



2021 OPERATION FACELIFT

A Southern Idaho Revitalization Program

SPONSORSHIP PACKET



SOUTHERN IDAHO
ECONOMIC DEVELOPMENT

southernidaho.org

WHAT IS OPERATION FACELIFT?



Operation Facelift is a regional community-wide project created to revitalize downtown areas throughout Southern Idaho, build community pride, and encourage downtown activity and new business development. From a new park bench to a beautiful mural, the annual project encourages Magic Valley cities to complete projects, big or small, to create a better community.

WHY SPONSOR A COMMUNITY?

Our rural communities rely on this program to revitalize their downtowns every year. These small donations can mean big changes for them. By helping sponsor one of these communities, you can give back to cities in Southern Idaho that need our help the most.

WHEN IS OPERATION FACELIFT?

We are asking for commitments from sponsors by **March 31** and completed projects by July 4, 2021.

SPONSORSHIP LEVELS

LEVEL 1

- Social media & press promotion
- Yard sign with company logo on project site

LEVEL 2

- Level 1 perks
- Company spotlight in our business or talent recruitment newsletter

LEVEL 3

- Level 1-2 perks
- Commemorative plaque

LEVEL 4

- Level 1-3 perks
- Two free 30-second ads on future Secret's Out Idaho podcast episodes

LEVEL 5

- Level 1-4 perks
- Feature story in the *Times-News*

MV MAGICVALLEY.COM

LEVEL 6

- Level 1-5 perks
- Promotional video of project, with sponsor logo and cameo

To sponsor, contact **Connie Stopher**
at **208-732-6459** or **connies@southernidaho.org**

COMMUNITY PROJECTS Level One



LEVEL 1 SPONSORSHIP

\$500

CITY OF GLENNS FERRY - "Let's Go Fishing"

Sponsored by Pioneer Federal Credit Union

\$550

CITY OF RUPERT - "Swimming Pool Touch Up"

Sponsored by DOT Foods

\$550

CITY OF RUPERT - "Sports Complex Upgrade"

Sponsored by DOT Foods

\$600

CITY OF RICHFIELD - "Picnic Pick-Me-Up"

Sponsored by Clif Bar

\$750

CITY OF JEROME - "Blank Sign, New Possibilities"

Sponsored by Con Paulos Chevrolet

\$750

CITY OF WENDELL - "Historic Hub City Sign Restoration"

Sponsored by Commercial Creamery

\$1,000

CITY OF RUPERT - "Rupert-Wide Cleanup"

Sponsored by First Federal

\$1,200

CITY OF SHOSHONE - "Downtown Beautification Project"

Sponsored by Glanbia

\$1,600

CITY OF RUPERT - "Accessibility Makes a Difference"

Sponsored by Idaho Central Credit Union

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COMMUNITY PROJECTS

Level Two



LEVEL 2 SPONSORSHIP

\$2,000

GOODING COUNTY - "Landscaping the Gooding Fairgrounds"

Landscaping upgrades to the west end of the bleachers at Gooding County Fairgrounds that are in dire need of a facelift. A similar upgrade on the east end has made a vast improvement to the overall facade of the fairgrounds.

\$2,000

CITY OF CASTLEFORD - "Country Market Safety Upgrades"

Add security bars and remove old wooden bars to improve both the look and safety of Pettit's Country Market, a local favorite.

\$2,000

CITY OF HAGERMAN - "Creating a Colorful Hagerman"

Painting fire hydrants and power boxes with artistic designs and placing plant barrels with flowers at businesses along Highway 30. This will make Hagerman an even more welcoming stop for visitors.

~~\$2,500~~

Idaho Central Credit Union contributing \$500 toward total!

\$1,500

CITY OF JEROME - "The Doll House"

The owners of "The Doll House" in downtown Jerome (200 & 202 E Main Street) were collectors of antique dolls, and painting the exterior of the building and replacing the windows at the top of the facade would bring back its original antique charm.

~~\$2,500~~

ICCU & Idaho Milk Products contributing \$1000 toward total!

\$2,000

CITY OF BUHL - "Magic Valley Brewing Facelift"

Working with a local artist to re-do the highway frontage of Magic Valley Brewing to include 3D signage, lighting, and upgraded building facade. With these upgrades, more people will be able to find and visit the brewery.

~~\$3,000~~

Cedar Grove Warehouse contributing \$1,000 toward total!

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COMMUNITY PROJECTS

Levels Three & Four



LEVEL 3 SPONSORSHIP

\$4,000

CITY OF CASTLEFORD - "Longhorn Saloon Facelift"

Longhorn Saloon is in need of an awning to improve its facade and fit in with the other businesses along Main Street. Due to COVID-19, they were unable to keep business running as usual and cannot fund the project themselves.

CITY OF RUPERT - "Accessibility in Rupert"

\$4,800

Sponsored by Watco

CITY OF JEROME - "Entrance Gate Improvement Project"

\$5,000

Sponsored by Starr Corporation and Scoular

CITY OF BUHL - "The Faces of Buhl through the Years"

\$5,500

Sponsored by Snake River Pool & Spa

LEVEL 4 SPONSORSHIP

CITY OF BUHL - "Windows to the World"

\$6,400

Sponsored by Nu-Vu Glass

CITY OF RICHFIELD - "Richfield Well Facelift #2"

The building housing the pump and well (#2) that provides water services to the patrons of Richfield needs vinyl siding in order to complement the existing city buildings and ensure safe operation.

\$7,000

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COMMUNITY PROJECTS Levels Five & Six



LEVEL 5 SPONSORSHIP

\$10,000

CITY OF RICHFIELD - “Richfield Well Facelift #1”

The building housing the pump and well (#1) that provides water services to the patrons of Richfield needs vinyl siding in order to complement the existing city buildings and ensure safe operation.

\$10,000

CITY OF DIETRICH - “Eagle’s Nest Makeover”

The Eagle’s Nest is at the heart of the community of Dietrich and is in need of a makeover. This project would include installing a new roof, two new windows, and painting the building.

\$10,000

CITY OF HEYBURN - “Heyburn Field of Dreams”

Sponsored by Dot Foods & McCain Foods

LEVEL 6 SPONSORSHIP

\$13,000

CITY OF CASTLEFORD - “Main Street Business Facelift”

The city of Castleford is a small community, with just 10 businesses on Main Street. New signs and paint for these businesses would bring some brightness and encouragement for visitors to spend time in town.

THANK YOU!

We are incredibly grateful for your generous donations.

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