



BIG BEND BALLOON BASH

SPONSORSHIP APPLICATION

2008

The 2008 Labor Day weekend event is planning for at least thirty balloons this year. Once again we are offering several different levels of sponsorships to try to meet the needs of both business and individual sponsorship.

Step 1: Choose the Level of Sponsorship

_____ **Platinum:** Highest level of sponsorship (\$5,000). Exclusive rights to naming individual day events (i.e. "Sierra La Rana Day"). Four assigned balloons to take off first on your designated day that also serves as media balloons (media exposure as well). You have the option to pick your balloons (Max 2 rides per balloon over 3 days). 4 event T-shirts and 4 event caps provided. Have the right to provide crew to assist your assigned pilots. Your pilots' balloons to carry banners exhibiting your company name. (Added exposure if your crew wears your logo t-shirts.) Ten months of advertising links on the event website (company logo/your website and slogan). Invitation to attend private pilot function on Saturday (time and location to be determined).

_____ **Gold:** Mid-level corporate sponsorship (\$2,000). Have the right to single day naming rights if there are no higher-level sponsors. Three assigned balloons to take off second after Platinum balloons. You have the option to pick your balloons (Max 2 rides per balloon over 3 days). 3 event T-shirts and 3 event caps provided. Have the right to provide crew to assist your assigned pilots. Your pilots' balloons to carry banners exhibiting your company name. (Added exposure if your crew wears your logo t-shirts.) Ten months of advertising links on the event website (company logo/your website and slogan). Invitation to attend private pilot function on Saturday (time and location to be determined).

_____ **Diamond:** Highest level of "Traditional" sponsorship (\$750). Able to have one balloon assigned for all 3 days of the event. Rides given with your assigned pilot and balloon (Max 2 rides over 3 days). You have the option to pick your balloon. 2 event T-shirts and 2 event caps provided. Have the right to provide crew to assist your assigned pilot. Your pilot's balloon to carry a banner exhibiting your company name. (Added exposure if your crew wears your logo t-shirts.) Ten months of advertising links on the event website (company logo/your website and slogan). Invitation to attend private pilot function on Saturday (time and location to be determined).

_____ **Silver:** "Traditional" sponsor level (\$500). Max 2 rides on assigned ride days. Your balloon will be assigned daily (good way to get to know different pilots before trying **Diamond** level). If you have persons interested in crewing, they can crew for your daily assigned pilot. Your pilot's balloon to carry a banner exhibiting your company name. (Added exposure if your crew wears your logo t-shirts.) 2 event T-shirts and 2 event caps provided. Ten months of advertising links on the event website (company logo/your website and slogan). Invitation to attend private pilot function on Saturday (time and location to be determined). NOTE: If two companies or individuals would like to split a Silver sponsorship level, each split would be \$300. All other benefits apply.

_____ **Bronze:** One-Day sponsor level (\$300). Max 1 rides on assigned day. If you have persons interested in crewing, they can crew for your daily assigned pilot. Your pilot's balloon to carry a banner exhibiting your company name. (Added exposure if your crew wears your logo t-shirts.) 1 event T-shirt and 1 event caps provided. Ten months of advertising links on the event website (company logo/your website and slogan). Invitation to attend private pilot function on Saturday (time and location to be determined).

_____ **Associate:** Sponsorship funds to be used towards Pilot Packs, Pilot Caps, Pilot Shirts, DJ, Pilot Function, Fire Concert, and other event items. There are three levels available:

_____ **\$50 Sponsorship:** Recognition in all advertising plus 1 event T-shirt.

_____ **\$51-\$100:** Recognition in all advertising plus 1 event cap.

_____ **\$101-\$200:** Recognition in all advertising plus choice of either 2 event T-shirts or caps OR 1 of each.

These are the main sponsorship levels available. Vendor spots are also available on the launch field each day.

For information on any of these sponsorship levels, please call (432) 837-7486 to see what is still available that will fit your needs.

Step 2: Your Information:

Sponsor Name : _____

Address: _____

City/State _____

Zip Code _____

Telephone Number _____

Email Address _____

Contact Person Name _____

Step 3: Financial Information:

Submit your application along with your deposit **(\$100)** by **May 1, 2008**. (All applications will be accepted on a first-come basis) Final and full payment must be received by deadline of **August 1, 2008**, in order to be included in all local and area print, radio and television advertising and printing of your business name on the 3x5 banner to be displayed at all events (Alpine-Casparis Airport all three days, Fire Concert, and all other **BBBB** events).

Time payments can be arranged for any of the sponsorship levels by calling (432) 837-7486.

NOTE: All sponsors receive vendor space at the airport at no extra charge.

Send Completed Application and Deposit to:

Big Bend Hot Air Balloon Association

Attn: Ken Clouse
600 West Ave. E
Alpine, Texas 79830

Information: (432) 837-7486

or

Flyinghigh@bigbendballoonbash.com

www.bigbendballoonbash.com