



## City of Ketchum

News Release  
July 27, 2018

Contact: Lisa Enourato  
208-720-9766  
lenourato@ketchumidaho.org

### **Wagon Days Offers Vending and Sponsorship Opportunities** *Priority for Local Vendors*

KETCHUM, Idaho — Ketchum is offering opportunities for food vending stands at the September 1 Wagon Days celebration. Requests must be received no later than Friday, August 17.

More than 17,000 people typically attend the Wagon Days festivities over Labor Day weekend.

For the third year, Ketchum businesses may apply for free permits for food vending stands on East Avenue between Fourth Street and Sun Valley Road. This is the location for the street party and free concert after the parade. The Last Bandoleros, a Texas-based band, are set to perform.

Food stand locations on the parade route along Sun Valley Road and Main Street are available for a fee.

Parade sponsorship opportunities range from \$250 for a mention during the parade and a listing in the official Wagon Days program to \$2,500 for a half page ad in the official Wagon Days program, customized signage in the parade and reserved bleacher seats. Requests must be received by Friday, August 3, in order to obtain all benefits of the sponsorship.

For more information or to reserve a vending space, contact [participate@ketchumidaho.org](mailto:participate@ketchumidaho.org) or call 727-5077.

###

#### **About Wagon Days**

Wagon Days began in 1958 and has become a weekend full of activities. The Big Hitch Parade is the centerpiece of the event. It is one of the largest non-motorized parades in the Pacific Northwest and features museum-quality wagons, buggies and stagecoaches. The grand finale of the parade is Ketchum's own Big Hitch, the Lewis Ore Wagons. These large freight wagons are the most original, well-preserved and functioning wagons of their kind in existence, and are pulled by an authentic 20-mule jerk line.

#### **About the City of Ketchum**

The city of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. The city of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the city of Ketchum, visit [ketchumidaho.org](http://ketchumidaho.org).