

14th Annual Ogden Valley Balloon Festival

2008

\$2,750 Festival Sponsor

[Limit 15]

Features and Benefits included below are guidelines. We can customize a package to meet all your individual needs should the list of features not meet your sponsorship goals.

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 Festival Level Sponsor with business or product category exclusivity.
- Marketing exhibit booth space in the vendor section during event - 10'x10'.
- Exclusive access to rides on sponsored balloon for 2 (two) people for 1 (one) launch* with your logo on balloon basket. Rides are approximately 30 minutes in length.
- 2'x2' sign on balloon basket during the festival. Festival will provide sign.
- One "Your Company" 3'x5' full color banner to be displayed at the event
- Authority to use the Festival's artwork in your advertising.
- 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).
- 1/4 page full-color ad in 14th Annual Event Program. Distribution 20,000 possible coupon opportunity.
- Your Company Logo and link from www.ogdenvalleyballoonfestival.com website (Average 2,000,000 hits/year).
- On-stage, verbal thank-you announcements at select times.
- 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 community organization.

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

Ogden Valley Balloon Festival Association
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 sponsorship fee of \$2,750 to Ogden Valley Balloon Festival by May 1, 2008. 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 Date _____

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

With best regards

Larry McBride
Chairman