



OFFICIAL SPONSORSHIP PACKAGES

Sponsors are integral to the success of the Heritage Inn International Balloon Festival to be held in High River, Alberta, September 25 – September 29, 2019. Hot air balloons from around the world will participate in the event. The Balloon Glow is a featured attraction where more than 8000 visitors attend to witness this spectacular event. Flights take place twice daily from Wednesday to Sunday in High River and surrounding area.

For more information please call: 403-880-4842 or send an Email to:
heritageinternationalballoonfestival@gmail.com

BALLOON PARTNER - PLATINUM \$5,000 (ONLY 2 AVAILABLE)

AS ONE OF Our EXCLUSIVE "Platinum Partners" YOU WILL receive EXTRA special promotion to generate brand awareness AND RECOGNITION. AS ONE OF ONLY 2 You will be included in all major advertising, publicity and brand communications. Radio spots, program ads, web site promotion and SOCIAL MEDIA announcements on the balloon field are also included.

As a Platinum Partner you will receive the following business promotion and personal items:

- ONE OF ONLY 2 FULL PLATINUM Balloon Partnership
- PROMINENT LOGO PLACEMENT ON A BALLOON BASKET
- YOUR Logo featured on all Event Basket Banners
- YOUR Banner on the IN PRIME PLACEMENT field during the event – OVER 8,000 ATTENDED LAST YEAR
- Promotion of your business through our Social Media channels for the months leading up to and during the event - currently have over 5300 followers on FACEBOOK alone
- 3 Untethered Balloon Rides
- 3 VIP Parking Passes
- SPONSORSHIP RECOGNITION DURING THE ...Welcome address at opening media event Wednesday, Sept 25, 2019
- LIVE SPONSORSHIP RECOGNITION DURING THE Balloon Glow
- OPPORTUNITY FOR PRODUCT PLACEMENT AT THE GLOW EVENT

BALLOON PARTNER - GOLD \$1,500

Our "Balloon Partners" will enhance their branding by specifically being recognized on radio spots, through print ads, web page ads and a balloon basket banner.

As a Gold Partner you will receive the following business promotions and personal items:

- One Balloon Partnership
- Sponsor Logo is featured on all Event Basket Banners
- One Banner on the field during the event shared with other Gold Partners.
- Promotion of your business through our Social Media channels for the months leading up to and during the event- currently have over 5300 followers on FACEBOOK alone

- 2 - Untethered Balloon Rides
- 2- VIP Parking Pass
- LIVE Public Introduction of Sponsor at the opening media event Wednesday, Sept 26, 2018

BALLOON PARTNER - SILVER \$1,000

Our “Balloon Partners” will enhance their branding by specifically being recognized on radio spots, through print ads, web page ads and a balloon basket banner.

As a Silver Partner you will receive the following business promotions and personal items:

- One Balloon Partnership
- Sponsor Logo is featured on all Event Basket Banners
- One Banner on the field during the event, shared with other Silver Partners
- 1 - Untethered Balloon Rides
- 1 – VIP PARKING PASS
- Promotion of your business through our Facebook Page for the months leading up to and during the event
- Public Introduction of Sponsor at the opening media event Wednesday, Sept 25, 2019
- Participation in the balloon glow

BALLOON PARTNER - BRONZE \$500

This is a limited benefit Partner option including the following items:

- One Banner on the field during the event shared with other Bronze Partners
- Sponsor Logo is featured on all Event Basket Banners
- One Promotion of your business through our Facebook Page for the months leading up to and during the event.
- Public Introduction of Sponsor at the opening media event Wednesday, Sept 25, 2019

