

SPONSORSHIP OPPORTUNITIES



**ARIZONA
BALLOON**
Classic



To Benefit



Goodyear Ballpark | Goodyear, Arizona | January 24th - 26th, 2020

QUICK FACTS AND DEMOGRAPHICS FOR 2020

The 9th Annual Arizona Balloon Classic – Arizona's Premier Hot Air Balloon Race & Festival is a community based event celebrating thrilling sights of aviation – The “Hare & Hound” Hot Air Balloon Race. This three-day family festival provides consumers the up close experience of local and national hot air balloons in all shapes and sizes. The event will also include a family fun zone with kid's activities, live music, fireworks, retail shopping and lots of food!!! Media includes local TV and Radio with predominate promotions and advertising on our Digital and Social Media Platforms.

One of Arizona's most popular outdoor events, the 2020 Arizona Balloon Classic will host up to 20K guests. Consumers and tourists will come from across the Country, the Southwest, Arizona and the Phoenix metropolitan area to see one of Arizona's most spectacular events.

Event Demographics based on our Exit Surveys and Social media platforms*

- Average Attendance – 20,000+ Average Household Income: \$62,000 - \$96,000 Gender: 67% Female - 33% Male
- Ages: Kids 12 & under: 29.8% 18-34 (Millennial): 31.3% 35-50 (Gen X): 25.9% 51-69 (Boomers): 13%
- Over 1.5 Million hits to the Arizona Balloon Classic, www.abcfest.com and Arizona Events Group, www.azeventsgroup.com websites
- *Impressions: Over 500,000 to cities like – Goodyear, Phoenix, Glendale, Peoria, Buckeye, Avondale, Maryvale, Surprise and Litchfield Park.

*Facebook, Twitter, Yelp, Google, Festivals.com, SpinGo, Az Central, Eventsprout, Red Frog Events & Instagram



THINGS YOU NEED TO KNOW

Watch your name recognition rise.

From January 24th to 26th, 2020, balloons will take off in the beautiful Arizona desert sky. With one of these sponsorship packages, your corporate image will do the same.

One of the Arizona's most popular outdoor signature events and the ONLY hot air balloon race in Arizona, the 9th Annual Arizona Balloon Classic is Arizona's Premier Hot Air Balloon Race and Festival. It will host up to 20,000 fans & spectators. Taking place on the grassy fields of the Goodyear Ballpark in Goodyear, Arizona – MLB Spring Training home of the Cleveland Indians and the Cincinnati Reds. The 9th Annual Arizona Balloon Classic takes place during a very busy sports and tourism time of the year in the Phoenix Metropolitan area. **The Barrett Jackson Car Auction** and the **Waste Management Phoenix Open** in Scottsdale, Arizona take place within two weeks of each other and the Arizona Balloon Classic is right in the middle of all the action! Above all, it's an opportunity to gain greater name recognition and expand your promotional and publicity efforts. Be a part of it...



Raising awareness begins **HERE.**

With one of our Strategic Sponsorship opportunities, you can elevate your company's image while enjoying a weekend of hot air ballooning, special events, live music and fun for the whole family. Sponsorship packages have been designed to fit a variety of budgets and maximize your exposure. Contact us to custom fit an opportunity at Arizona Balloon Classic.

Gondola Balloon Banner - \$500

- One 3'x4' banner attached to a selected balloon gondola
- One (1) Balloon Ride for two (2), weather permitting
- 10 single-event tickets
- Web link to the ABC9 website
- ABC9 Social Media promotions



Retail Vending Space - \$500

- One 10'x10' vending space in the Vendor Village, including standard electrical
- 10 single-event tickets
- Four vendor badges
- Two vendor parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



Commercial Balloon - \$1000

- Media flight opportunities
- 20 single-event tickets
- All Pilot weekend amenities
- Web link to the ABC9 website
- ABC9 Social Media promotions



GIVE YOUR PROMOTIONAL AND PUBLICITY EFFORTS A BIGGER FORUM.

Our Corporate Envelope Banner package allows you to display your corporate brand and image in a unique way on a much larger scale – FROM THE SKY!!! Increase your exposure with BIG signage that can be seen from ANYWHERE!

Corporate Envelope Banner Package - \$3,000 Investment

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- One (1) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Public address announcements throughout the weekend
- One (1) 10'x10' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Logo on the Entertainment Stage "Thank You" Banner
- One (1) Balloon Ride for two (2), weather permitting
- 100 single-event tickets
- Four (4) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



GAIN GREATER VISIBILITY, ON THE GROUND OR IN THE AIR.

Take your sponsorship a step higher with our corporate hospitality suite package, an opportunity to let people view your logo in several ways and host guests in your own exclusive corporate hospitality suite.

Corporate Hospitality Suite - \$3,500 Investment per event (4) or \$10,500 Investment for the entire weekend

- 20' x 30' "CORPORATE HOSPITALITY SUITE", *EXCLUSIVE USE* during the event, including tables, chairs, tablecloths and televisions. All food and beverage included. (accommodates 20 guests per event (4 events total) @ 80 guests total for the weekend). Includes corporate logo identification with VIP viewing of the Entertainment Stage.
- One (1) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners
- Ten (10) VIP Parking passes
- Public address announcements throughout the weekend
- Inclusion in all advertising
- Logo on the Entertainment Stage "Thank You" Banner
- One (1) 10'x10' vendor space in the Vendor Village including standard electric
- One (1) Balloon Ride for two (2), weather permitting
- 150 single-event tickets
- Web link to the ABC9 website
- ABC9 Social Media promotions



GOING UP: A KEY SPONSORSHIP ELEVATES YOUR CORPORATE STANDING.

Expand your promotional efforts with the Family Fun Zone Sponsorship package. Aside from having your logo displayed, your company becomes a co-sponsor of all kid's events and community outreach programs, and your name recognition soars.

Family Fun Zone Sponsorship Package - \$5,000 Investment (SOLD)

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Ten (10) Unlimited ride wristbands in the Family Fun Zone
- Logo on the Entertainment Stage "Thank You" Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



THE SKIES THE LIMIT: REACH CONSUMERS ON THE GROUND AND IN THE SKY.

Your company will connect with consumers directly with our CATEGORY sponsorship that will be exclusive to your product or service.

Category Exclusive Sponsorship Package - \$5,000 Investment

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- "Official" product or service of the Arizona Balloon Classic.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Logo on the Entertainment Stage "Thank You" Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



THE SKIES THE LIMIT: REACH CONSUMERS ON THE GROUND AND IN THE SKY. *IN THERE STOMACHS TOO...*

Our 3rd Annual Street Foodfest is set to expand with a culinary experience including; “Beer Gardens”, the Southwest’s best food eateries, Cooking demonstrations, Food eating contests, Live music stage and more.

Street FoodFest Sponsorship Package - \$5,000 Investment

Sponsor logo and title in the name of the venue - the “(Sponsor Name) Street FoodFest”

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- “Official” product or service of the Arizona Balloon Classic.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Street FoodFest
- Inclusion in all advertising
- Logo on the Entertainment Stage “Thank You” Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



Vehicle Sponsorship Package - \$5,000 Investment

- 20'x100' vendor space in the Vendor Village including standard electrical or dispersment of vehicle throughout the event venue
- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent) Partner provides banners
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Public address announcements throughout the weekend
- Inclusion in all advertising
- Strategic "Drive to Retail" and Cross promoting
- Logo on the Entertainment Stage "Thank You" Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



Fireworks Sponsorship Package - \$10,000

- **Sponsor logo and title in the name of the event - the "(Sponsor Name) Fireworks Spectacular"**
- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village with standard electric
- Inclusion in all advertising
- Strategic "Drive to Retail" and Cross promoting
- Logo on the Entertainment Stage "Thank You" Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 500 single-event tickets
- Ten (10) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



Entertainment Stage Sponsorship Package - \$15,000 Investment

Marquee Logo positioning as Title Sponsor – “The Sponsor Name Stage ”on all three (3) event stages: the Main Entertainment Stage, the Street FoodFest Stage and the QT Family Fun Zone Stage.

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent) Partner provides banners
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- One (1) 10'x20' vendor space in the Vendor Village including standard electric
- Public address announcements throughout the weekend
- Inclusion in all advertising
- Logo on the Entertainment Stage “Thank You” Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



YOUR PRESENCE MAKES A STATEMENT. OUR TOP SPONSORSHIP MAKES CERTAIN IT'S HEARD.

The “Desert Glow” package lets you sponsor one of our most highly attended events, where fans spend the evening walking among colorful balloons illuminated to music. Your involvement comes through loud and clear.

“Desert Glow” Sponsorship Package - \$15,000 Investment

Sponsor logo and title in the name of the event - the “(Sponsor Name) Desert Glow”

- 20' x 30' “CORPORATE HOSPITALITY SUITE”, *EXCLUSIVE USE* during the event, including tables, chairs and tablecloths. All food and beverage included. (accommodates 20 guests per event (4 events total) @ 80 guests total for the weekend). Includes corporate logo identification.
- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Strategic “Drive to Retail” and Cross promoting
- Logo on the Entertainment Stage “Thank You” Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 750 single-event tickets
- Fifteen (15) VIP Parking passes
- Web link to the ABC9 website
- ABC9 Social Media promotions



PRESENTING SPONSORSHIP PACKAGE - \$55,000 INVESTMENT

Recognition and premiere positioning of your Corporate Logo incorporated into the Event Logo as: the Arizona Balloon Classic presented by (You're Company Name Here)

Included in the following (without limitation):

- Print, Radio & TV
- All Advertising
- Promotion
- Signage
- Press Releases
- Merchandise
- Collateral
- Sales Materials
- Digital Media
- Update Materials
- Banners
- Wearables
- Posters
- Social Media Platforms
- Flyers
- Website Link



PRESENTING SPONSORSHIP PACKAGE CONT.

The Arizona Balloon Classic will make best efforts to enforce usage of full title.

- Event Logo Signage (banners) at all entryways to the event, event grounds, ticket gate and additional placement on event site.
- Primary Ad Placement in all advertising, including: Letter Presentation (Welcome) in the Official Digital Event Guide; One (1) Full-page, Four-color Digital Ad in the Official Digital Event Guide; Logo banner on header of Official Digital Event Guide.
- 20' x 30' "CORPORATE HOSPITALITY SUITE", *EXCLUSIVE USE* during the event, including tables, chairs, tablecloths and televisions. All food and beverage included. (accommodates 20 guests per event (4 events total) @ 80 guests total for the weekend). Includes corporate logo identification with VIP viewing of the Entertainment Stage.
- Name Recognition as Presenting Partner on all public address announcements at the event site throughout the weekend.
- The Arizona Balloon Classic will issue a media release identifying the Presenting Sponsor.
- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event and to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds. Partner has the option to provide corporate banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a white banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Strategic "Drive to Retail" and Cross promoting
- Logo on the Entertainment Stage "Thank You" Banner
- Four (4) Hot Air Balloon Ride for two (2), weather permitting
- 1000 single-event tickets
- Twenty Five (25) VIP Parking passes
- One (1) :30 sec video ad on the ABC9 website
- One (1) web banner posted on the ABC9 website





Our Sponsorships will help your company rise to the occasion.

The Arizona Balloon Classic provides a weekend of excitement and entertainment, including live music, family events and more. High above float the varied and fascinating forms of hot air balloons, from traditional shapes to larger-than-life creatures of all kinds. It's an event unlike any other, and we invite you to join us for this fun-filled community event. To find out more about the event or how we can customize a sponsorship plan for your brand, contact:

Tim Matykiewicz
Arizona Events Group

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