



2024

SPONSORSHIP
OPPORTUNITIES

HISTORIC
VALLEY
JUNCTION
FOUNDATION



Historic Valley Junction is a thriving shopping and dining destination for the Des Moines metro area and beyond, and the gathering place that is the heart and soul of West Des Moines—a delightful mix of old and new, bridging generations with unique shops, vibrant events, and a walkable hometown feel.

MISSION

The Historic Valley Junction Foundation guides the evolution of the original Valley Junction district in West Des Moines, Iowa by preserving and honoring our historic character, supporting small businesses, and connecting the community.

BOARD OF DIRECTORS

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Liaison

Brad Munford, City Staff Liaison

STAFF

Steve Frevert, Executive Director

Larry Kaster, Event & Marketing Manager

Jon Bouma, Venue Coordinator

Bobbie Bishop, Office Assistant

ABOUT US

Historic Valley Junction Foundation (HVJF) is a 501(c)(3) non-profit organization led by a 13-member volunteer Board of Directors and paid professional staff. Our emphasis is on historic preservation, economic vitality, and community development. HVJF offers cooperative advertising, marketing, business training, technical assistance, design services, and trash collection for district businesses. Most of the community events in the district are produced by and support the Historic Valley Junction Foundation.

HVJF hosts a full calendar of distinct and creative community events. In an ongoing effort to serve a diverse audience, all HVJF produced events are all ages and free to attend. While challenging from a budgeting perspective, HVJF Board of Directors and staff fully believe that all events should be affordable, welcoming, and family-friendly for the many visitors that support the Historic Valley Junction district.

As a Main Street Iowa community since 1987, Historic Valley Junction is one of the most successful districts in Iowa and the Midwest. We were recognized as one of five Great American Main Street Award winners in 2012, as well as designated as an Iowa Great Place in 2007 and an Iowa Cultural and Entertainment District in 2006.

For more information please contact Steve Frevert, Executive Director at 515.222.3642 or director@valleyjunction.com.

VALLEY JUNCTION

Farmers Market



The Valley Junction Farmers Market is our signature summer event series taking place 22 weeks each year. Attendees shop at over 80 vendors selling produce, baked goods, arts & crafts, flowers, and prepared food while also shopping at our many unique merchants. Free live music and dance performances are performed throughout the market.

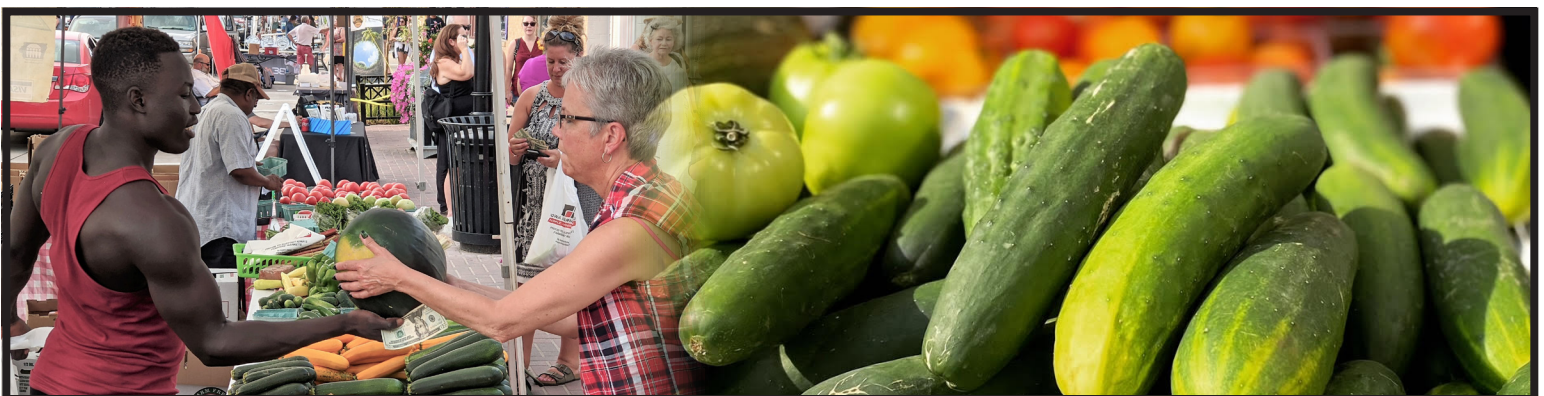
Target Audience: Des Moines area residents, young adults, families, retirees

Estimated Attendance: 110,000

Date / Time: Thursdays, 4-8PM | May - September

Location: 100-300 Blocks of 5th

What you get as a....	Presenting Sponsor w/ MITJ (Sold)	Supporting Sponsor (mult avail) \$1,000	Media Sponsor
"Presented by" label on all print and digital materials	✓		
Logo on two-sided banner at 5th & Maple (April-September)	✓		
Logo on sandwich boards at 5th & Maple during event	✓	✓	✓
Inclusion on all event related merchandise	✓		
Logo on all traditional media placements	✓	✓	✓
Logo & link on website and social media posts/mentions	✓	✓	✓
Logo in email campaign	✓	✓	✓





Valley Junction is place to be on Thursday nights in the summer. This 22 week concert series takes place in the beverage garden of the Valley Junction Farmers Market and features an eclectic mix of local and regional acts both Valley Junction favorites and hot, up and coming musicians.

Target Audience: Des Moines area residents, young adults, retirees

Estimated Attendance: 20,000 for the season

Date / Time: Thursdays, 5:30-8:30PM | May - September

Location: Railroad Park

What you get as a....	Presenting Sponsor w/ FM (Sold)	Supporting Sponsor (mult avail) \$2,000	Beverage Tent Sponsor (22 avail) \$200	Media Sponsor
"Presented by" label on all print and digital materials	✓			
Logo on stage banner (May-September)	✓	✓		✓
Logo on Railroad Ave Marquee	✓			
Inclusion on all event related merchandise	✓			
Logo on all traditional media placements	✓	✓		✓
Logo & link on website	✓	✓		✓
Logo & link on social media posts/mentions	✓	✓		✓
Logo & link in email campaign	✓	✓		✓
Complimentary VIP location (Up to 2 per year)	✓			
Complimentary Beverage Tent Sponsorship (Up to 2 per year)	✓			
Recognition from stage	✓	✓	✓	✓
Sell drinks during one event at beverage tent			✓	
Banner and giveaway (sponsor provided) space at beverage tent			✓	



Gallery Night



Gallery Night is where Valley Junction's galleries come together to showcase new artwork by regional, national, and international artists. This event is free and open to the public. The galleries offer original artwork, custom jewelry, ceramics, glass, furniture, folk art, fine art reproductions, as well as many other one-of-a-kind objects. In addition to the galleries, many other Valley Junction shops and restaurants are open for business.

Target Audience: Central Iowa adults, retirees

Estimated Attendance: 1,000

Date / Time: Friday, April 19 & Friday, October 11

| 5pm-9pm

Location: 100-500 Blocks of 5th

What you get as a...	Presenting Sponsor (mult avail) \$2,000	Gallery Sponsor (mult avail) \$250	Restaurant Sponsor (mult avail) \$250	Supporting Sponsor (mult avail) \$75
"Presented by" label on all print and digital materials	✓			
Logo on two-sided banner at 5th & Maple	✓			
Logo on all traditional media placements	✓	✓	✓	
Logo & link on website / link on social media posts/mentions	✓	✓	✓	
Logo & link in email campaign	✓	✓	✓	
Logo & contact info in event day handouts	✓		✓	
Logo & write-up info in event day handouts		✓		
Name and link on website				✓
Name and contact info in event day handouts				✓



JOIN US FOR AN EVENING OF CELEBRATION

BLOCK PARTY



The Historic Valley Junction Annual Fundraiser supports the vibrancy of the original downtown of West Des Moines. The only HVJF ticketed event of the year includes food, entertainment, and an auction all from the Valley Junction area. This event is a great opportunity to netork with local businesses owners and Des Moines area professionals.

Target Audience: Valley Junction business owners, Des Moines area professionals

Estimated Attendance: 150

Date / Time: TBA | 5-8pm

Location: Foundry Distilling Company

What you get as a....	Presenting Sponsor (1 avail) \$3,000	Diamond Sponsor (mult avail) \$1,000	Gold Sponsor (mult avail) \$500	Silver Sponsor (mult avail) \$500	Food Sponsor (mult avail) In Kind	Venue Sponsor (mult avail) In Kind
"Presented by" label on all marketing	✓					
Logo on all print & digital marketing	✓					
Logo on poster	Large	Medium	Small			
FB/IG Post, Shoutout	✓	✓	✓	✓	✓	
Program Ad	Large	Medium	Small	Mention	Mention	
Tickets to event	4	4	2	2	2	4
VIP Room w/ complimentary bottle of wine	✓	✓				
Logo w/ link in weekly email	✓	✓				
Mention w/ link in weekly email			✓	✓	✓	
(1) MITJ or Junction Street Party VIP tent	✓					





Cinco de Mayo celebrates the Mexican heritage of Valley Junction. Each year a King and Queen from a family with historical ties to the area is honored. Mexican food, music in a beverage garden, and kids activities round out this cultural celebration.

Target Audience: West Des Moines area residents, young adults, families

Estimated Attendance: 12,000

Date / Time: Saturday, May 4 | 12PM-10PM

Location: 100-200 Blocks of 5th

What you get as a....	Presenting Sponsor (mult avail) \$5,000	Supporting Sponsor (mult avail) \$1,000	Media Sponsor
"Presented by" label on all print and digital materials	✓		
Large logo on stage banner	✓		
Small logo on stage banner	✓		
Logo on all traditional media placements	✓	✓	✓
Logo & link on website, email blasts, and social media posts/mentions	✓	✓	✓
Sponsor recognition on radio ads	✓	✓	✓
10x20 booth space during event	✓		
10x10 booth space during event		✓	
Recognition from stage	✓	✓	✓
Stage time to present speech to crowd	✓		



VALLEY JUNCTION arts FESTIVAL



The Valley Junction Arts Festival is one of the premier arts festivals in Iowa. Over 50 juried artists display, sell, and demonstrate for two blocks in Historic Downtown West Des Moines, with performances, live music, and a food court.

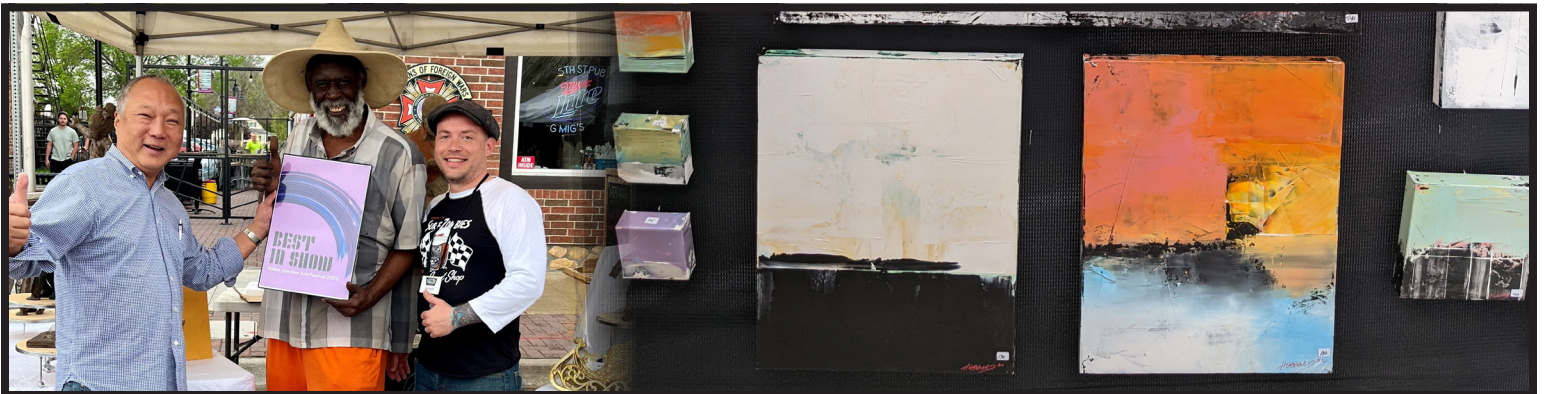
Target Audience: Young to older adults from Central Iowa and beyond, families

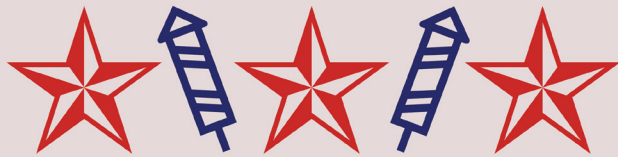
Estimated Attendance: 5,000

Date / Time: Sunday, May 19 | 10AM-5PM

Location: 100-200 Blocks of 5th

What you get as a....	Presenting Sponsor (2 avail) \$4,000	Supporting Sponsor (mult avail) \$1,000	Media Sponsor
"Presented by" label on all print and digital materials	✓		
Logo on two-sided banner at 5th & Maple	✓		
Logo on all traditional media placements	✓	✓	✓
Logo & link on website and social media posts/mentions	✓	✓	✓
Logo in email campaign	✓	✓	✓





FOLLOWING THE WDM JULY 3RD PARADE

JUNCTION STREET PARTY



Celebrate freedom at the Junction Street Party every July 3rd during and after the West Des Moines 3rd of July parade. Enjoy live music on a stage near the arch in a beverage garden with food vendors. Adult yard games and kids activities near 5th and Maple round out this block party celebrating Independence Day.

Target Audience: Des Moines area residents, young adults, families, retirees

Estimated Attendance: 5,000

Date / Time: Wednesday, July 3 | 6-11pm

Location: 100-200 Blocks of 5th

What you get as a....	Presenting Sponsor (mult avail) \$4,000	Supporting Sponsor (mult avail) \$1,000	Media Sponsor
"Presented by" label on all print and digital materials	✓		
Logo on two-sided banner at 5th & Maple	✓		
Logo on all traditional media placements	✓	✓	✓
Logo & link on website and social media posts/mentions	✓	✓	✓
Logo in email campaign	✓	✓	✓





This one is all about the kids! The annual Pumpkin Walk brings out all the little goblins and ghouls to trick-or-treat down 5th Street while enjoying street entertainment like balloon artists, face painters, magicians, & more. Hay rides and fall food vendors round out this kid-friendly event the whole family can enjoy.

Target Audience: Des Moines area families

Estimated Attendance: 3,000

Date / Time: Sunday, October 27 | 2-5PM

Location: 100-300 Blocks of 5th

What you get as a....	Presenting Sponsor (1 avail) (\$2,500)	Supporting Sponsor (mult avail) \$500	Media Sponsor
"Presented by" label on all print and digital materials	✓		
Logo on wayfinding signage during event	✓	✓	
Logo on all print marketing	✓	✓	✓
Logo & link on website and social media posts/mentions	✓	✓	✓
Logo in email campaign	✓	✓	✓



Jingle in the Junction



This annual holiday event is a family favorite. Attendees stroll under 100,000+ lights, shop at the many stores, grab snacks & hot chocolate while enjoying free horse-drawn trolley rides, Santa & Mrs. Claus, ice carvings, carolers & musicians, and a weekly rotating entertainment area to keep people coming back. With the addition of new businesses in the 300 block of 5th Street, Jingle in the Junction is only going to continue to grow for years to come.

Target Audience: Central Iowa residents, young adults, families, retirees

Estimated Attendance: 25,000 for the season

Date / Time: November 21 & December 5, 12, 19 | 5-8PM

Location: 100-300 Blocks of 5th & Railroad Park

What you get as a....	Presenting Sponsor (1 avail) (Sold)	Tree Sponsor (1 avail) (\$5,000)	Entertainment Sponsor (4 avail) \$1,000	Ice Sculpture Sponsor (6 avail) \$1,000	Media Sponsor
"Presented by" label on all marketing materials	✓				
Banner logo at 5th & Maple & Railroad Ave marquee	✓				
Inclusion on all event related merchandise	✓				
Logo on all traditional media placements	✓	✓	✓	✓	✓
Logo & link on website & social media posts/mentions	✓	✓	✓	✓	✓
Logo & link in email campaign	✓	✓	✓	✓	✓
Signage on horse trolley and logo on event signage	✓				
Exhibit space at each event	✓				
Exhibit space for one event			✓		
Logo on signage at sponsored location each event				✓	
Logo on signage at tree mid-Nov to early Jan		✓			
Featured tree lighting ceremony guest & flip switch		✓			





HISTORIC VALLEY JUNCTION FOUNDATION

THANK YOU FOR YOUR SUPPORT!

Business Name: _____ Contact Name: _____

Business Address: _____ Email: _____

_____ Phone: _____

PLEASE CHECK YOUR DESIRED SPONSORSHIP OPPORTUNITY:

Farmers Market	<input type="radio"/> Presenting Sponsor (Sold)	<input type="radio"/> Supporting Sponsor \$1,000
Music in the Junction	<input type="radio"/> Supporting Sponsor \$2,000	<input type="radio"/> Beverage Tent Sponsor \$200
Annual Fundraiser	<input type="radio"/> Presenting \$3,000	<input type="radio"/> Diamond \$1,000
	<input type="radio"/> Gold \$500	<input type="radio"/> Silver \$250
	<input type="radio"/> Food Sponsor In Kind	<input type="radio"/> Venue Sponsor In Kind
Cinco de Mayo	<input type="radio"/> Presenting Sponsor \$5,000	<input type="radio"/> Supporting Sponsor \$1,000
Arts Festival	<input type="radio"/> Presenting Sponsor \$4,000	<input type="radio"/> Supporting Sponsor \$1,000
Junction Street Party	<input type="radio"/> Presenting Sponsor \$4,000	<input type="radio"/> Supporting Sponsor \$1,000
Gallery Night 4/21 10/13	<input type="radio"/> Presenting Sponsor \$2,000	<input type="radio"/> Gallery Sponsor \$250
	<input type="radio"/> Restaurant Sponsor \$250	<input type="radio"/> Supporting Sponsor \$75
Pumpkin Walk	<input type="radio"/> Presenting Sponsor \$2,500	<input type="radio"/> Supporting Sponsor \$500
Jingle in the Junction	<input type="radio"/> Presenting Sponsor (Sold)	<input type="radio"/> Entertainment Sponsor \$1,000
		<input type="radio"/> Ice Sculpture Sponsor \$1,000

TOTAL: _____

My check is enclosed

Please invoice me

Invoice due:

Due upon receipt

Make checks payable to:

Historic Valley Junction Foundation

Please return this form to:

Historic Valley Junction Foundation

137 5th Street

West Des Moines, IA 50265

or events@valleyjunction.com

By signing below I understand that this application will become a binding agreement upon acceptance by the Historic Valley Junction Foundation, and this application will not be accepted without payment in full.

Signature _____ Date _____

Have an idea for your own sponsorship that better fits your needs?
Contact Larry Kaster at events@valleyjunction.com or (515) 222-3642 to discuss
custom sponsorship packages.

The Historic Valley Junction Foundation (HVJF) is a non-profit 501(c)(3) organization.