



# 2019 **Flag City** BalloonFest

20th Annual

## SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

August 9 thru 11, 2019 • Emory Adams Park, Findlay



***The annual Flag City BalloonFest is the premier FREE Community Event in Northwest Ohio!***

*Demographics for last year's event include...*

- Media market demographic includes 8.5 million people
- Estimated 35,000+ spectators during the weekend
- 85% of spectators are from the Greater Findlay & Northwest Ohio region. The event also attracted spectators from the tri-state area and many out of state guests
- Most spectators attend two (2) of the three (3) days
- Spectators are predominantly families with children
- Six (6) balloon launches including three (3) competition flights

*The BalloonFest also includes these events...*

- Music & entertainment throughout the weekend
- Over 25 food, gift & souvenir vendors
- Over 20 exhibits & activities including...
  - Car show
  - Evening activities include balloon illumination
  - Kids fair
  - Helicopter, balloon and kids rides
  - Flag City BalloonFest Ambassador's Scholarship Competition
  - Live media, radio and television broadcasts

*Other features of the 2019 BalloonFest include...*

- On-site parking
- Emergency Medical, Fire & Police services on-site

### ***Why Sponsor?***

- Put your company's name and logo in front of 35,000+ potential consumers
- Create awareness and educate potential consumers about your products or service
- Strengthen your perception as a community asset, supporter, and major industry player
- Receive extensive co-branding publicity and advertising
- Increase sales, branding, distribution, and networking opportunities

### ***What we can offer you...***

The 2019 Flag City BalloonFest event team is preparing for an extensive marketing campaign in the lead up to the Hot Air Balloon Festival in the following ways...

Advertising methods:

- Frequent and regular media releases to Findlay and the surrounding district media outlets including print, radio and television
- Editorial and advertising through the Courier, local and regional printed media
- **BalloonFest website... [www.flagcityballoonfest.com](http://www.flagcityballoonfest.com)**  
Get your company name and logo on the website for a full year and check back for hotlinks and updates.  
**Last year, over 25,000 visitors checked out the BalloonFest website!**
- Every sponsor gets free advertising in the Souvenir Guide. Over 2,000 will be distributed during the event.
- Naming rights, presenting rights, and promotion at the event
- Banners, signs, extensive commentary recognition announcements at the event
- Certificates of appreciation for all sponsors who contribute to the event, to represent your community spirit to your patrons, customers and staff

# 2019 FLAG CITY BALLOONFEST SPONSORSHIP LEVELS...

## Naming Sponsor

investment: \$25,000

only 1 available

Inclusion in all TV, radio, newspaper, and front page website. Logo to be above BalloonFest on all documentation and visual media. Corporate banner on-site, supplied by BalloonFest (additional banners by sponsor allowed on-site)

*Naming Sponsor Package also includes...*

- As Naming Sponsor, all advertising will have logo or text with sponsor listed first, before the BalloonFest info
- 20 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening), and Awards Banquet (additional sponsor passes may be purchased)
- 8 sponsor reserved parking passes
- Balloon sponsorship, your choice of available balloons
- Color ad on the BACK COVER of the souvenir guide
- Company logo on all balloon gondola banners
- Potential Balloon ride (Friday pm only, weather and pilot permitting)
- Participation in Opening Ceremonies
- 120' x 80' reserved corporate entertainment space (20' x 40' tent provided by BalloonFest)
- Numerous and extensive promotions on P.A. systems throughout the event

## Presenting Sponsor

investment: \$15,000

Inclusion in TV, radio, newspaper, and front page website. "Presented by" headlined on all documentation and printed media. Corporate banner in field, supplied by BalloonFest (additional banners by sponsor allowed on-site; to be no larger than 3' x 8')

*Presenting Sponsor Package also includes...*

- 12 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening), and Awards Banquet (additional sponsor passes may be purchased)
- 6 sponsor reserved parking passes
- Balloon sponsorship, choice of available balloon
- Color logo on front cover of the souvenir guide
- Potential Balloon ride (Friday pm only, weather and pilot permitting)
- 'Presented By' company logo on all balloon gondola banners
- Participation in Opening Ceremonies
- 120' x 80' reserved corporate entertainment space (20' x 40' tent provided by BalloonFest)
- Numerous and extensive promotions on P.A. systems throughout the event
- Exclusive use of "Presented By" event logos and promotional materials

## Platinum Corporate Sponsor

investment: \$7,500

Inclusion in TV, radio, newspaper, and front page website on a rotating schedule. Company provided banners on-site; to be no larger than 3' x 8')

*Platinum Corporate Sponsor Package also includes...*

- 10 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet (additional sponsor passes may be purchased)
- 4 sponsor reserved parking passes
- Balloon sponsorship, choice of available balloon
- Color ad in the souvenir guide
- Potential Balloon ride (Friday pm only, weather and pilot permitting)
- 100' x 60' reserved corporate entertainment space (tent and supplies provided by sponsor)
- Numerous and extensive promotions on P.A. systems throughout the event

## Fireworks Sponsor

investment: \$6,500

only 1 available

Inclusion in some TV, radio, newspaper, and front page website on a rotating schedule. Company provided banners on-site; to be no larger than 3' x 8')

*Fireworks Sponsor Package also includes...*

- 9 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet (additional sponsor passes may be purchased)
- 4 sponsor reserved parking passes
- Balloon sponsorship, choice of balloon
- Color logo in the souvenir guide
- Potential Balloon ride (Friday pm only, weather and pilot permitting)
- 100' x 60' reserved corporate entertainment space (tent and supplies provided by sponsor)
- Numerous and extensive promotions on P.A. systems throughout the event

## Gold Corporate Sponsor

investment: \$5,000

Inclusion in some newspaper advertising and website prior to event, along with additional radio spots. On-Site Banner (Company is to provide; to be no larger than 3' x 8')

*Gold Corporate Sponsor Package also includes...*

- 8 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet (additional sponsor passes may be purchased)
- 2 sponsor reserved parking passes
- Balloon Sponsorship
- Color logo in the souvenir guide
- Potential Balloon ride (Friday pm only, weather and pilot permitting)
- 80' x 40' reserved corporate entertainment space (tent and supplies provided by sponsor)
- Promotion on PA systems throughout the event

# 2019 FLAG CITY BALLOONFEST SPONSORSHIP LEVELS (CONTINUED)

## Glow Encounter

investment: \$4,000

Extensive newspaper advertising, radio and website promotion prior to event. Participation in the winner's announcement at Opening Ceremonies. On-Site Banner (Company is to provide; to be no larger than 3'x 8').

*Glow Encounter Package also includes...*

- 4 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet (additional sponsor passes may be purchased)
- 2 sponsor reserved parking passes
- Color logo in the souvenir guide
- Company supplied banner and logo at sponsored event
- Corporate entertainment space available for purchase
- Promotion on PA system

## Ambassadors Scholarship Competition

investment: \$3,000

Extensive newspaper advertising, radio and website promotion prior to event. Participation in the winner's announcement at Opening Ceremonies. On-Site Banner (Company is to provide; to be no larger than 3'x 8').

*Ambassadors Scholarship Competition Package also includes...*

- 4 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet (additional sponsor passes may be purchased)
- 2 sponsor reserved parking passes
- Color logo in the souvenir guide
- Company supplied banner and logo at sponsored event
- Corporate entertainment space available for purchase
- Promotion on PA system

## Hospitality Sponsor

investment: \$3,000

Inclusion in some TV, radio, newspaper, and website advertising prior to event. On-Site Banner (Company is to provide; max. 3'x 8').

*Hospitality Sponsor Package also includes...*

- 4 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet (additional sponsor passes may be purchased)
- 2 sponsor reserved parking passes
- Color logo in the souvenir guide
- Corporate entertainment space available for purchase
- Promotion on PA system

## Awards Banquet Sponsor

investment: \$2,500

Inclusion on website prior to event. On-Site Banner (Company is to provide; no larger than 3'x 8'). Trophy sponsorship.

*Awards Banquet Sponsor Package also includes...*

- 4 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet
- 2 sponsor reserved parking passes
- Color logo in the souvenir guide
- Corporate entertainment space available for purchase

## Special Shaped Balloon Sponsor

investment: \$3,000 and up

Inclusion in some TV, radio, newspaper, and front page website advertising, prior to event. On-Site Banner (Company is to provide; max. 3'x 8').

*Special Shaped Balloon Sponsor Package also includes...*

- 4 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet
- 2 sponsor reserved parking passes
- Color ad in the souvenir guide
- Two potential Balloon rides (weather and pilot permitting)  
Priority of flight day determined by date or sponsorship sign-up date
- Company name on gondola banner

## Celebration Sponsor (special shapes co-sponsor)

investment: \$1,500

Inclusion on website, prior to event. On-Site Banner (Company is to provide; to be no larger than 3'x 8').

*Celebration Sponsor Package also includes...*

- 2 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet
- 1 sponsor reserved parking pass
- Color logo in the souvenir guide
- One potential Balloon ride (weather and pilot permitting)  
Priority of flight day determined by date or sponsorship sign-up date
- May be up to three (3) co-sponsors per Balloon
- Company name on gondola banner

## Balloon Sponsor















































































































investment: \$900

Inclusion on website, prior to event. On-Site Banner (Company is to provide; to be no larger than 3'x 8').

*Balloon Sponsor Package also includes...*

- 2 sponsor passes to Pilot's reception (Friday evening), Sponsorship Reception (Saturday evening) and Sunday Awards Banquet
- 1 sponsor reserved parking pass
- Color logo in the souvenir guide
- Potential Hot Air Balloon Ride (Friday p.m. only, pilot & weather permitting)
- Company name on gondola banner

***Pick The Sponsorship  
Program That Best Fits  
Your Needs!***

	Naming Sponsor	Presenting Sponsor	Platinum Sponsor	Fireworks Sponsor	Gold Sponsor	Glow Encounter	Ambassadors Scholarship Sponsor	Hospitality Sponsor	Awards Banquet Sponsor	Special Shaped Balloon Sponsor	Celebration Sponsor	Balloon Sponsor
LOGO to appear PROMINENTLY above BalloonFest logo on ALL promotions including TV, newspaper & website.												
Inclusion in TV, radio, newspaper and front page website. 'Presented by' headlined on all media.												
Inclusion in some TV, radio, newspaper and front page website on a rotating schedule. Logo on most media.												
Corporate banner at main entrance.												
Onsite banner (provided by company)												
Company banner and logo at sponsored event												
Extensive pre-event newspaper, radio and website promotion												
Participation in Opening Ceremonies												
Number of sponsor passes	20	12	10	9	8	4	4	4	4	4	2	2
Number of sponsor reserved parking passes	8	6	4	4	4	2	2	2	2	2	1	1
Corporate entertainment space provided												
Balloon sponsorship, choice of balloon and sponsor name on gondola banner												
Potential Balloon Ride (Friday p.m. only, weather and pilot permitting)												
'Presented by' company logo on all gondola banners												
Size of reserved corporate entertainment space; tent and supplies provided by sponsor (listed in square feet)	9,600	9,600	6,000	3,200	3,200							
Numerous mentions of sponsor over PA systems throughout the event												
Exclusive use of 'presented by' event logos and promotional materials												
Pilot / Sponsor introduction												
Color Logo in Souvenir Guide												

**Mission Statement:**

The Flag City BalloonFest is the premier annual community exposition for the citizens of Findlay and Northwest Ohio, which fosters community pride, growth and prosperity, while benefitting chosen charitable organizations.

***Tailor A Package...***

Whether you contribute \$300 or \$25,000, the 2019 Flag City BalloonFest Event Committee can accommodate your requirements and set-up a tailor made package to suit your budget, reflecting your contribution to this sensational, FREE community event. Your business will be represented on various advertising materials, including print and online media.

Above all, you will receive the satisfaction that comes with knowing you helped stage a celebration of community spirit, for the biggest Findlay City festival of the year - The 2019 FLAG CITY BALLOONFEST. To enroll in sponsorship, or to discuss promotion opportunities, contact one of these 2019 Flag City BalloonFest Officers and Committee members:

President  
Marketing Chairperson

Heather Howard  
Randy Raymond

419-306-5078  
419-348-1292

Marbee Printing & Graphic Art