

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

2008

## \$5,000 Silver Level Sponsor

[Limited to 5]

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 Silver Sponsor with business or product category exclusivity.
- Marketing exhibit booth space in premier location at event - 10'x10'.
- One "Your Company" 3'x5' full color banner to be displayed at the event.
- Company 2'x2' Banner on the side of one balloon for the entire event. Your company to supply the banner.
- Authority to use the Festival's artwork in your advertising.
- Free registration for your commercial balloon.
- 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).
- 1/2 page full-color ad in the 14th Annual Event Program. Distribution of 20,000 with a possible coupon opportunity.
- Exclusive access to rides on sponsored balloon for two (2) people for two (2) launches\* with your logo on balloon basket. Festival will supply the basket sign. Rides are approximately 30 minutes in length
- Your Company Logo and link from [www.ogdenvalleyballoonfestival.com](http://www.ogdenvalleyballoonfestival.com) website from date of payment until end of 2008. (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 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 Silver Level sponsorship fee of \$5,000 on or before 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: \_\_\_\_\_

\_\_\_\_\_ 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