We go the extra mile to ensure that the atmosphere is electric, with a variety of activities and entertainment to keep attendees engaged and excited. This festive environment not only attracts a larger crowd but also encourages them to explore and interact with the various local businesses present, increasing awareness and boosting sales potential.

WHY SPONSOR

SUNSET FEST

As a sponsor of Sunset Fest, your brand or your business will be prominently featured at an event that attracts a diverse crowd of families, young professionals, and community leaders eager to enjoy a summer evening filled with entertainment and local flavor. Here's how sponsoring Sunset Fest can benefit your company:



Brand Visibility

Leverage the festival's extensive reach and visibility to boost your brand recognition. Your logo and branding will be integrated into event marketing materials, including digital ads, posters, banners, and social media campaigns.



Community Engagement

Demonstrate your company's commitment to community development and support for local commerce. Sponsoring Sunset Fest positions your brand as a community leader, enhancing customer loyalty and corporate image.



Targeted Marketing:

Connect directly with your ideal customer base. Sunset Fest's attendees include a wide range of demographics, offering an excellent opportunity for targeted marketing and direct consumer engagement.



Vendor Night

Unique to The Falls Markets is our Vendor Night—an exclusive gathering where sponsors can present directly to participating vendors, offering a rare opportunity to form personal connections and establish business relations with local entrepreneurs.

IMPACT OUR COMMUNITY

At The Falls Market, we believe in the power of community-driven events to foster connections, support local businesses, and create lasting memories. Sunset Fest was born out of this belief and a deep commitment to celebrating the unique spirit of our community.

Bridging the Gap:

Join us in celebrating the beauty of diversity at Sunset Fest, where we bridge the gap between both the Hispanic and Caucasian community. Let's unite and immerse ourselves in the rich traditions, lively music, and mouthwatering culinary delights. Together, we can create a space where everyone can come together and embrace our unique backgrounds, fostering a deeper sense of unity and mutual respect. Your sponsorship will help us shine a light on this vital aspect of our local identity, making Sunset Fest a truly inclusive event that reflects the very essence of our Community.

Inclusive and Family-Friendly:

Designed with the community in mind, Sunset Fest offers something for everyone. From interactive family activities and gourmet food trucks to artisan booths and live performances, the event is crafted to ensure all attendees, from children to seniors, have a memorable experience. This inclusivity helps build a sense of unity and pride among residents.

Creating Lasting Memories:

Sunset Fest is more than an event; it's a catalyst for creating cherished memories. Families, friends, and neighbors come together to enjoy an evening under the stars, forging connections and building relationships that enhance the social fabric of our community.

A Commitment to Community Development:

The proceeds from Sunset Fest are reinvested into community projects and initiatives, further extending the event's positive impact. By supporting Sunset Fest, sponsors directly contribute to the ongoing development and improvement of our local area, ensuring that it remains a vibrant, dynamic place to live and work.

MAKING A DIFFERENCE

Sponsorship is vital to the success of Sunset Fest, playing a critical role in every aspect of event planning and execution. When you become a sponsor, your involvement supports a broad array of essential services and materials that ensure the event runs smoothly and effectively. Here are some of the ways sponsorship funds are utilized to enhance the event experience for all participants:

- Marketing and Advertisement
- Event Staffing
- Security Personnel
- Parking Lot Coordinators
- Equipment and Technology
- Media Exposure
- Enhanced Attendee Quality



SPONSORSHIP TIERS

TOP TIER

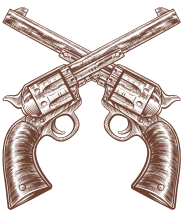


OUTLAW

\$8,000

- Key speaker at Vendor Night
- Personally highlighted in all interviews
- Logo on website, social media, and printed advertisements
- 4x6 Banner on stage (provided by you)
- Minimum of 3 30sec. verbal advertisements through the event
- Business Logo on all Vendor ID badges
- Printed advertisement/exclusive deal in all business/vendor packets
- 10x10 Booth Space (optional)
- 40 event entry tickets

MIDDLE TIER

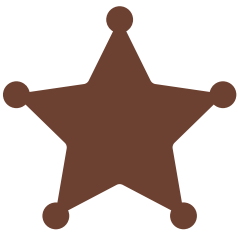


GUNSLINGER

\$4,000

- Recognition at Vendor night
- Printed advertisement/exclusive deal in all vendor packets
- 3x5 Banner on side gate (provided by you)
- Minimum of 2 15sec. verbal advertisements throughout event
- 10x10 Booth Space (optional)
- Logo on website, social media, and printed advertisements
- 20 event tickets

BOTTOM TIER



SHERIFF

\$1,500

- Verbal recognition at Vendor night
- Logo on Website
- 2x3 Banner throughout venue (provided by you)
- 10x10 Booth Space (optional)
- 15 event tickets

OUR SPONSORS

MUSCLE MENTO-CONECTATE-CHIRO SHACK-208 FILM GARAGE

OTHER

PARTICIPATING BUSINESSES

JUST TO NAME A FEW:

EAGLE ROCK DANCE
MAHANA FRESH
THE TREND EXPERIENCE
WILD ROOTS STUDIO
NOTHING BUNT CAKES
WILD & FREE NATURALS
BAYVIE
THE STONE PONY
CRZ KDZ BOUTIQUE
WELKIN WELLNESS
710 SPECTRUM
IDAHO BOUNCE CASTLES

AND MANY MORE

AUGUST 9th 2024
2:00-10:00 pm

The Waterfront
1220 Event Center Dr,
Idaho Falls, ID 83402

Thank you for considering a sponsorship opportunity with Sunset Fest. By partnering with us, you're not just supporting a local event; you're investing in the community and helping to foster a vibrant marketplace where local businesses thrive and residents celebrate the spirit of our city. Together, we can create an unforgettable experience that not only highlights your commitment to community engagement

986-497-8680

support@thefallsmarkets.com

1539 Piper St. Idaho Falls, ID 83401

www.thefallsmarkets.com