

2017 Sponsorship Information

As the largest hot air balloon event in the world as well as the largest annual international event in North America, Balloon Fiesta® offers exceptional brand exposure opportunities with nine days of events and fourteen sessions from which to choose. Additionally, each year we host in excess of 950 registered media from over 140 national and international media organizations and enjoy a robust social media presence.

MAJOR BRAND SPONSORSHIPS

Title Sponsorship

With your brand's name above ours, you will benefit most from news coverage and publicity of Balloon Fiesta, which each year amounts to millions in paid advertising in North America alone. This custom designed exclusive five-year sponsorship will help you achieve your goals for brand awareness, hospitality and product promotion on Main Street at Balloon Fiesta Park.

Presenting Sponsorship

The presenting sponsorship is second only to the title sponsorship in generating brand awareness. As the "Albuquerque International Balloon Fiesta presented by (Your Brand)", you will be included in all advertising, publicity and brand communications generated by Balloon Fiesta. This exclusive three-year sponsorship will be customized to your marketing goals.

For pricing and more information on the above opportunities, contact our sponsorship team now!

OFFICIAL SPONSORSHIPS

Official level sponsors enjoy the right to associate, advertise and publicize with Balloon Fiesta. In some cases, category exclusivity is also available (except balloon and hospitality tent sponsorships). It also brings significant brand exposure before and

during the event including but not limited to in-park signage, website link, program book, and inclusion on Balloon Fiesta's brochures and publicity. We work with our official sponsors to customize a sponsorship to their needs. But that's only the beginning – Need exhibit space? Want to play host to your clients or associates? Want to promote your product on Main Street? We can provide all of these opportunities and more!

Official sponsorships begin at \$30,000 and may require a multi-year commitment. Contact the sponsorship team for more details.

Day Sponsorships

Own the day, brand the day! We have nine days from which to choose. Some of the days are already themed while others can be themed to match your brand. Day sponsorships are customized to your market goals, and can include a combination of brand awareness, exhibit/display and hospitality. Investments begin at \$35,000 and may include publicity, signage, web link, program book ad, hospitality passes, parking and entrance passes, display space and official event merchandise.

Balloon Sponsorships

Our most popular sponsorship and a great introduction to Balloon Fiesta! Get your custom made banner on a balloon envelope – these are large enough to be seen by guests on the ground and also by media.

Sponsorship investment is \$3,500 (\$1,750 for non-profits) and includes a web link, 2 balloon rides, sponsor hospitality passes, weekly admission and parking passes and official merchandise. Don't worry if you don't know a balloon pilot – we do, and will help you locate one!



Hospitality Opportunities

Entertaining clients, prospects and friends at Balloon Fiesta is a great way to strengthen bonds and share the fun and excitement of Balloon Fiesta. Our Corporate Village is a controlled access area located at the south end of the Launch Field that offers "the best seats in the house"!

Event and On-Site Sponsorships

Balloon Fiesta has morning sessions that fly, evening sessions that glow, and fireworks that explode, all of which draw incredible crowds. Our sponsorship team will work with you to customize your sponsorship which may include combinations of brand awareness, hospitality, admission and parking passes, print and merchandise. Some of our event and on-site opportunities are listed on the next page.

2017 Marks the 46th
Balloon Fiesta®

We offer 40' x 20' tents by the week or by individual sessions. Rental includes four 8' serving tables for your caterer inside the tent and 12 tables with 72 chairs in the spacious 40' x 40' patio area adjacent to the Launch Field, linens, electricity and heaters. Rental price does not include catering, guest admission or parking.

Corporate Tent – 40' x 20'
 9 days\$20,000
Fiesta Tent – 40' x 20'
 Evenings and Weekends..... \$3,500
Fiesta Tent – 40' x 20'
 Weekday Mornings..... \$2,000



Exhibit/Display/Sampling

Main Street at Balloon Fiesta Park is approximately 1/3 of a mile located along the east side of the Launch Field. Both north and south ends can accommodate large exhibits and the center section can accommodate some of the smaller footprints. Exhibit space pricing is \$10/square foot and electricity may be provided depending on location. Product sampling booths are 10'x10', and are located directly across from the concession booths selling food and merchandise. The sponsorship fee of \$3,500 includes the tent, Astroturf, ceiling light, tent signage, table and 2 chairs. All sampling booths have access to electricity. Booth staff will be provided with parking and admission tickets.

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| AfterGlow™ Fireworks Shows <i>(5 sessions)</i> | \$125,000 |
| <i>(Co-sponsorships are available)</i> | |
| America's Challenge Gas Balloon Race | \$60,000 |
| <i>(Co-sponsorships are available)</i> | |
| Special Shape Rodeos™ and Glowdeos™ | \$50,000 each |
| Balloon Glow | \$50,000 |
| Friday Flying Competition.. | \$50,000 |
| Weekend Mass Ascension... | \$50,000 |
| Park 'N Ride | \$60,000 |
| <i>(5 locations; Co-sponsorships are available.)</i> | |
| Night Magic™ Glow | \$40,000 |
| Flight of the Nations Mass Ascension..... | \$40,000 |
| Twilight Twinkle Glow™ .. | \$35,000 |
| Weekday Precision Flying Competitions | \$30,000 each |
| Farewell Mass Ascension.... | \$40,000 |
| Dawn Patrol Show..... | \$20,000 |
| <i>(5 sessions)</i> | |
| Morning Glow | \$20,000 |
| <i>(5 sessions)</i> | |
| Main Street Stage | \$75,000 |
| Sponsor Hospitality Center .. | \$75,000 |
| Sid Cutter Pilots' Pavilion .. | \$50,000 |
| Music Fiesta Stage | \$40,000 |
| Balloon Discovery Center ... | \$40,000 |
| Artisans' Tent | \$40,000 |
| Media Tent | \$30,000 |
| Video Boards (2)..... | \$25,000 |
| Chainsaw Carving | \$25,000 |
| Laser Light Show..... | \$25,000 |
| Chasers' Club | \$20,000 |
| Media Towers | \$12,500 each |
| Directional Signage on Main Street | \$5,000 |
| 75' Tall Field Signage Cone <i>(4 total)</i> | \$12,500 each |
| Or All 4..... | \$40,000 |
| Fiesta Courtesy Carts – Inside Park Only | \$1,500 each |

**The Number
 of Media
 Representatives
 AT BALLOON FIESTA®
 In 2016 was
 1,049**

2016 Statistics

839,309 Est.

PREVIOUS YEARS' ATTENDANCE:
 2015 – 955,703 Est.
 Previous 5 Year Avg. –817,899 Est.

REGISTERED BALLOONS
561

REGISTERED SPECIAL SHAPE BALLOONS
105

REGISTERED GAS BALLOONS
6

MEDIA ORGANIZATIONS
183

COUNTRIES REGISTERED
18

STATES REGISTERED
43

Sponsorship Sales Team

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