



ASHLAND  
Balloonfest

2012

# Sponsor Packet

June 28 – July 1, 2012

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

# Shape Balloon Sponsor - \$5,000

- **Balloon Banners** – Two banners will be featured on the balloon basket over the weekend, with four flights by each balloon.
- **Sponsorship Announcements** – Featured announcements of sponsorships during the Ashland BalloonFest activities on June 28 – July 1, 2012.
- **Hot Air Balloon Ride** – One free hot air balloon ride for one company representative on either Friday evening or the next available time.
- **Sponsor Tent** – Two tickets and access to Sponsors Tent for Friday's Sponsor's meal.
- **Parking Passes** – Two parking passes for the weekend.
- **Website Link** – With your company's logo and short tagline about your business.
- **Ashland Times Gazette Advertising** – Listing in the BalloonFest Times Gazette insert prior to the event.

## Full Balloon Sponsor - \$750

- **Balloon Banners** – Two banners will be featured on the balloon basket over the weekend, with four flights by each balloon.
- **Sponsorship Announcements** – Featured announcements of sponsorships during the Ashland BalloonFest activities on June 28 – July 1, 2012.
- **Hot Air Balloon Ride** – One free hot air balloon ride for one company representative on either Friday evening or the next available time.
- **Sponsor Tent** – Two tickets and access to Sponsors Tent for Friday's Sponsor's meal.
- **Parking Passes** – Two parking passes for the weekend.
- **Website Link** – With your company's logo and short tagline about your business.
- **Ashland Times Gazette Advertising** – Listing in the BalloonFest Times Gazette insert prior to the event.

## Billboard Sponsor - \$600

- **Billboard** – A billboard will be displayed in our community advertising the BalloonFest event and will also include your company name and logo.
- **Balloon Banners** – Two banners will be featured on the balloon basket over the weekend, with four flights by each balloon.
- **Sponsorship Announcements** – Featured announcements of sponsorships during the Ashland BalloonFest activities on June 28 – July 1, 2012.
- **Sponsor Tent** – Two tickets and access to Sponsors Tent for Friday's Sponsor's meal.
- **Website Link** – With your company's logo and short tagline about your business.
- **Ashland Times Gazette Advertising** – Listing in the BalloonFest Times Gazette insert prior to the event.

# Half Balloon Sponsor - \$450

- **Balloon Banners** – One banner will be featured on the balloon basket over the weekend, with four flights by each balloon.
- **Sponsorship Announcements** – Featured announcements of sponsorships during the Ashland BalloonFest activities on June 28 – July 1, 2012.
- **Sponsor Tent** – Two tickets and access to Sponsors Tent for Friday's Sponsor's meal.
- **Website Link** – With your company's logo and short tagline about your business.
- **Ashland Times Gazette Advertising** – Listing in the BalloonFest Times Gazette insert prior to the event.

# Other Sponsorship Opportunities:

## Family Event Sponsors - \$1,500

Family Events – The sponsorship makes is possible for many of the family and children events that take place Friday, June 30 and Saturday, July 1. Banners will be featured with Family Event Sponsor names in the area of the field where the events will take place. The Family Event Sponsor will also receive all benefits received by Full Balloon Sponsors.

## Entertainment Sponsors - \$1,000

Entertainment Stage – The sponsorship makes possible the stage area where all entertainers will perform on Friday, June 30 and Saturday, July 1. The sponsor name will be featured on a banner at the back or the base of the stage. The Entertainment Sponsor will also receive all benefits received by the Full Balloon Sponsors.

Aeronaut - \$300

Launch Director - \$200

Ground Grew - \$100

Observers - \$50

### **RETURNING THIS YEAR!**

All sponsors of \$200 or more will be featured:

- On an individual Sponsor's sign located on the field
- In the Ashland Times Gazette BalloonFest insert prior to the event.
- On the BalloonFest website.

This is a great way to display your company's name to a large number of residents and visitors to Ashland.

# Ashland BalloonFest Sponsorship Form

Sponsors Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Name As It Is To Be Printed: \_\_\_\_\_

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

Website Address: \_\_\_\_\_

**\*\*Company logo should be emailed to [info@ashlandohioballoonfest.com](mailto:info@ashlandohioballoonfest.com) with the company name in the subject line.\*\***

50 word description for Business Link on [www.ashlandohioballoonfest.com](http://www.ashlandohioballoonfest.com) for all sponsorship of \$750 and higher:

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## Payment:

Check or Money Order Enclosed. Amount: \_\_\_\_\_ **\*\*Make payable to: Ashland BalloonFest\*\***

Please bill me. *Invoices must be paid by 4/30/12.*

Please bill me in three installments. *Invoices must be paid by 3/31/12; 4/30/12; and 5/31/12.*

Signature: \_\_\_\_\_

*Signed commitments must be received by February 29, 2012. Please return the completed form and payment to:*

Ashland BalloonFest

P.O. Box 1144

Ashland, OH 44805

Any questions or for more information, contact: Sally Crossen [scrossen@snyderslance.com](mailto:scrossen@snyderslance.com) or 419-207-7715