

14th Annual Ogden Valley Balloon Festival

2008

\$1,600 Balloon Sponsor

[Limit 10]

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 Balloon Level Sponsor with business or product category exclusivity.
- Display of your full size banner on a balloon for all launches. You must supply the banner. The banners are reusable and can be used from year to year or at other events.
- One (1) ride for two (2) people during one of the launches
- Authority to use the Festival's artwork in your advertising.
- 1/8 page four color ad in the Festival guide.
- 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, posters and radio. (\$20,000 in value).
- Your Company Logo and link from www.ogdenvalleyballoonfestival.com website from date of payment until end of 2008. (Average 2,000,000 hits per 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 the completed commitment page to:

Ogden Valley Balloon Festival Association
PO Box 1072
Eden, Utah 84310

A receipt for tax purposes will be sent to you after payment is received.

Sponsorship Rights:

- Right to promote association with the 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 the Ogden Valley Balloon Festival.

We agree to pay a Balloon Sponsorship fee of \$1,600 before May 1, 2008. We understand this sponsorship fee, or some portion, may be tax deductible.

Company _____

Address _____

Telephone # _____ E-mail _____

Method of Payment

Check enclosed (Payable to Ogden Valley Balloon Festival)

Credit Card Visa Mastercard

Number _____

Expiration Date: _____

_____ Date _____

(Sponsor Signature)

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

With best regards

Larry McBride
Chairman