

THE ORIGINAL PERFORMANCE FOOD

SUPPORTING HEALTHY AND ACTIVE LIFESTYLES WORLDWIDE



RODS

RODS PARTNERSHIP

Since 2013, the IPC has sponsored RODS Racing, an organization nurturing a positive image of Down syndrome and encouraging the adoption of orphans with Down syndrome. Hundreds of RODS racers compete in a plethora of athletic events across the country, like the Boston Marathon, endorsing "RODS Fueled by Idaho® Potatoes."



Organized by the local YMCA and sponsored by the Idaho Potato Commission, the annual **YMCA Famous Idaho® Potato Marathon** is a fun full, half, 10K or 5K course along the Boise greenbelt.

Our title sponsorship has the lowest cost of all 13 ESPN-owned bowls

The Average television audience is **2.2 million**

Links Potato Bowl with other well-known bowls : Orange, Rose, Cotton and Peach

SUPPORTING COLLEGIATE ATHLETICS

by promoting Idaho Universities!



Boise State University



University of Idaho



Idaho State University



NATIONAL COMMERCIAL

The IPC advertises during some of the world's largest athletic events, such as the **Boston Marathon, Ironman World Championship, and Amgen Tour of California!** Hundreds of thousands of people all over the country are still telling the Big Idaho® Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.

Idaho Potato Commission | IdahoPotato.com

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