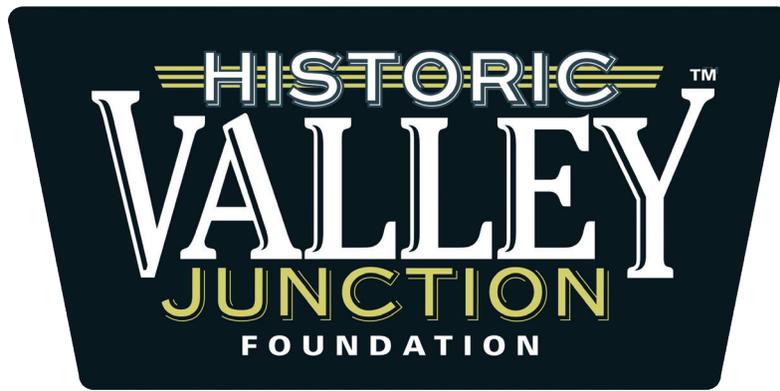




2026

HISTORIC VALLEY
JUNCTION
FOUNDATION

EVENT
SPONSORSHIP
OPPORTUNITIES



137 5th Street, West Des Moines, IA 50265
(515) 222-3642 | valleyjunction.com

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.

BOARD OF DIRECTORS

Susan Watts, President

Chloe Bratvold, Vice President

Jason Keigley, Treasurer

Mitchell Callahan, Secretary

Felicia Coe, Past President

Ryan Cooper, Director

Stephanie Trannel, Director

Dr. Vicky Long Hill, Director

Savannah Minnick, Director

Val Veiock, Director

Todd Kolbe, Director

Maria Abbas, Director

Everett Mullican, West Des
Moines Chamber Liaison

Brad Munford, City Staff Liaison

STAFF

Steve Frevert, Executive Director

Larry Kaster, Event & Marketing Manager

Jon Bouma, Venue Coordinator

Bobbie Bishop, Office Assistant

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.

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 about the Historic Valley Junction Foundation please contact Steve Frevert, Executive Director, at 515.222.3642 or director@valleyjunction.com.

CONNECT WITH YOUR AUDIENCE AT THE MANY EVENTS IN VALLEY JUNCTION

Located off Railroad Avenue in the heart of the Historic Valley Junction neighborhood, we connect Des Moines and West Des Moines through a robust shopping, dining, and entertainment district.

Valley Junction attracts over 1.2 million visitors from the Des Moines Metro and beyond.

Celebrating over 130 years, Valley Junction is one of the most popular districts in Central Iowa.



DESTINATION VALLEY JUNCTION

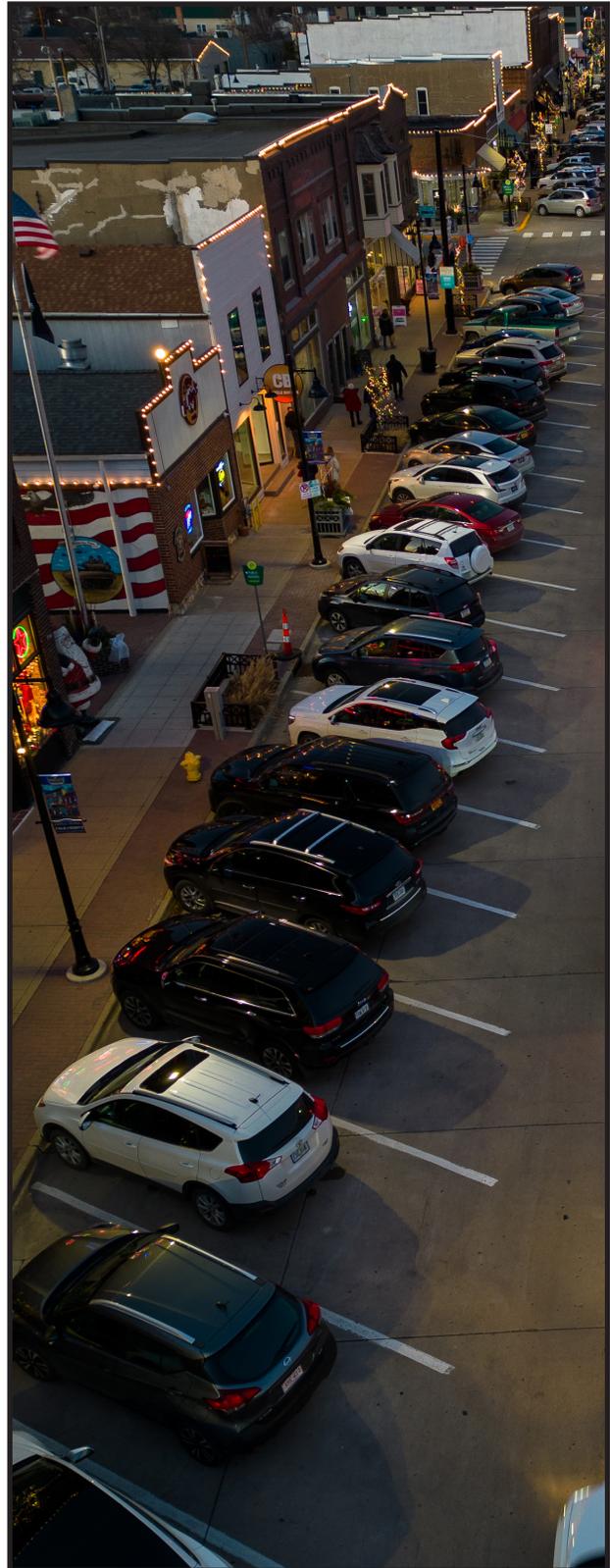
Valley Junction is a unique West Des Moines destination, boasting over 140 small businesses, historic architecture, and active celebration.

Valley Junction is known as the “Best Christmas Town in Iowa” by Reader’s Digest and “The Heart and Soul of West Des Moines.”

A bustling Main Street, Valley Junction is regionally known for its award-winning restaurants, trendy boutiques, safe nightlife, and weekly entertainment.

Located just 12 minutes by car from both Downtown Des Moines and the airport, 30 minutes max from Clive, Urbandale, Waukee, Johnston, Grimes, Norwalk, Altoona, and Ankeny, and located right off the Jordan Creek Trail making Valley Junction connected by bike to the rest of the Des Moines Metro.

Valley Junction is an easy access from anywhere in the Des Moines Metro and is a primary destination for families, professionals, and retirees.



DISTRICT ATTENDEE SUMMARY: GEOGRAPHIC BREAKDOWN

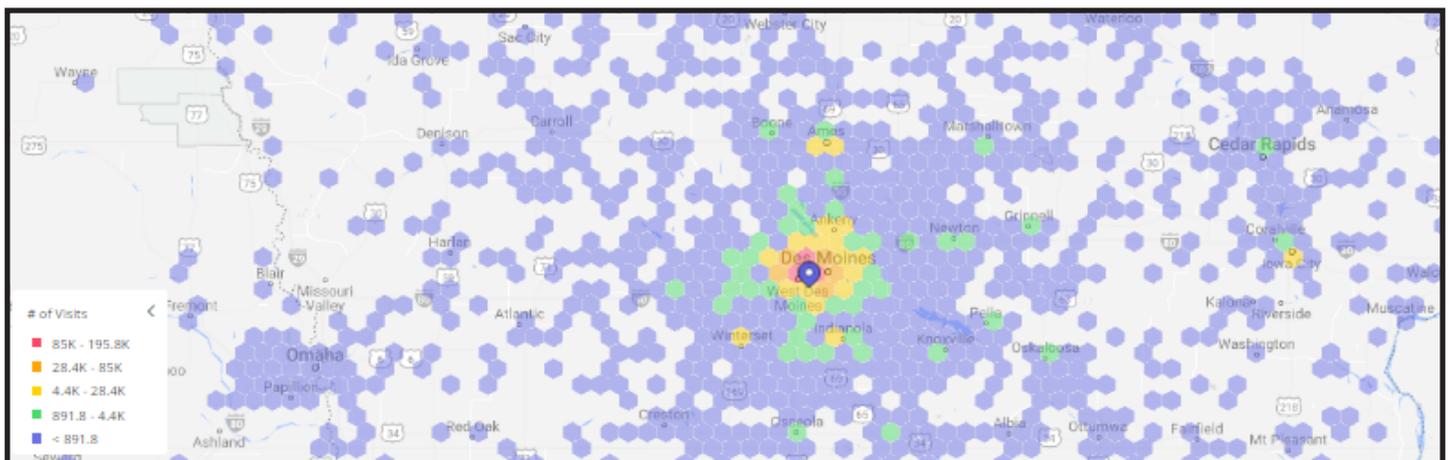
1,200,000+
TOTAL VISITS

394,000+
UNIQUE VISITS

2.99
AVERAGE VISITS

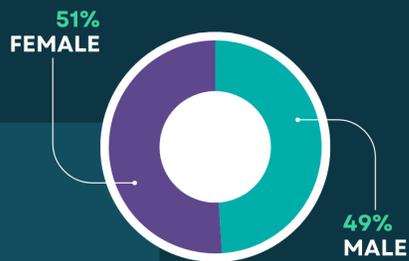
TOP 10 CITIES

25.5% DES MOINES
24.1% WEST DES MOINES
6.1% URBANDALE
2.9% CLIVE
2.7% NORWALK
2.4% WAUKEE
2.2% JOHNSTON
1.9% ANKENY
1.4% INDIANOLA
1.3% WINDSOR



DISTRICT ATTENDEE SUMMARY: DEMOGRAPHICS

FEMALE/MALE RATIO



36.3%

Are 30-59 years old

23.2%

Are 60 and older

34%

Hold a Bachelor's Degree or higher

37

Median age

\$66,200

Household median income

\$56,800

Household median disposable income

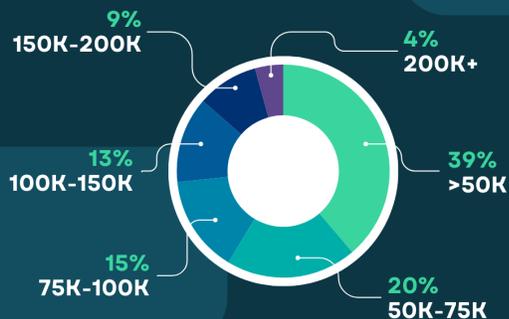
71%

Have no children under 18

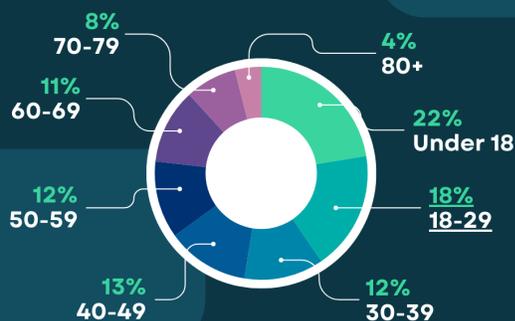
\$35,200

Average income per person

HOUSEHOLD INCOME



AGE



DISTRICT ATTENDEE SUMMARY: WEEKLY SPENDING PATTERNS

How much Valley Junction visitors spend in an average week. This is not how much they spend when they visit Valley Junction, but how they generally spend their income. The first number is per individual. The second number is total of all annual visitors.



\$106 (\$41.7M total)
Housing

\$87 (\$34.3M total)
Transportation

\$25 (9.9M total)
Food away from home

\$5 (\$2M total)
Alcoholic Beverages

\$24 (\$9.5M total)
Entertainment

\$13 (\$5.1M total)
Apparel & Services

\$7 (\$2.8M total)
Apparel & Services

DISTRICT ATTENDEE SUMMARY: PSYCHOGRAPHICS

The following consumer lifestyle segmentation offers insights to anticipate the behavior, attitudes, and preferences of Valley Junction visitors.

TOP 3 MOSAIC SEGMENTS

SINGLES & STARTERS (149,898 visits)

- Young individuals, mostly under 35 and unmarried
- Many are single parents or living independently with college degrees
- Active social lives & enjoy cooking, creating art, and time with friends
- Prefer streaming services over traditional TV
- Rely on digital subscriptions for news and entertainment

POWER ELITE (110,322 visits)

- Wealthy, middle-aged to older couples, often empty nesters
- Highly educated with prestigious careers and significant investments
- Enjoy luxury goods, international travel, concerts, and museums
- Discretionary spending exceeds \$32,000 annually
- They value health and fitness often with personal trainers
- Engage with modern media, business magazines, and travel content

FLOURISHING FAMILIES (108,153 visits)

- Affluent, middle-aged suburban households with dual incomes
- Hold college degrees and work in management, law, education, or tech
- Have children ranging from preschoolers to young adults
- Lead active family lives, engaging in outdoor sports and enjoy fitness
- Enjoy cultural outings, restaurants, and attending concerts or plays
- Spend on kids' products, including toys, sports gear, and digital games
- Avoid traditional media, preferring online searches & streaming services

OUR REACH

as of January 2026

EMAIL SUBSCRIBERS 5,810

FACEBOOK

Historic Valley Junction 29,279

Valley Junction Farmers Market14,781

Music in the Junction 6,826

Gallery Night 463

INSTAGRAM

Valley Junction 9,079

TIK TOK

Valley Junction1,012

TOTAL: 67,250



HVJF 2026

EVENT SCHEDULE

- February 21** | DIY in the Junction
April 17 | Gallery Night
April 25 | Spring Sale-A-Bration
May 7 | Farmers Market & Music in the Junction
May 14 | Farmers Market & Music in the Junction
May 9 | Yoga in the Park
May 17 | Valley Junction Arts Festival
May 21 | Farmers Market & Music in the Junction
May 28 | Farmers Market & Music in the Junction
June 4 | Farmers Market & Music in the Junction
June 11 | Farmers Market & Music in the Junction
June 13 | Yoga in the Park
June 18 | Farmers Market & Music in the Junction
June 25 | Farmers Market & Music in the Junction
June 28 | Valley Junction Pride
July 2 | Farmers Market & Music in the Junction
July 9 | Farmers Market & Music in the Junction
July 11 | Yoga in the Park
July 16 | Farmers Market & Music in the Junction
July 23 | Farmers Market & Music in the Junction
July 30 | Farmers Market & Music in the Junction
July 25 | Summer Sale-A-Bration
August 6 | Farmers Market & Music in the Junction
August 8 | Yoga in the Park
August 13 | Farmers Market & Music in the Junction
August 20 | Farmers Market & Music in the Junction
August 27 | Farmers Market & Music in the Junction
September 3 | Farmers Market & Music in the Junction
September 10 | Farmers Market & Music in the Junction
September 12 | Yoga in the Park
September 13 | Valley Junction Vintage, Thrifted, & Handmade
September 17 | Farmers Market & Music in the Junction
September 18 | Farmers Market & Music in the Junction
September 25 | Farmers Market & Music in the Junction
October 9 | Gallery Night
October 10 | Yoga in the Park
October 22 | Sip & Shop
October 29 | Sip & Shop
October 25 | Pumpkin Walk
November 5 | Sip & Shop
November 19 | Jingle in the Junction
November 27-30 | Small Business Weekend
December 3 | Jingle in the Junction
December 10 | Jingle in the Junction
December 17 | Jingle in the Junction

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 (SOLD)	Business Supporter (mult avail) \$2,500	Media Sponsor In-kind advertising
“Presented by” label on all print and digital materials	✓		
Logo on banner at Railroad Park stage (April-September)	✓		
Logo on Railroad Ave marquee (April-September)	✓		
Inclusion on all event related merchandise	✓		
Logo on on-site signage during each market	✓	✓	✓
10x10 booth space at each market	✓	✓	✓
Logo & link on website	✓	✓	✓
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: 21,000 for the season

Date / Time: Thursdays, 5:00-8:30PM | May - September

Location: Railroad Park

What you get as a....	Presenting Sponsor (Sold)	Supporting Sponsor (mult avail) \$2,000	Beverage Tent Sponsor (mult avail) \$300	Media Sponsor In-kind advertising
“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 (2/year)	✓			
Complimentary Beverage Tent Sponsorship (2/year)	✓			
Recognition from stage	✓	✓	✓	✓
Sell drinks during one event at beverage tent			✓	
Banner (sponsor provided) space at beverage tent			✓	



Gallery Night



At Gallery Night, 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: Friday, April 17 & Friday, October 9

Time: 5pm - 8pm

Location: 100-500 Blocks of 5th

What you get as a...	Presenting Sponsor (mult avail) \$2,000	Gallery (mult avail) \$250	Restaurant Sponsor (mult avail) \$250	Supporting Sponsor (mult avail) \$75
"Presented by" label on all print and digital materials	✓			
Logo on Railroad Ave marquee	✓			
Logo on all traditional media placements	✓		✓	
Name on all traditional media placements		✓		✓
Logo & link on website	✓	✓	✓	✓
Link on social media posts/mentions	✓	✓	✓	
Logo & link in email campaign	✓	✓	✓	
Logo & write-up info in event day handouts		✓		
Logo & contact info in event day handouts	✓		✓	
Name and contact info in event day handouts				✓
Option to have pop-up in store				✓



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 live art performances, 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 17 | 10AM-4PM

Location: 100-200 Blocks of 5th

What you get as a....	Presenting Sponsor (1 avail) \$4,000	Supporting Sponsor (mult avail) \$1,000	Media Sponsor In-kind advertising
"Presented by" label on all print and digital materials	✓		
Logo on Railroad Ave marquee	✓		
Logo on all traditional media placements	✓	✓	✓
Logo & link on website and social media posts/mentions	✓	✓	✓
Logo in email campaign	✓	✓	✓
10x20 booth space at the event	✓		
10x10 booth space at the event		✓	✓





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 26 | 2-5PM

Location: 100-300 Blocks of 5th

What you get as a....	Presenting Sponsor (SOLD)	Supporting Sponsor (mult avail) \$75	Media Sponsor In-kind advertising
“Presented by” label on all print and digital materials	✓		
Logo on wayfinding signage during event	✓		
Logo on all print marketing	✓		✓
Logo & link on website	✓		✓
Logo & link on social media posts/mentions	✓		✓
Logo in email campaign	✓	✓	✓
Booth on-site during event		✓	



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: 20,000 for the season

Date / Time: November 19 & December 3, 10, 17 / 5PM-8PM

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

What you get as a....	Presenting Sponsor (1 avail) (Sold)	Tree Sponsor (1 avail) \$2,500	Welcome Center Sponsor (1 avail) (Sold)	Entertainment Sponsor (1 avail) \$2,500	Ice Sculpture Sponsor (6 avail) \$1,000
“Presented by” label on all marketing materials	✓				
Banner & marquee logo on Railroad Ave	✓				
Inclusion on all event related merchandise	✓				
Logo on all traditional media placements	✓	✓	✓	✓	✓
Logo & link on website & social media posts	✓	✓	✓	✓	✓
Logo & link in email campaign	✓	✓	✓	✓	✓
Signage on horse trolley and logo on event signage	✓				
Exhibit space at each event	✓	✓	✓	✓	
Signage at sponsored location each event	✓				✓
Signage at sponsored location mid-Nov - Dec		✓	✓		
Featured tree lighting ceremony guest		✓			





Find the sponsorship package for you or have an idea for your own that better fits your needs?

Contact Larry Kaster at events@valleyjunction.com or (515) 222-3642 to make your payment or discuss custom sponsorship packages.

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"/> Business Sponsor \$2,500			
Music in the Junction	<input type="radio"/> Presenting Sponsor (Sold)	<input type="radio"/> Supporting Sponsor \$2,000	<input type="radio"/> Beverage Tent Sponsor \$300		
Arts Festival	<input type="radio"/> Presenting Sponsor \$4,000	<input type="radio"/> Supporting Sponsor \$1,000			
Gallery Night	<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 SOLD		<input type="radio"/> Supporting Sponsor \$		
Jingle in the Junction	<input type="radio"/> Presenting Sponsor (Sold)	<input type="radio"/> Tree Sponsor (\$2,500)	<input type="radio"/> Welcome Center Sponsor (\$2,500)	<input type="radio"/> Entertainment Sponsor (\$2,500)	<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.