

ALBUQUERQUE INTERNATIONAL BALLOON FIESTA® PRESENTED BY

2021 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, in 2019 we played host to 839 registered media from over 141 national and international media organizations and enjoyed 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, promote and publicize with Balloon Fiesta. In some cases, category exclusivity is also available (except for balloon and hospitality tent sponsorships). It can also bring significant brand exposure before and during the event including but not

limited to in-park signage, website link, full page in the Official Event Program and for event sponsors, inclusion in Balloon Fiesta's brochures. 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.

Session Sponsorships

Own the session, brand the session! We have 14 sessions from which to choose. Some sessions are already themed while others can be themed to match your brand. Session sponsorships are customized to your marketing goals and can include a combination of brand awareness, exhibit/display and hospitality. Investments begin at \$30,000 and may include signage, web link, full page in Official Event Program, hospitality, parking and entrance passes, display space and official event merchandise.

Balloon Sponsorships

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

Sponsorship investment is \$4,000 (\$2,000 for non-profits) not including banner production costs and includes a web link, balloon ride for two people, 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 find one for you!



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"!

We offer 40' x 20' tents by the week or by individual sessions. Rental includes four 8' serving tables inside the tent for your caterer 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.....	\$30,000
Fiesta Tent – 40' x 20'	
Evenings and Weekends	\$4,000
Fiesta Tent – 40' x 20'	
Weekday Mornings	\$2,000

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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, exhibit/display and merchandise.



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 \$4,000 includes the tent, Astroturf, ceiling light, tent signage, table and two chairs. All sampling booths have access to electricity. Booth staff will be provided with parking and admission tickets.

AfterGlow™ Fireworks Shows

(5 sessions) SOLD	\$125,000
Balloon Fiesta Live! SOLD ...	\$50,000
Balloon Glow SOLD	\$50,000
Friday Flying Competition..	\$50,000
Main Street Stage	\$50,000
Park 'N Ride	\$50,000
<i>(Multiple locations; Co-sponsorships are available.)</i>	
Sid Cutter Pilots' Pavilion ..	\$50,000
Special Shape Rodeos™ and Glowdeos™ and Party	\$50,000 each
Sponsor Hospitality Center	
SOLD	\$50,000
Weekend Mass Ascensions	\$50,000 each
Gondola Club SOLD	\$50,000
RV Lots	\$45,000
Artisans' Tent	\$40,000
Balloon Discovery Center ...	\$40,000
Flight of the Nations Mass Ascension & Party	\$40,000
Music Fiesta Stage	\$40,000
Night Magic™ Glow SOLD ..	\$40,000
Balloon Basket Banners	\$35,000
Team Fastrax™ (skydivers)	\$35,000
Twilight Twinkle Glow™ SOLD	\$35,000
Balloon Trading Cards	\$30,000
Chainsaw Carving	\$30,000
Dawn Patrol Shows SOLD	\$30,000
Farewell Mass Ascension	\$30,000
Media Tent SOLD	\$30,000
Morning Glows SOLD	\$30,000
Weekday Precision Flying Competitions	\$30,000 each

Sponsorships Listed Above Are Official Level

Event Program	\$25,000
Mobile App SOLD	\$25,000
Video Boards (2) SOLD	\$25,000
Chasers' Club	\$20,000
75' Tall Field Signage Cone (4 total) SOLD	\$15,000 each
Or All 4	\$50,000
Media Towers	\$12,500 each
Charging Station Tents	\$10,000
Sunscreen Dispensers (5)	\$8,000
Way Finders - Main Street	\$5,000
Bike Valet	\$4,000
Fiesta Courtesy Carts – Inside Park Only SOLD	\$500 each

2019 Statistics

Est. 866,414

PREVIOUS YEARS' ATTENDANCE:

2018 – 886,307 Est.

Previous 5 Year Avg. – 878,598 Est.

REGISTERED BALLOONS

577

REGISTERED SPECIAL SHAPE BALLOONS

102

MEDIA ORGANIZATIONS

141

COUNTRIES REGISTERED

17

STATES REGISTERED

41

Sponsorship Sales Team

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