



Steamboat
Springs

Hot Air

Balloon Festival

38TH ANNUAL
STEAMBOAT SPRINGS HOT AIR BALLOON FESTIVAL

JULY 13 - 14, 2019

Saturday Balloon Brunch
BALD EAGLE LAKE

Watch 25-30 hot-air balloons launch early Saturday and Sunday morning complete with champagne and mimosas, kids activities and event merchandise.

Saturday Balloon Glow
HOWELSON HILL

The fun doesn't stop when the sun goes down. Head over to Howelson Hill in downtown Steamboat and take in the colors as the balloon glow lights up the evening sky. Enjoy live music, beer garden, merchant & food vendors and of course glowing balloons to complete the festive setting.

Sunday Balloon Launch
BALD EAGLE LAKE

Day 2 balloon launch will include food vendors, merchandise and activities.

For more information or to secure your sponsorship, please visit

www.HotAirBalloonRodeo.com

SPONSORSHIP LEVELS



PRESENTING PARTNERSHIP

\$10,000
\$29,000 VALUE

- **EXCLUSIVITY:** exclusive to one business or organization.
- 2 Full-page ads in the Steamboat Pilot & Today
- Name and logo in all printed and digital marketing materials, including in emails, printed ads, radio ads promoting the event, and on all social media posts.
- A full-page ad on the back cover of the two Balloon Festival glossy wraps. Publishing on July 12 & July 13.
- A native article to publish the same week at the Balloon Festival Event.
- Invitation to the VIP pilot dinner for two sponsor representatives.
- A hot air balloon ride will be provided for two sponsor representatives.
- Booth space at event locations
- Listing & link on event-specific website www.hotairballoonrodeo.com
 - ▶ 43,000 page views in 2018.
- Signage and presence at all Balloon Festival events
- On-site public-address mentions every hour

BALLOON GLOW TITLE SPONSOR & LAUNCH SITE TITLE SPONSOR

\$5,000 EACH
\$15,000 VALUE

- Full page ad in the Steamboat Pilot & Today
- A full-page ad on the inside front cover, in Balloon Festival Glossy Wrap on day of choice, July 12 or July 13.
- A native article to publish the same week at the Balloon Festival.
- Signage and presence at event of your choice (Saturday launch, Sat. night balloon glow, or Sunday morning launch).
- Name and logo on full page printed marketing materials for the event
- Invitation to the VIP pilot dinner for two sponsor representatives.
- A hot air balloon ride will be provided for two sponsor representatives.
- Listing & link on event-specific website www.hotairballoonrodeo.com
 - ▶ 43,000 page views in 2018.
- On-site public-address mentions every hour

BREAKFAST SPONSOR & PILOT RECEPTION SPONSOR

\$2,500 EACH
\$7,000 VALUE

- Logo placement on full page printed marketing materials for the Balloon Festival.
- Full-page ad in the Steamboat Pilot & Today running the weekend of the festival on the day of your choice, July 13 or July 14.
- 1/2-page ad in the Balloon Festival glossy wrap of day of choice, July 12 or July 13.
- Booth at the event of your choice.
- On-site public-address mention.
- Signage and presence at sponsored event

BALLOON SPONSOR

\$750 EACH
\$2,200 VALUE

- Includes one hot air balloon ride on Saturday launch
- Logo on website as Balloon Sponsor, 1/2-page ad in the Balloon Festival glossy wrap of day of choice, July 12 or July 13.
- Logo in Glossy wrap July 12 and 13
- On-site public-address mention.
- Banner on sponsored balloon.
**Only 12 available