

# 2024 STRATEGIC SPONSORSHIP PLANS

Arizona's Premier  
Hot Air Balloon Festival

January 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup>, 2024

Goodyear Ballpark - Goodyear, Arizona



To Benefit



ARIZONA  
BALLOON  
*Classic*

- One of Arizona's most popular outdoor events, the 2024 Classic will host over 20K attendees. Consumers and tourists will come from across the Country, the Southwest region and the Phoenix metropolitan area to witness this incredible event.
- The Classic 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 will have the popular **"FREE" Family Fun Zone** that includes inflatables & kid's activities plus live music, BMX Stunt Shows, kite demos, fireworks, retail shopping and lots of festival food favorites featured in **"The Street FoodFest!!!"**

### The 2023 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**



# PUBLIC RELATIONS/MEDIA

- 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](http://www.abcfest.com) and Arizona Events Group website, [www.azeventsgroup.com](http://www.azeventsgroup.com). Our active social media campaigns are featured on Facebook, Instagram, Twitter, Pinterest, LinkedIn and TikTok.
- Public Relations/Earned Media includes local, regional, national print, tv, radio, blog, and influencer outlets.
- 2023 Earned Media Stats + Example Outlets:

46	1.1B	1.3M	7.8K	1.6K	100K
PIECES OF COVERAGE	ONLINE READERSHIP	ONLINE VIEWS	SOCIAL SHARES	YOUTUBE VIEWS	OFFLINE AUDIENCE



## DEMOGRAPHICS FOR 2024

(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 brand recognition rise.**

From January 26<sup>th</sup> – 28<sup>th</sup>, 2024, balloons will lift off into the beautiful desert sky

One of the Southwest's and Arizona's most popular outdoor signature events - **The Arizona Balloon Classic is Arizona's Premier Hot Air Balloon Festival.** 20,000+ visitors & 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.

**Be a part of it.**



# PRESENTING Sponsorship package

## \$55,000 investment (2-year commitment)

Recognition and premiere positioning of your Corporate Logo incorporated into the Event Logo as:  
13<sup>th</sup> Annual Arizona Balloon Classic presented by “Company or Brand here”.

Included in the following (without limitation):

- Print, Radio & TV
- Billboard
- All Promotions
- Signage
- Press Releases
- Merchandise
- Collateral
- Sales Materials
- Digital Media
- Update Materials
- Banners
- Wearables
- Posters
- Social Media Platforms
- Flyers
- Website Link



# PRESENTING 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' "CORPORATE HOSPITALITY SUITE", *EXCLUSIVE USE* on Saturday, January 27th, including tables, chairs & tablecloths. All food and beverage included. Accommodates 25 guests. Includes corporate logo identification with VIP viewing of the Entertainment Stage.
- Name Recognition as Presenting Partner 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.
- Corporate logo signage throughout the event grounds. Partner has the option to provide corporate banners.
- Two (2) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a custom banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Strategic "Drive to Retail" and Cross promoting
- Twenty-Five (25) Unlimited ride wristbands in the Family Fun Zone for the entire weekend
- Logo on the Street FoodFest Stage "Thank you" Banner
- Four (4) Hot Air Balloon Ride for two (2), weather permitting
- 1000 single-event tickets
- Custom event pin with logo
- 100 ABC13 commemorative pins
- Twenty-Five (25) VIP Parking passes
- One (1) :30 sec video ad on the ABC13 website
- One (1) web banner posted on the ABC13 website



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 Rights in the name of the event – “Company or Brand Glows” (Or, presented by...)

- 20' x 30' “CORPORATE HOSPITALITY SUITE”, *EXCLUSIVE USE* during the “Glow” on Saturday, January 27<sup>th</sup>, including tables, chairs and tablecloths. All food and beverage included. Accommodates up to 25 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.
- Four (4) 3' x 4' Basket Banner on YOUR sponsored Balloon Gondola. *(The corporate logo will be printed on a branded banner produced by the event and yours to take after the event is over. PDF logo file provided by partner)*
- Public address announcements throughout the weekend
- One (1) 20'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all TV, Radio and billboard advertising
- Strategic “Drive to Retail” and Cross promoting including the appearance of the Global Credit Union hot air balloon
- Logo on the Street FoodFest Stage “Thank You” Banner
- Four (4) Balloon Ride for two (2), weather permitting
- 750 single-event tickets
- Custom “Desert Glow” event pin with logo
- 50 ABC13 commemorative pins
- Fifteen (15) VIP Parking passes
- Web link to the ABC13 website
- ABC1 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 ABC13 website
- ABC13 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 ABC13 website
- ABC13 Social Media promotions



## Fireworks Sponsorship Package - \$5,000 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) 10'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
- One (1) Balloon Ride for two (2), weather permitting
- 250 single-event tickets
- 50 event pins
- Web link to the ABC13 website
- ABC13 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 ABC13 website
- ABC13 Social Media promotions



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

The 7<sup>th</sup> 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 ABC13 website
- ABC13 Social Media promotions

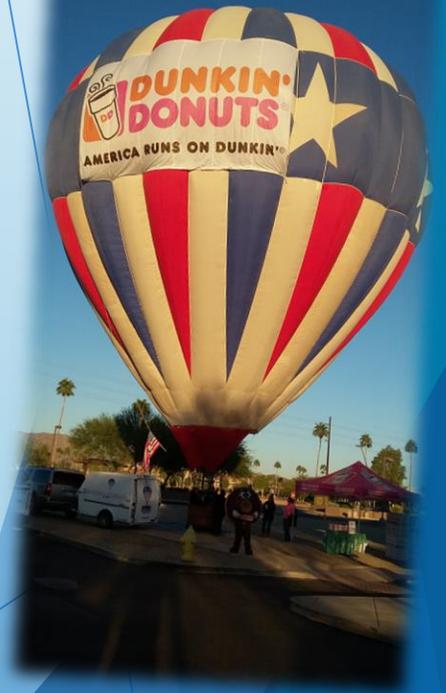


# Give your promotional and Publicity efforts a bigger forum.

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 ABC13 website
- ABC13 Social Media promotions



The Community Sponsor is a local or regional partner making sure the consumer is a where of your brand or services. You can't beat this ROI with connections to over 20,000 in attendance for two and half days of activation.

## Community Sponsorship Package - \$2,500 Investment

- 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*).
- Public address announcements throughout the weekend
- One (1) 10'x20' vendor space in the Vendor Village including standard electric
- Inclusion in all digital advertising
- Strategic "Drive to Retail" and Cross promoting
- Logo on the Entertainment Stage "Thank You" Banner
- One(1) Balloon Rides for two (2), weather permitting
- 250 single-event tickets
- 50 Event pins
- Five (5) VIP Parking passes
- Web link to the ABC13 website
- ABC13 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 the 13<sup>th</sup> Annual 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 ABC13 website
- ABC13 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 ABC13 website
- ABC13 Social Media promotions

## Commercial Balloon - \$1,500

- Media flight opportunities
- 20 single-event tickets
- All Pilot weekend amenities
- Web link to the ABC13 website
- ABC13 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:

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