

Sponsor Downtown Boise Events

2026 SPONSORSHIP OPPORTUNITIES

INTERESTED?



Downtown Boise is a place to explore. Find a new adventure, spark creativity, make connections, and be a part of Boise's vibrant culture where all are welcome.

Benefits of Partnering with Downtown Boise

- 47.5K Instagram followers
- 3.8m social media impressions
- 23k Facebook followers
- 387k newsletters delivered
- 1M+ annual website visitors
- Your business logo will be featured in emails, social media, DBA website, and more
- Potential event space activation



ALIVE AFTER 5

35K+ People in Attendance
848k+ Social Media Reach



FATHER'S DAY CAR SHOW

12K+ People in Attendance
150k+ Social Media Reach



TASTE OF DOWNTOWN

50k Website Clicks
500k Social Media Reach



ADDITIONAL EVENTS

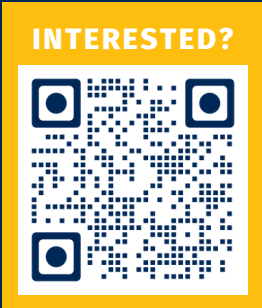
First Thursday
Holiday Tree Lighting
Downtown Plays
State of Downtown

Downtown Boise | (208) 472-5250 | lhamilton@downtownboise.org

Downtown Boise Association is a 501(c)6 nonprofit; Downtown Boise Foundation is a 501(c)3 nonprofit.

First Thursday

2026 SPONSORSHIP OPPORTUNITIES



Thursday Night Out

First Thursday of every month 5pm - 9pm
Downtown Boise

Community members have been enjoying their favorite downtown retailers and services during First Thursday for 32 years. More than 430k people are reached via social media posts, stories, events, paid ads, and over 150k emails were sent regarding First Thursday.



SPONSORSHIP	SOCIAL MEDIA POST	PRINT LOGO	DIGITAL LOGO	WEBSITE PLACEMENT	ON-SITE PRESENCE	RECOGNITION ADVERTISING
Presenting \$5,000	12	✓	✓	✓	✓	✓
Monthly \$1,000	1		✓	✓		✓

DT Plays

2025 SPONSORSHIP OPPORTUNITIES

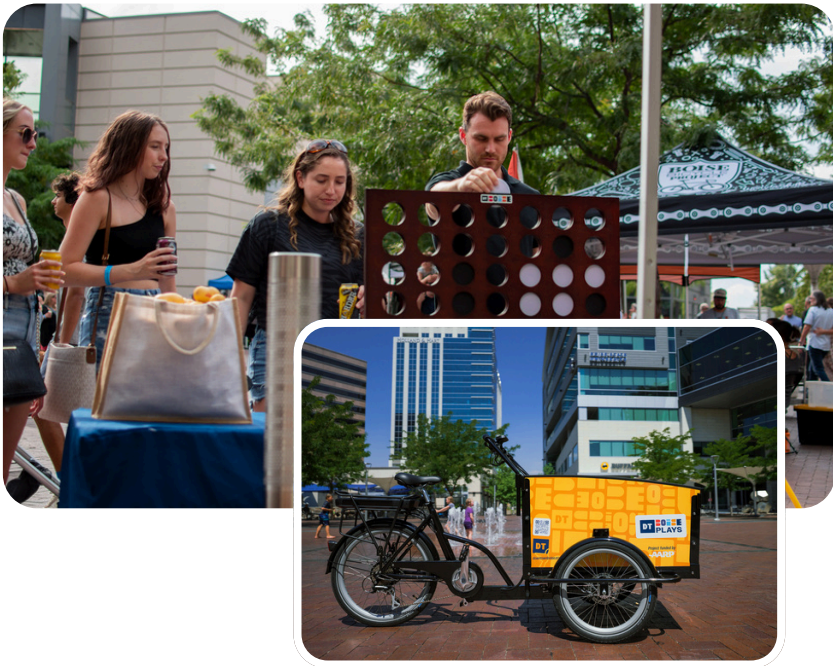
INTERESTED?



Pop-up with Fun & Games

Select Days, 10am-1pm
June through August

Join Downtown Boise in providing the community with a family-friendly pop-up. Downtown Plays was created by DBA to promote family and coworker fun with a variety of games and toys popping up for free enjoyment in downtown. The fourth year of this program involves a robust schedule including story times, attracting and retaining a broader audience. Event reach includes 50,000 people via social media posts, stories, and ads.



SPONSORSHIP	PRINT & DIGITAL LOGO	SOCIAL MEDIA POST	WEBSITE PLACEMENT	ON-SITE ENGAGEMENT	DIGITAL MARKETING
Presenting \$2,500	✓	✓	✓	✓	✓
Supporting \$1,250	✓	✓	✓	✓	
Inclusion at your event \$250 - \$500		✓	✓	✓	



Father's Day Car Show

2026 SPONSORSHIP OPPORTUNITIES

Classic and Modern Car Show

Sunday, June 21, 2026

Idaho State Capitol, Downtown Boise

Get in front of over 12,000 attendees at the Father's Day Car Show in its **23rd year** boasting over 200 pristine classic and unique electric vehicles in front of our state Capitol. This event brings families and community members of all ages together. Event reach includes 150,000 people via social media posts, stories, and generous media coverage.



SPONSORSHIP	PRINT & DIGITAL LOGO	SOCIAL MEDIA POST	WEBSITE PLACEMENT	ON-SITE PRESENCE	ON-SITE ANNOUNCE -MENT	VEHICLE PRESENCE	AWARD PRESENTAT ION
Presenting \$7,500	✓	✓	✓	✓	✓	✓	✓
Supporting \$2,500	✓	✓	✓	✓	✓		
Booth members: \$200 member non-profits: \$100 non- members: \$800			✓	✓	✓		

Alive After 5

2026 SPONSORSHIP OPPORTUNITIES

INTERESTED?



Free Summer Concert Series

Every Wednesday, 5pm - 8pm

June 17 - July 29, 2025

The Grove Plaza, Downtown Boise

35,000 people attend this free concert series in its 39th year bringing over \$12,000 in donations to local charities through the Tips For Charity program. 848k people were reached via social media posts, stories, ads, and generous media coverage.



SPONSORSHIP	PRINT & DIGITAL LOGO	WEBSITE PLACEMENT	ON-SITE PRESENCE	SOCIAL MEDIA POST	ON-SITE ANNOUNCEMENT	STAGE BANNER	VEHICLE, SWAG, & EMCEE
Presenting \$18,000	✓	✓	✓	✓	✓	✓	✓
Tips Matching up to \$14,000*	✓	✓	✓	✓	✓	✓	
Supporting \$5,500	✓	✓	✓	✓	✓	✓	
Weekly** \$1,000		✓	✓	✓	✓		

*agrees to match weekly Tips for Charity donations up to \$2000 per week **benefits for select week only

Game Day Bus

2026 SPONSORSHIP OPPORTUNITIES

INTERESTED?



Free Bus Service for all Boise State Football Home Games

In 2026, the DBA is supporting Valley Regional Transit's game day bus program, Bus to the BLUE. Downtown Boise Businesses can partner with the DBA to activate bus stops where a captive audience of Bronco Fans will be waiting for the bus! The program will run before every Boise State home game.



Proposed Stop Locations (as of Jan 2026)

- Idaho & 1st
- Idaho & 3rd
- Idaho & 5th
- Idaho & 9th
- Idaho & 12th
- River & Pioneer
- 11th & Front
- Main & 8th
- Main & 5th
- Main & 3rd
- Main & 1st

PARTNERSHIP	DIGITAL LOGO PLACEMENT ON BUS SCREENS	WEBSITE PLACEMENT	PROMO MATERIAL ON BUS	SOCIAL MEDIA POST	LOGO SIGNAGE AT STOP	OPTION TO TABLE AT STOP	LOGO ON DBA POSTERS
Stop Partner \$500	✓	✓	✓	✓	✓	✓	✓

State of Downtown

2026 SPONSORSHIP OPPORTUNITIES

INTERESTED?



Join us for the 39th Annual State of Downtown Boise!

September 2026, Downtown Boise

State of Downtown connects over 400 Treasure Valley industry and political leaders annually in celebrating the accomplishments and progress of Downtown Boise and the Downtown Boise Association. Digital marketing engages over 48,000 people via social media posts, stories, emails, and ads.

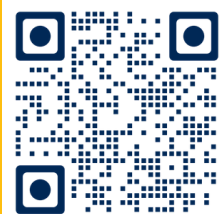


SPONSORSHIP	EVENT TICKETS	WEBSITE PLACEMENT	PRINT & DIGITAL LOGO	SOCIAL MEDIA POST	OPTION TO TABLE	WELCOME/ OPENING OPPORTUNITY	AWARD/ GIVE AWAY PRESENTATION
Presenting \$5,500	18	✓	✓	✓	✓	✓	✓
Supporting \$3,500	12	✓	✓	✓	✓		
Hospitality \$1,000	12	✓	✓	✓			
Table \$650	6	✓	✓				

Taste of Downtown Boise

2026 SPONSORSHIP OPPORTUNITIES

INTERESTED?



Restaurant Week

October 2026, Downtown Boise

Support Downtown Boise's culinary community by sponsoring Taste of Downtown. During this 10-day period over 50 restaurants participate for the **16th annual** celebration of food, drinks, local ingredients, and experiences. 500,000 people are reached via social media posts, stories, events, and paid ads. 105,000 people like and interact with social media content with over 50,000 webpage clicks.



SPONSORSHIP	PRINT & DIGITAL LOGO	WEBSITE PLACEMENT	SOCIAL MEDIA POST	TASTE PREVIEW	SOCIAL TAKEOVER	RECOGNITION ADVERTISING
Presenting \$6,000	✓	✓	✓	✓	✓	✓
Supporting \$3,500	✓	✓	✓	✓	✓	

Holiday Tree Lighting

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Tis the Season

Lit on November 27th, 2026 and displayed throughout the Holiday Season in The Grove Plaza

Get into the spirit of the season by joining 7,500 community members the day after Thanksgiving for the 27th annual tree lighting. The City’s Holiday Tree (donated annually by a Boise local) and it’s 35,000 lights are lit through a festive event complete with candles, holiday music, an appearance from Santa, and a welcoming of the season by the Mayor and guests. More than 300,000 people are reached via social media posts, stories, events, and paid ads.



SPONSORSHIP	PRINT & DIGITAL LOGO	SOCIAL MEDIA POST	WEBSITE PLACEMENT	ON-SITE PRESENCE	ON-SITE ANNOUNCE- MENT	SPEAKING OPPORTUNITY	LOGO ON CANDLE HOLDERS
Presenting \$10,000	✓	✓	✓	✓	✓	✓	✓
Supporting \$1,500	✓	✓	✓	✓			