



2023 STRATEGIC SPONSORSHIP ENGAGEMENT PLANS

**Arizona's Premier
Hot Air Balloon Race & Festival**

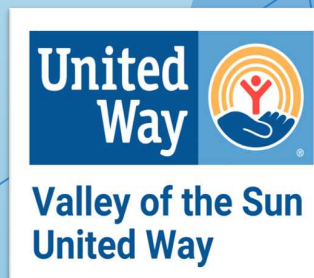
February 3rd, 4th & 5th, 2023

Goodyear Ballpark - Goodyear, Arizona



ARIZONA BALLOON *Classic*

To Benefit



FACTS

- One of Arizona's most popular outdoor events, the 2023 Classic will host over 20K guests. Consumers and tourists will come from across the Country, the Southwest region and the Phoenix metropolitan area to witness this incredible event.
- The Classic's **"Roadrunner & Coyote" Hot Air Balloon Races** celebrates the thrilling sights of aviation each morning and the **Desert Glows** illuminate the night. This community based, three-day family festival provides consumers with an up-close experience with local and national hot air balloons in all shapes and sizes.
- The event includes a "FREE" family fun zone with kid's activities, live music, BMX Stunts, retail shopping and lots of festival food favorites featured in **"The Street FoodFest!!!"**
- Media includes local TV, Radio, Magazine, Newspaper and Online Readership with predominate promotions and advertising on digital and social media platforms. Over 500K views to the Arizona Balloon Classic website annually on www.abcfest.com and Arizona Events Group website, www.azeventsgroup.com. Our active social media campaigns are featured on Facebook, Instagram, Twitter, Pinterest, LinkedIn and TikTok.

The 2022 Arizona Balloon Classic by the numbers:

- **46 Pieces of Coverage**
- **1.01B in Online Readership**
- **1.31M Online Views**
- **4.77K Social Shares**
- **1.63K YouTube Views**
- **100K+ Offline Audience**



COMMUNITY

Valley of the Sun United Way, our Community Partner since 2017

The Valley of the Sun United Way's WEEKEND HUNGER PANTRY PACK Program's mission is to champion youth success and break the cycle of poverty for Valley families. "We fight to end hunger in the classroom, to end homelessness, and to put a stop to financial instability." A portion of ticket sales will go directly back to the Valley of the Sun United Way programs. United Way has unified diverse partners, donors, business supporters, nonprofits, government, and faith-based communities to build a stronger Valley for us all. United Way and its 90,000 donors, 400 business supporters and 5,000 volunteers fight to break the cycle of poverty by ensuring children and youth succeed, ending hunger and homelessness, and increasing the financial stability of families. **Join the fight, visit vsuw.org**



**Valley of the Sun
United Way**



DEMOGRAPHICS FOR 2023

(based on our exit surveys and social media platforms)

Average Attendance: 20,000+

Average Household Income: \$94k - \$109k

Gender: 67% Female 33% Male

Ages: Kids 12 & under: 29.8%

13-25 (Gen Z): 9%

26-41 (Millennial): 16.9%

42-57 (Gen X): 31.3%

58-67 (Boomers): 13%



IMPRESSIONS - Over 1.5 million to Arizona cities like –Goodyear, Phoenix, Glendale, Peoria, Buckeye, Avondale, Maryvale, Surprise and Litchfield Park. Digital and social media to include specific campaigns reaching statewide and national coverage.

RECOGNITION

Watch your name recognition rise.

From February 3rd – 5th, 2023, balloons will lift off into the beautiful desert sky and with our sponsorship program - your corporate image will do the same.

One of the Southwest's and Arizona's most popular outdoor signature events and the ONLY hot air balloon race in the state. **The Classic is Arizona's Premier Hot Air Balloon Race and Festival.** 20,000+ fans & spectators will take to the grassy fields of the Goodyear Ballpark in Goodyear, Arizona – MLB Spring Training home of the Cleveland Guardians and the Cincinnati Reds.

The Classic takes place during the height of tourism season for the Phoenix Metropolitan area, between the Barrett Jackson Car Auction and the Waste Management Phoenix Open in Scottsdale.

In 2023, Arizona plays host to Super Bowl LVII in Glendale, Arizona. The 12th Annual Arizona Balloon Classic will kick-off Super Bowl LVII week!!! It's going to be a SUPER weekend!!! So, take the opportunity to gain greater name recognition and expand your promotional and publicity efforts in the Phoenix market during Super Bowl LVII.

Be a part of it.



PRESENTING/TITLE Sponsorship package

\$55,000 investment (3-year commitment)

Recognition and premiere positioning of your Corporate Logo incorporated into the Event Logo as: The (You're Brand Name Here) Arizona Balloon Classic or presented by (You're Brand Name Here)

Included in the following (without limitation):

- Print, Radio & TV
- All Advertising
- Promotion
- Signage
- Press Releases
- Merchandise
- Collateral
- Custom Event Pin
- Digital Media
- Update Materials
- Banners
- Wearables
- Posters
- Social Media Platforms
- Flyers
- Website Link



PRESENTING/TITLE sponsorship package cont.

The Arizona Balloon Classic will make best efforts to enforce usage of full title.

- Event Logo Signage (banners) at all entryways to the event, event grounds, ticket gate and additional placement on event site.
- Primary Ad Placement in all advertising, including Letter Presentation (Welcome) in the Official Digital Event Guide; One (1) Full-page, Four-color Digital Ad in the Official Digital Event Guide; Logo banner on header of Official Digital Event Guide.
- 20' x 30' "VIP CORPORATE HOSPITALITY LOUNGE", *EXCLUSIVE USE* during the entire event, including tables, chairs, tablecloths and televisions. All food and beverage included. (accommodates 20 guests per event (4 events total) @ 80 guests total for the weekend). Includes corporate logo identification with VIP viewing of the Entertainment Stage.
- Name Recognition as Presenting/Title Sponsor on all public address announcements at the event site throughout the weekend.
- The Arizona Balloon Classic will issue a media release identifying the Presenting Sponsor.
- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event and to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds. Sponsor has the option to provide corporate banners.
- Four (4) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*).
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Strategic "Drive to Retail" and Cross promoting opportunity
- Logo on the Entertainment Stage "Thank You" Banner
- Four (4) Hot Air Balloon Ride for two (2), weather permitting
- 1000 single-event tickets
- Twenty-Five (25) VIP Parking passes
- 500 Custom Event pins with company logo
- One (1) :30 sec video ad on the ABC12 website
- One (1) web banner posted on the ABC12 website
- Web link to the ABC12 website
- ABC12 Social Media promotions



The “Desert Glow” package lets you sponsor one of our most highly attended events, where fans spend the evening walking among colorful balloons illuminated to music. Your involvement comes through loud and clear.

“Desert Glow” Sponsorship Package - \$15,000 Investment

Sponsor logo and title in the name of the event - the “(You’re Company Name Here Name) Desert Glow”

- 20' x 30' “VIP CORPORATE HOSPITALITY LOUNGE”, ONE (1) EXCLUSIVE USE during the event, including tables, chairs and tablecloths. All food and beverage included. (accommodates 20 guests). Includes corporate logo identification.
- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*).
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Strategic “Drive to Retail” and Cross promoting
- Logo on the Entertainment Stage “Thank You” Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 750 single-event tickets
- 300 Custom Event pins with company logo
- 100 Event pins
- Fifteen (15) VIP Parking passes
- Web link to the ABC12 website
- ABC12 Social Media promotions



Entertainment Stage Sponsorship Package - \$15,000 Investment

Marquee Logo positioning as Title Sponsor – “The Brand Name” on the Main Entertainment Stage.

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent) Partner provides banners
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*produced by the event and yours to take after the event is over*)
- One (1) 10'x20' vendor space in the Vendor Village including standard electric
- Public address announcements throughout the weekend
- Inclusion in all advertising
- Logo on the Entertainment Stage “Thank You” Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 750 single-event tickets
- 100 Events pins
- Fifteen (15) VIP Parking passes
- Web link to the ABC12 website
- ABC12 Social Media promotions



Fireworks Sponsorship Package - \$15,000 Investment

Sponsor logo and Title Rights in the name of the event – “the company Fireworks Spectacular” or (presented by...)

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Three (3) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*produced by the event and yours to take after the event is over*).
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village with standard electric
- Inclusion in all TV, Radio and billboard advertising
- Strategic “Drive to Retail” and Cross promoting opportunity
- Logo on the Entertainment Stage “Thank You” Banner
- Three (3) Balloon Ride for two (2), weather permitting
- 500 single-event tickets
- 50 event pins
- Ten (10) VIP Parking passes
- Web link to the ABC12 website
- ABC12 Social Media promotions



Vehicle Sponsorship Package - \$5,000 Investment

- 20'x100' vendor space in the Vendor Village including standard electrical or dispersment of vehicle throughout the event venue
- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent) Partner provides banners
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*). Public address announcements throughout the weekend
- Inclusion in all advertising
- Strategic "Drive to Retail" and Cross promoting opportunity
- Logo on the Entertainment Stage "Thank You" Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- 50 Event pins
- Web link to the ABC12 website
- ABC12 Social Media promotions



“Street FoodFest” Title Sponsorship Package - \$5,000 Investment

The 7th Annual Street FoodFest is set with a culinary experience including; “Beer Tents”, the Southwest’s best food eateries, Live music stage and more...

Sponsor logo and title in the name of the venue - the “(Brand Name) Street FoodFest” or “Presented By.”

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- “Official” product or service of the Arizona Balloon Classic.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*).
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the “Taste of the Classic”
- Inclusion in all advertising
- Logo on the Entertainment Stage “Thank You” Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- 50 Event pins
- Web link to the ABC12 website
- ABC12 Social Media promotions



THE SKIES THE LIMIT: REACH CONSUMERS ON THE GROUND AND IN THE SKY.

Your company will connect with consumers directly with our CATEGORY sponsorship that will be exclusive to your product or service.

Category Exclusive Sponsorship Package - \$5,000 Investment

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- "Official" and Exclusive product or service of the Arizona Balloon Classic.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*).
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Logo on the Entertainment Stage "Thank You" Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- 50 Event pins
- Web link to the ABC12 website
- ABC12 Social Media promotions



Going up: a key sponsorship elevates your corporate standing.

Expand your promotional efforts with the Family Fun Zone Sponsorship package. Aside from having your logo displayed, your brand becomes a co-sponsor of all “FREE” kid’s events and community outreach programs, and your name recognition soars.

Family Fun Zone Sponsorship Package - \$10,000 Investment

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*).
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Ten (25) Unlimited ride wristbands in the Family Fun Zone
- Logo on the Entertainment Stage “Thank You” Banner
- Two (2) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- Ten (10) VIP Parking passes
- 50 Event pins
- Web link to the ABC12 website
- ABC12 Social Media promotions



Gain greater visibility on the ground.

Take your sponsorship a step higher with our corporate VIP hospitality lounge package, an opportunity to let people view your logo in several ways and host guests in your own exclusive VIP corporate hospitality lounge.

VIP Corporate Hospitality Lounge

\$4,000 Investment per event (4)

\$15,000 Investment for the entire weekend

- 20' x 30' "VIP CORPORATE HOSPITALITY LOUNGE", *EXCLUSIVE USE* during the event, including tables, chairs, tablecloths and televisions. All food and beverage included. (accommodates 20 guests per event (4 events total) @ 80 guests total for the weekend). Includes corporate logo identification with VIP viewing of the Entertainment Stage.
- One (1) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*).
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Sponsor provides banners
- 20 - 80 VIP Parking passes
- Public address announcements throughout the weekend
- Inclusion in all advertising
- Logo on the Entertainment Stage "Thank You" Banner
- One (1) 10'x10' vendor space in the Vendor Village including standard electric
- One (1) Balloon Ride for two (2), weather permitting
- 150 single-event tickets
- 20 – 80 Event pins
- Web link to the ABC12 website
- ABC12 Social Media promotions



Give your promotional and Publicity efforts a bigger forum.

Our Corporate Envelope Banner package allows you to display your corporate brand and image in a unique way on a much larger scale – FROM THE SKY!!! Increase your exposure with BIG signage that can be seen from ANYWHERE!

Corporate Envelope Banner Package - \$3,500 Investment

- One (1) 4-color Form Fitting Envelope Banner on a hot air balloon to a maximum of 22' X 20' in diameter. Banner produced by the event. Corporate hot air balloon to be flown during media race and throughout the entire event for maximum exposure.
- Corporate logo signage throughout the event grounds (3' X 5' equivalent). Partner provides banners.
- One (1) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola (*banner produced by the event and yours to take after the event is over*).
- Strategic "Drive to Retail" and Cross promoting opportunity with your Corporate hot air balloon
- Public address announcements throughout the weekend
- One (1) 10'x10' vendor space in the Vendor Village including standard electric
- Inclusion in all advertising
- Logo on the Entertainment Stage "Thank You" Banner
- One (1) Balloon Ride for two (2), weather permitting
- 100 single-event tickets
- 20 Event pins
- Four (4) VIP Parking passes
- Web link to the ABC12 website
- ABC12 Social Media promotions



Raising awareness begins HERE.

With one of our Strategic Sponsorship packages, you can elevate your brand's image while enjoying a weekend of hot air ballooning, special events, live music and fun for the entire family. Sponsorship packages have been designed to fit a variety of budgets and maximize your exposure. Contact us to custom fit an opportunity at Arizona Balloon Classic.

Gondola Balloon Banner - \$500

- One 3'x4' banner attached to a selected balloon gondola
- One (1) Balloon Ride for two (2), weather permitting
- 10 single-event tickets
- Web link to the ABC12 website
- ABC12 Social Media promotions



Retail Vending Space - \$500

- One 10'x10' vending space in the Vendor Village, including standard electrical
- 10 single-event tickets
- Four vendor badges
- Two vendor parking passes
- Web link to the ABC12 website
- ABC12 Social Media promotions

Commercial Balloon - \$1,200

- Media flight opportunities
- 20 single-event tickets
- All Pilot weekend amenities
- Web link to the ABC12 website
- ABC12 Social Media promotions



Our Sponsorships will help your brand rise to the occasion.

The Arizona Balloon Classic provides a weekend of excitement and entertainment, including live music, family events and more. High above float the varied and fascinating forms of hot air balloons, from traditional shapes to larger-than-life creatures of all kinds. It's an event unlike any other, and we invite you to join us for this fun-filled community event.

For more event information or to let our team customize a sponsorship plan for your brand, contact:

Tim Matykiewicz

Arizona Events Group

D.480.560.9095

tim@azeventsgroup.com

www.azeventsgroup.com

