

# 14<sup>th</sup> Annual Ogden Valley Balloon Festival

## 2008

### \$20,000 Platinum Level Sponsor

[Category Exclusive]

**At the festival your company's good name will be remembered and appreciated for giving back to the community by supporting this unique FAMILY oriented event with a long history and excellent reputation.**

#### **Itemized Sponsorship Details:**

- Named as Platinum Sponsor with business or product category exclusivity.
- Your Company Logo and link at [www.OgdenValleyBalloonFestival.com](http://www.OgdenValleyBalloonFestival.com) from payment date until the end of 2008. (Average 2,000,000 hits/year)
- \$2,000 worth of advertising at [www.OgdenValleyMagazine.com](http://www.OgdenValleyMagazine.com) from payment date until the end of August, 2008
- Signage across the front of the main stage for all three days (sponsor to provide signage)
- Three "Your Company" 3'x5' full color banners to be displayed at the event.
- Marketing Exhibit booth space on festival field - 20' X 20'
- Your company name inclusion in print advertising for the event. Printed materials will also mention your Company. Planned publications include Ogden Valley News, Standard Examiner, fliers and posters. (\$20,000 in value).
- Two (2) two (2) - bedroom condo at Moose Hollow at Wolf Creek Resort for Friday and Saturday evening of the festival. Each condominium sleeps up to six people.
- Exclusive access to rides on sponsored balloon for two (2) people for three (3) launches\* with your logo on balloon basket. Festival will provide the basket sign. Rides are approximately 30 minutes in length
- Two (2) Full-page 4-color ads in 14<sup>th</sup> Annual Event Program. Distribution 20,000 possible coupon opportunity.
- On-stage, verbal thank-you announcements at select times.
- Free registration for your commercial balloon.
- Authority to use the Festival's artwork in your advertising.
- First Right of Renewal in 2009

\* Balloon rides are weather dependent. Number of riders is dependent on height and weight of riders.

#### **Non-Profit**

The Ogden Valley Balloon Festival is a non-profit organization with a 501c3 status. Each year the operating budget of this community event is developed through the individual contributions of corporate

sponsors. Festival workers are volunteers; therefore, monies collected are spent on the actual operating costs of the Festival with any actual profit going to benefit a local community organization.

To become a valued sponsor, please complete the following information and return this completed commitment page to:

Ogden Valley Balloon Festival  
PO Box 1072  
Eden, Utah 84310

**Sponsorship Rights:**

- Right to promote association with Ogden Valley Balloon Festival and use its name and logo prior to event in all forms of business advertising, publicity, direct mail, retail merchandising, in-store promotions and online marketing; Festival will help develop customized promotions.
- Right to place event-related banner and conduct online promotions on company Web Site with links to Ogden Valley Balloon Festival.

We agree to pay a Platinum Level sponsorship fee of \$20,000 to the Ogden Valley Balloon Festival. This sponsorship fee, or some portion, may be tax deductible. A receipt for tax purposes will be sent to you after payment is received.

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone # \_\_\_\_\_ E-mail \_\_\_\_\_

**Method of Payment:**

Check enclosed (Payable to Ogden Valley Balloon Festival)

Credit Card       Visa       MasterCard

Number \_\_\_\_\_ Expiration \_\_\_\_\_

\_\_\_\_\_ Date \_\_\_\_\_

(Sponsor Signature)

We sincerely thank you for your generous donation. We look forward to working with you this year at the exciting 14<sup>th</sup> annual Ogden Valley Balloon Festival.

With best regards

Larry McBride

Chairman