

OFFICIAL SPONSORSHIP PACKAGES



Sponsors are integral to the success of the Heritage Inn International Balloon Festival to be held in High River, Alberta, September 23 – September 27, 2020. Hot air balloons from around the world will participate in the event. Morning and evening flights take place from Wednesday to Sunday in High River and surrounding area. The 2020 Balloon Glow plan will likely take on a different format than previous years but should prove to be a unique experience talked about for years to come.

For more information:

- call: 403-850-4842 or 403-852-3979
- email: heritageinnballoonfestival@gmail.com

PROMOTION & PERSONAL OPPORTUNITIES

Being a sponsor of the Festival offers some unique marketing opportunities and personal experiences. They are tailored to the level of your Platinum, Gold, Silver and Bronze sponsorship as shown in the table on the next page. To be a Named Sponsor, please contact us directly to discuss.

1. **Partner** with a balloon and pilot for the duration of the event
2. **Your logo placed on your partner balloon basket** during each flight and at the Balloon Glow. **Keep the banner** for framing or displaying however you choose
3. Your logo **featured on all Event Banners**
4. **Social media promotion of your business** leading up to and during the event – currently **over 6700 followers on Facebook** alone
5. **Untethered balloon rides** to use for yourself, clients, family, or friends
6. **VIP Site passes to access the field** during launches and **priority access at the Balloon Glow** to use for yourself, clients, family or friends
7. Sponsor **recognition during the opening media event** Wednesday, September 23, 2020 welcoming everyone
8. Sponsor **recognition live during the Balloon Glow**, Friday, September 25, 2020
9. **Prime placement of your logo on the field** with step signs during all launches and the Balloon Glow event – **over 8000 attended last year** in poor weather conditions
10. **Product placement** on the field during the Balloon Glow



Find us at: www.heritageinninternationalballoonfestival.com



SPONSOR OPPORTUNITY LEVELS

	Platinum	Gold	Silver	Bronze
Investment	\$5000+	\$1500+	\$1000+	\$500+
Number Available	2	Unlimited	Unlimited	Unlimited
1. Balloon Partnership	2	1	1	1
2. Balloon Basket Banner	Yes	Yes	Yes	Yes
3. Logo on Event Banners	Yes	Yes	Yes	Yes
4. Promotion	Yes, multiple times during lead up	Yes, multiple times during lead up	Yes, multiple times during lead up	Yes, once
5. Untethered Balloon Rides	3	2	1	n/a
6. VIP Site Passes	3	2	1	n/a
7. Sponsor recognition live at Opening Ceremony	Yes	Yes	Yes	Yes
8. Sponsor recognition live at the Balloon Glow	Yes	No	No	No
9. Prime logo placement at Balloon Glow	Yes	Yes	Yes	Yes
10. Product placement at the Balloon Glow	Yes	No	No	No



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