

# Ballo<sup>n</sup>fest, Air Show

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## & So Much More



## 2021 SPONSORSHIP GUIDE

September 11th & 12th, 2021

[www.balloonfestairshow.com](http://www.balloonfestairshow.com)

Lycoming County Fairgrounds

On behalf of the committee , thank you for considering corporate sponsorship of the 15th “Balloonfest, Air Show & So Much More” which will be held on Saturday, September 11th and Sunday, September 12th, 2021 at the Lycoming County Fairgrounds, Hughesville, PA. For any successful event, cash and donated services/products are critical and necessary for continuation of the event. Business support allows us to keep this family-friendly event affordable for all. In becoming a sponsor, you are demonstrating to the community that you want to share in the celebration and support of something spectacular!



The attractions scheduled promise to make this a “not miss” regional event. We continue to see attendance grow as we strive to offer something for everyone.

For the general public, we have contracted with hot air balloons which will be flying, weather permitting, during scheduled hours during the event. All pilots have commercial licenses and will be able to take attendees on flights. Other attractions at the event will be professional air show acts including aerobatic flight and skydiving performances. We are also working to add other ground attractions in addition to a BMX team and ATV drag races. And we offer entertainment such as puppets, magician, heavy equipment rodeo, and “so much more”. Vendors offer a varied selection of food, souvenirs, crafts, and exhibits for family fun. The day will close with a night air show, and an impressive laser light show choreographed to music.

We understand that without your help, this event cannot take place. With this in mind, we offer several corporate business packages to promote your business and entertain your clients and employees. There are also opportunities to sponsor specific acts or promote your business by name with other “name recognition sponsorships”.

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## Promotion and Advertising:

We understand that promoting an event is paramount to its success. We also realize a primary reason for any sponsorship investment is communicating to the public that your business helped to make the event possible. With this in mind, we have commitments with local and regional media and utilize social media to promote and advertise this unique event.



A grant from the Williamsport Lycoming Chamber of Commerce through the Visitor's Bureau has allowed us to promote the event in other regions. The Williamsport Sun Gazette provides generous newspaper promotion. Lamar Outdoor Advertising provides billboards. Along with posters and brochures, we also advertise in several travel publications and receive TV coverage and advertising. We contract with Backyard Broadcasting as the radio group sponsor of the event with ads and promotion

airing on their six radio stations.

As a sponsor, you will receive advertising as specified in the sponsorship level you choose. In addition, throughout the event, our announcer repeatedly recognizes sponsors and suggests attendees show appreciation by supporting those businesses that have made the event possible. If a radio ad is

provided to us, it will be played periodically during the event. All sponsors will be recognized, and those sponsoring particular performances will be thanked for their support during show times.



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## PILOT SPONSORSHIP—\$5000.00

- Sponsor tents with tables and chairs will be provided at the event. You may reserve a tent in a 4-hour block of time during the event to entertain your friends, clients, and employees. You may bring catered food and beverages to the tent to entertain your party. All reservations need to be booked in advance.
- 150 event (1-day) passes
- Inclusion in all print ads as an event sponsor
- Inclusion in all radio ads as an event sponsor
- Recognition in Facebook ads/posts
- Logo inclusion on our website as an event sponsor
- Radio ad played at event every hour (if provided)
- Full page color ad in official festival program
- Two passes for an un-tethered balloon ride. (weather permitting). You can use this once in a lifetime ride as an employee incentive, customer give-away, or indulge yourself!



## CO-PILOT SPONSORSHIP—\$3500.00

- Sponsor tents with tables and chairs will be provided at the event. You may reserve a tent in a 4-hour block of time during the event to entertain your friends, clients, and employees. You may bring catered food and beverages to the tent to entertain your party. All reservations need to be booked in advance.
- 100 event (1-day) passes
- Inclusion in all print ads as an event sponsor
- Inclusion in all radio ads as an event sponsor
- Recognition in Facebook ads/posts
- Logo inclusion on our website as an event sponsor
- Radio ad played at event every 1/2 hour (if provided)
- Half page color ad in official festival program



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## CREW SPONSORSHIP—\$2000.00

- 50 event (1-day) passes
- Inclusion in all print ads as an event sponsor
- Inclusion in all radio ads as an event sponsor
- Recognition in Facebook ads/posts
- Logo inclusion on our website as an event sponsor
- Quarter page color ad in official festival program



## LASER LIGHT SHOW SPONSORSHIP—\$1000.00



- 25 event (1-day) passes
- Recognition in Facebook ads/posts
- Business logo and one line of text in the souvenir program on the laser light show page
- Recognition by sound technician during laser light show

## NAMED SPONSORSHIPS

**AIR SHOW—4 @ \$5,000**

(Pilot Sponsor Benefits)

**PROGRAM SPONSOR—1 @ \$3,500**

(Co-Pilot Sponsor Benefits)

**SKYDIVING SPONSOR—2 @ \$3,500**

(Co-Pilot Sponsor Benefits)



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## SPONSOR REGISTRATION FORM

Business Name \_\_\_\_\_

Business Contact Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Contact Email \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

Named Sponsorship (if applicable) \_\_\_\_\_

Please complete and return a copy of this page to the person who provided you with this Sponsorship Guide, or to Sandy Spencer, C/O Balloonfest, Air Show & So Much More, PO Box 314, Muncy, PA 17756. Checks should be made payable to: Balloonfest, Air Show & So Much More. Contact Sandy at 570-279-6192 or [slspencer620@gmail.com](mailto:slspencer620@gmail.com).

Send high rez PDF ad to [slspencer620@gmail.com](mailto:slspencer620@gmail.com)

Full page ad — full color — size 8" w x 10.25" h

Half page ad—full color — size 8" w x 5" h

Quarter page ad — full color — 3.875" w x 5" h