

2010

Chester County Balloon Festival



We are seeking Sponsors who would like a truly unique and successful promotional experience.



The Chester County Balloon Festival is the most unique and different sponsorship opportunity available in this market because of the magic of the balloons themselves.

A successful hot air balloon ascension is a "home run" in marketing terms because it will secure priceless marketing impacts for participating sponsors. The smiles of those in attendance, whether age 6 or 60, prove this point beyond a doubt. Expected attendance 6000+.

It's more than just hot
air.....

EVERYONE COMES FOR THE BALLOONS, BUT THERE'S SOMETHING FOR EVERYONE.

- THE FESTIVAL ATTRACTS FAMILIES WITH SCHOOL AGE AND SMALL CHILDREN.
 - THE FESTIVAL ATTRACTS "EMPTY NEST" FAMILIES
 - THE FESTIVAL ATTRACTS "BABY BOOMERS"

THE MARKETING AND PROMOTIONAL CAMPAIGN IS COMPREHENSIVE AND COMPLETE. SPONSORS ARE INCLUDED IN THE CAMPAIGN VIA THE SELECTED LEVEL OF PARTICIPATION. LOCAL NEWSPRINT ADS, DAILY LOCAL DEDICATED SUPPLEMENT, FLYERS, EMAIL BLASTS, DIRECT MAILING, PRESS RELEASES, COMMUNITY CALENDARS AND NOTICES.



Promotion & Marketing

As an early Sponsor, you will have the opportunity to benefit from inclusion in any and all promotional materials, print ads, press releases and website inclusion. In addition, any promotional activities our sponsors wish to execute, either pre-festival or at the festival will be enthusiastically reviewed by the festival committee.



CCBF- SPONSOR OPPORTUNITIES Do not wait as opportunities are first come, first serve.
PRESENTING SPONSORS (\$3000) 3 available (2 remaining)

Name featured "Presenting Sponsor". Recognition in all event marketing before, during and after the event. Name on front and ad in the Daily Local News Special supplement. Exposure on all print ads, marketing materials, press releases & website. Banner/Logo displayed on basket of balloon during flights, VIP Premium seating for all Balloon Lift Offs, (4) Glow Party Tickets, Logo displayed on Event T-Shirt, premium exhibit space.

MEDIA SPONSOR (\$2000)

Name featured on front page of Daily Local News Special supplement as the exclusive Media Sponsor and 4.75w x 3h b/w inside ad. Named Media Sponsor in all event marketing before, during and after the event. Exposure on all Marketing Materials & Website, Banner displayed on event of choice, VIP Premium seating for all Balloon Lift Offs, Logo displayed on Event T Shirt, Free exhibit space.

MAIN STAGE SPONSOR (\$1000)

Main Stage Sponsorship. Company banner center stage, exposure on all marketing materials & website, VIP Premium seating for 20 clients/employees/friends and/or family for all Balloon Lift Offs in an area directly adjacent to the stage, logo displayed on event T Shirt, Free exhibit space. Numerous mention from stage.

SPECIALTY SPONSOR (Sponsorship Includes Exposure on all Marketing Materials & Website, Logo displayed on Event T Shirt, Free exhibit space, and banner at specialty of choice (if applicable).

Special Shapes Balloon: \$800 (USA Flag, Shamrock,)

Fireworks: \$5000

Friday Night Glow: \$800

Volunteer Sponsorship: \$500 **SOLD- 1st National Bank of Chester County**

Special Activity Area: \$300 Tethered Balloons: Banner displayed Fri & Sat. (3 available)

\$400 Kids Activity Area: Moonbounces, face painting, etc.

Basket Banner \$300 Sole sponsorship of a specific balloon which includes basket banner. Logo and link to company website from www.ccballoonfest.com. Does not include cost of banner . The basket banner is 4 feet wide and 4 feet tall. Supply your own or we can provide for an additional \$120.

BALLOON RIDE (\$225 per ride)

Reserve a 1 hour balloon ride for a client, that outstanding employee, yourself or that special person that's always wanted to fly. Makes a great Father's Day gift. **Advanced reservation only.**

BALLOONFEST VIP VIEWING AREA (\$120)

Provides reserved seating to all Saturday Festivities including mass ascension for up to 20 friends, family, employees or clients. Advanced purchase required.

FRIDAY NIGHT "GLOW PARTY"

(\$35 Adults, \$20 Kids 12 and under, or a Table of 10 for \$315 which includes a VIP parking passes)

7:00-10:00 Enjoy a magical evening which includes: VIP seating, catered buffet and live entertainment all while viewing a spectacular display of Hot Air Balloons illuminated against the evening sky.

Advanced reservation only. Tickets can be purchased by mail or online at www.ccballoonfest.com .

For information and sponsorship reservation contact:

Vicki Moretti- Project Manager/WBYA

Office: 610-873-4002

Cell: 610-329-2895

Email: vicki@wbva.org

CCBF- Sponsorship Reservation

YES! We would love to be part of the Chester County Balloon Festival.

Contact Name: _____

Company Name: _____
(as it should appear on marketing)

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____

Cell: _____

Fax: _____

Email: _____

Website URL: _____

You will be contacted upon receipt of your reservation and payment to confirm.

Mail form and payment (Made out to WBYA) to:

CCBF, c/o WBYA
PO Box 98, Downingtown, PA
19335

Office Use Only

Rec'd _____

By _____

Check # _____

Confirmed: _____

Reservation Request: Check all that apply.

#			Due
	Presenting Sponsors (2 remaining)	\$ 3,000.00	
	Media Sponsor	\$ 2,000.00	
	Main Stage Sponsor	\$ 1,000.00	
	Specialty Sponsor		
	Special Shapes Balloon	\$ 800.00	
	Fireworks	\$ 5,000.00	
	Friday Night Glow	\$ 800.00	
	Volunteer Sponsorship	\$ 500.00	SOLD
	Tethered Balloon	\$ 300.00	
	Kid's Activities	\$ 400.00	
	Basket Banner	\$ 300.00	
	Balloon Ride	\$ 225.00	
	Balloon Fest VIP Viewing Area	\$ 120.00	
	Friday Night "Glow Party" Tickets		
	Reserve your table of 10 now.	\$ 35.00 per Adult	
		\$ 20.00 12 & under	
		\$ 315.00 Table of 10	
	Total Due		

Any and all donation are greatly appreciated.

All proceeds benefit West Bradford Youth Athletics sports programs provided to 2500+ kids age 5-17 in Chester County.