



2014 Carolina BalloonFest Sponsorship Opportunity Packages

Celebrating its 41st consecutive year and proud to be the second oldest hot air balloon festival in the US, Carolina BalloonFest will attract 25,000 - 30,000 spectators and thousands of dollars in media exposure.



From the flight of the Kitty Hawk at Kill Devil's Hill, to the birth of modern-day hot air ballooning, North Carolina remains a significant player in the 225-year history of aviation.

Our Audience

The Carolina BalloonFest targets the greater the Charlotte, Winston-Salem and Greensboro metro areas of central North Carolina, as well as surrounding growing communities. This region includes the Statesville, Mooresville, Triad, Concord, Gastonia, Monroe, Hickory, Wilkesboro, and Morganton areas. There are over two million people within a 50-mile radius of the Statesville Regional Airport, which is located six miles west of the intersection of interstates 40 and 77. Population growth is projected at 33.36% over the next 25 years in central North Carolina. Carolina BalloonFest has been recognized as one of the Top 20 Tourism Events in the Southeast by the Southeast Tourism Society. Also, in 2012 Carolina BalloonFest was named one of the top 10 attractions in the Southeast by the Weather Channel.

Audience Demographics

The air show/balloon festival spectator base represents a strong and affluent cross-section of North America. A seven percent increase in the number of survey respondents report income of \$35,000 to \$100,000. Attendees range from children to senior citizens with the largest percentage in the categories that span ages 30-49.

- Ages 30 – 55
- 62% have children
- 63% have income of \$50,000 - \$100,000
- Over 50% are college educated



Demographic information from Albuquerque International Balloon Fiesta and the International Council of Air shows. (See Appendix A)

Estimated Economic Impact

Estimated attendance for *Carolina BalloonFest* of 30,000 spectators is averaged from actual attendance statistics recorded for the event beginning in 1982 for a period of 10 years while the event was held at the Statesville Regional Airport. Given current market information of a potential 650,000 visitors in a 50-mile radius of the Airport, the estimated attendance figure is realistic given the size of our venue.

The estimated economic impact of 30,000 rally-goers is over \$2.2 million. Projections are based on 15% of attendees hailing from Iredell County and 85% day-visitors from the surrounding area. In addition to the day visitors there are numerous overnight visitors. The past two years we have attendees from 10 different states.

Community Benefits

BalloonFest is the largest and most popular end-destination event hosted in our community. Government, business, hospitality and community leaders work together to ensure that this event remains an integral part of the Iredell County community. In addition, *Carolina BalloonFest*:

- Is a quality, family-oriented event readily accessible to the large audience that surrounds Iredell County;
- Provides significant economic impact for the county;
- Showcases Statesville Regional Airport's recent expansions and area significance;
- Highlights Iredell County's important role in modern hot air balloon aviation history;
- Reestablishes Iredell County as one of the premier hot air balloon event locations in the country.

Hot Air Balloon Competition

Carolina BalloonFest will showcase the recently expanded Statesville Regional Airport with a schedule of fun, family-oriented attractions throughout the weekend of October 17 - 19, 2014.

Fifty pilots from around the country will fly competition tasks set forth by the competition director and will be vying for an enticing prize package in the Carolina BalloonFest Championship.



The Balloon Federation of America (BFA) is the national governing body for the sport of hot air ballooning and the official ballooning branch of the United States National Aeronautic Association.

The BFA provides educational and safety training programs. They organize and operate the US National Balloon Championship, as well as other local, state and regional competitions and select the US representative pilots for participation in the World Hot Air Balloon Championships.



There's More!

In addition to the beauty and excitement of 50 colorful hot air balloons flying and competing and the launch of incredible special-shaped balloons, the weekend's attractions include:

- *Main Stage Entertainment:* live music throughout the event to suit everyone's taste.
- *Balloon Glow:* Saturday evening sunset balloon illumination—an exciting media favorite!
- *Wine & Craft Beer Tasting:* from North Carolina's wineries & breweries.
- *Tempting Food Booths:* a wide variety of festival type eateries and vendors tempt the taste buds.
- *Kids Zone:* a carnival-like area of family-oriented attractions for kids of all ages.
- *2nd Stage:* Wonderful, fun-filled musical & theatrical performances.
- *Arts and Crafts:* a great variety of up-scale art on display and for sale.



Advertising and Promotional Support (See Media Partners Appendix B)

In 2014 *Carolina BalloonFest* will celebrate its 41st year. The BalloonFest marketing committee will develop promotion opportunities and partnerships to build excitement and awareness and present them to all regional media. The committee will write and distribute press releases and develop event information and human-interest stories for presentation and publication.

In addition, the marketing committee will:

1. Develop a targeted marketing plan aimed at the population segments that are important to our sponsors and outlined in the demographic study.
2. Develop a complete marketing packet, (brochures, press releases, collateral materials, etc.) that will accompany correspondence and sponsorship proposals. Together, the marketing packet and web site will inform and attract potential spectators and sponsors.
3. Develop an on-going media strategy through advertising and press releases to regional TV stations, radio stations, newspapers and web-links to promote *BalloonFest* in the market areas.
4. Partner with convention and visitors bureaus state-wide and develop strategic marketing alliances to showcase *Carolina BalloonFest* as a premier North Carolina event.



Title Sponsor - \$25,000 Level

- **Named as Title Sponsor** with corporate name/logo on all marketing and advertising locally and regionally including television, radio, and print.
- Prominent Main Stage Branding
- Corporate logo on all official volunteer and staff t-shirts
- Prime Market Place exhibit space (up to a 40 X 40 space)
- Full Page Advertising in the 2014 Carolina BalloonFest Tab (ad copy provided by client)
- Access to Corporate hospitality tent
- Balloon flight for up to eight people during the media/sponsor event on Friday Night (weather permitting)
- Corporate message broadcast on-site during event days
- Logo on *BalloonFest* website with link to your website
- 5 Prominent signage positions at *BalloonFest* (signage provided by sponsor)
- Authority to use *BalloonFest* logo/images in your advertising
- Free registration for your commercial hot air balloon (if your company owns one)
- Fifty weekend passes to *Carolina BalloonFest* which includes access to the hospitality tent
- Twenty Five reserved parking passes
- First right of refusal for 2015



Main Stage Sponsor - \$15,000 level (SOLD)

- **Named Sponsor of *BalloonFest* Main Stage with** corporate logo on all marketing and advertising; local and regional television, radio, and print
- Corporate logo prominent on the main stage
- Logo on all print marketing and advertising; local, regional, and national
- Prime Market Place exhibit space (up to a 40 X 40 space)
- Access to Corporate Hospitality Tent
- Balloon flight for up to six people during the media/sponsor event (weather permitting)
- ½ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Corporate message broadcast on-site during event days
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Free registration for your commercial balloon (if your company owns one)
- Forty weekend passes to *BalloonFest* which includes access to Hospitality Tent
- Twenty reserved parking passes
- First right of refusal for 2015

Carolina BalloonFest Hot Air Balloon Competition Sponsor - \$10,000 HOLD

- **Named Sponsor of the *Carolina BalloonFest* Hot Air Balloon Competition** with corporate logo on all marketing and advertising; local and regional television, radio, and print
- Corporate logo on all print marketing and advertising; local, regional, and national
- Logo on all print marketing and advertising local, regional, and national
- Prime Market Place exhibit space
- Access to Corporate Hospitality Tent
- Balloon flight for up to four people during the media/sponsor event (weather permitting)
- ½ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Free registration for your commercial balloon (if your company owns one)
- Thirty weekend passes to *BalloonFest* which includes access to Hospitality Tent
- Fifteen reserved parking passes
- First right of refusal for 2015

\$5,000 North Carolina Wine & Craft Beer Tent Sponsor **SOLD**

- **Named Sponsor of the North Carolina Wine & Craft Beer Tent** with corporate logo on all marketing and advertising; local and regional television, radio, and print
- Prime Market Place exhibit space
- Access to Corporate Hospitality Tent
- ¼ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Balloon flight for two people during media/sponsor flight (weather permitting)
- Free registration for your commercial balloon (if your company owns one)
- Twenty weekend passes to *BalloonFest* which includes access to Hospitality Tent
- Ten reserved parking passes
- First right of refusal for 2015

\$5,000 Hospitality Tent Sponsor **SOLD**

- **Named Sponsor of the Hospitality Tent** with corporate logo on all marketing and advertising; local and regional television, radio, and print
- Prime market Place exhibit space
- Access to Corporate Hospitality Tent
- ¼ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Balloon Flight for up to two people on media/sponsor day (weather permitting)
- Free registration for your commercial balloon (if your company owns one)
- Twenty weekend passes to *BalloonFest* which includes access to Hospitality Tent
- Ten reserved parking passes
- First right of refusal for 2015

\$5,000 Balloon Glow Sponsor **SOLD**

- **Named Sponsor of the *Carolina BalloonFest Balloon Glow*** with logo on all marketing and advertising; local and regional television, radio, and print
- Prime Market Place exhibit space
- Access Corporate Hospitality Tent
- ¼ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Balloon Flight for up to two people on Media/Sponsor day (weather permitting)
- Free registration for your commercial balloon (if your company owns one)
- Twenty weekend passes to *BalloonFest* which includes access to Hospitality Tent
- Ten reserved parking passes
- First right of refusal for 2015

\$5,000 Carolina BalloonFest Kids Zone Sponsor **SOLD**

- **Named Sponsor of the *Carolina BalloonFest Kids Zone*** with logo on all marketing and advertising; local and regional television, radio, and print
- Prime Market Place exhibit space
- Access to Corporate Hospitality Tent
- ¼ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Free registration for your commercial balloon (if your company owns one)
- Balloon Flight for up to two people on media/sponsor flight day (weather permitting)
- Twenty weekend passes to *BalloonFest* which includes access to Hospitality tent
- Ten reserved parking passes
- First right of refusal for 2015

\$5,000 Carolina BalloonFest Community Appreciation Day Sponsor

- **Named Sponsor of the *Carolina BalloonFest Community Appreciation Day*** with logo on all marketing and advertising; local and regional television, radio, and print
- Prime Market Place exhibit space
- Access Corporate Hospitality Tent
- ¼ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Balloon Flight for up to two people on Media/Sponsor day (weather permitting)
- Free registration for your commercial balloon (if your company owns one)
- Twenty weekend passes to *BalloonFest* which includes access to the Hospitality Tent
- Ten reserved parking passes
- First right of refusal for 2015

\$5,000 Carolina BalloonFest Military Appreciation Day Sponsor

- **Named Sponsor of the *Carolina BalloonFest Kids Zone*** with logo on all marketing and advertising; local and regional television, radio, and print
- Prime Market Place exhibit space
- Access to Corporate Hospitality Tent
- ¼ page Advertising in the *2014 Carolina BalloonFest* tab (ad copy to be provided by client)
- Logo on *BalloonFest* website with link to your site
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* logo/images in your advertising
- Free registration for your commercial balloon (if your company owns one)
- Balloon Flight for up to two people on media/sponsor flight day (weather permitting)
- Twenty weekend passes to *BalloonFest* which includes access to the Hospitality Tent
- Ten reserved parking passes
- First right of refusal for 2015

Company Outing / VIP Package (only 6 available)

October 17 (base price \$1250) 2 available
October 18 (base price \$3500) 2 available
October 19 (base price \$2000) 2 available

Carolina BalloonFest is the perfect place to host your company outing or entertain important clients!

Company Outing Package includes:



- One-30 x 30 corporate hospitality tent (catering not included)
- Tickets, Tables, and chairs for up to 80 people*
- Three, 8-foot banquet tables
- 16 x 30 Patio-style set up within fenced area
- Private upgraded toilet facilities
- 20 Reserved parking passes
- 10 x 10 Market Place exhibit space
- Signage positions on Corporate Village fencing
- Logo on *BalloonFest* website
- Authority to use the *BalloonFest* artwork in your advertising

*There will be an additional charge per person over 80 people.

\$3500 Special Shape Balloon Sponsor (3 available) (2 available)

And you receive...

- Market Place exhibit space (up to a 20 x 20 space)
- Logo on *BalloonFest* website
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* artwork in your advertising
- Balloon ride for two on that balloon during sponsors flight (weather permitting)
- 3 X 5 sign on that balloon the entire weekend
- Six weekend passes to *BalloonFest* which includes access to the Hospitality Tent
- Two reserved parking passes at *BalloonFest*

Up to \$2,500 Featured Event Sponsor Package

On site naming opportunities include sponsorship of one of these festival features...

2nd Stage, Volunteer Tent, Information Services, **Guest Aid Services**, Ticket Booths, Pilots Tent, Golf Carts, 5K Run

And you receive...

- Market Place exhibit space (up to a 20 x 20 space)
- Logo on *BalloonFest* website*
- Signage positions at *BalloonFest*
- Authority to use the *BalloonFest* artwork in your advertising*
- Four weekend passes to *BalloonFest* which includes access the Hospitality Tent*
- Two reserved parking passes at *BalloonFest**

Hot Air Balloon Sponsor \$1000 (10 available) includes a balloon ride for 2 and a basket banner the entire weekend*

MARKET RESEARCH BACKGROUND

Hot air ballooning is a lifestyle sport that attracts fascinated spectators to exciting mass ascensions and thrilling balloon competitions. Since the late 1960s, the sport has literally taken off in the United States with more than 300 hot air balloon events/festivals, 7,000 FAA licensed pilots, and 3.25 million spectators.

The air show/balloon festival spectator base continues to represent a strong and somewhat more affluent cross-section of North America. A seven percent increase in the number of survey respondents report income of \$35,000 to \$100,000. Although attendees range from children to senior citizens, the largest percentage of attendees falls into the categories that span ages 30-49.

Air show/balloon festival spectators are generally well educated in both absolute terms and when compared to the fan base of other mainstream sporting events.

The male/female composition of the air show audience compares favorably with that of NASCAR, an organization that has built a reputation on its access to female demographics. In fact, more than 20 percent of the typical air show audience is comprised of women in the highly desirable 35-55 age group, making air shows both family events and a unique marketing tool for prospective sponsors interested in reaching out to the most difficult to reach demographic groups. Air shows continue to demonstrate wide appeal to men and women of all ages. There are few events as family-oriented as air show. Nearly 63 percent of all adults attending air shows are accompanied by children of all ages. For adults between 30 and 44, that number increases to 75 percent.



(Demographic information from The International Council of Air Shows and the 2003 Audience Research and Economic Impact Study of Albuquerque International Balloon Fiesta).

DEMOGRAPHIC DATA

There are more than 2 million people within a 50-mile radius of the Statesville Regional Airport. It's location near the intersection of I-77 & I-40 puts nearly 60% of the population of the United States within a one-day drive of the Statesville Regional Airport.

Data from the 2010 U. S. Census results show that five other states had a larger percentage increase in their populations than North Carolina. The state is now the 10th most populous in the U. S., and every one of the North Carolina counties in the Charlotte region gained people over the last decade.

MARKET ANALYSIS

Daily local visitors will be one of the highest revenue sources for *Carolina BalloonFest*. This chart shows Iredell County and its surrounding area with a median income of \$43,566, and over 650,000 people in our event market. (US Census Bureau)

<u>County</u>	<u>Median Income</u>	<u>Total Population</u>	<u>Population with Bachelor's degree or higher, over the age 25</u>
Iredell	\$50,000	166,472	23,838
Davie	\$51,800	41,000	6,688
Davidson	\$44,300	162,000	18,480
Forsyth	\$45,200	350,670	92,127
Mecklenburg	\$55,900	919,600	286,264
Gaston	\$43,200	206,000	27,690
Cabarrus	\$54,300	178,000	27,886
Catawba	\$43,600	154,000	25,500
<u>Guilford</u>	<u>\$46,200</u>	<u>488,700</u>	<u>162,758</u>
	\$48,900.00	2,666,442.00	671,230



Carolina BalloonFest 41!
Sponsorship Agreement



Sponsorship Levels — please check one:

- \$25,000 _____ Title Sponsor
- \$15,000 **SOLD** Main Stage
- \$10,000 **HOLD** Carolina BalloonFest Hot Air Balloon Competition
- \$ 5,000 **SOLD** NC Wines & Craft Beers Tasting Tent
- \$ 5,000 **SOLD** Hospitality Tent Sponsor (Ideal for local or regional Restaurant)
- \$ 5,000 **SOLD** Balloon Glow
- \$ 5,000 **SOLD** Kids Zone
- \$ 5,000 _____ Community Appreciation Friday
- \$ 5,000 _____ Military Appreciation Sunday
- \$ 1,250 _____ Corporate Outing Package (Oct. 17) 2 available
- \$ 3,500 _____ Corporate Outing Package (Oct. 18) 2 available
- \$ 2,000 _____ Corporate Outing Package (Oct. 19) 2 available
- \$ 3,500 _____ Special Shape Balloon Sponsor (3 available)
- \$ 2,500 _____ Featured Event Sponsor Package
- \$ 1,000 _____ Hot Air Balloon Sponsor
- _____ _____ In kind (please give the value of your in kind Sponsorship)

Name of Company/Organization _____

Name of Contact Person _____

Address _____

Phone _____ Mobile _____

FAX _____

Email _____

Website Name/address _____

Facebook Name/URL address _____

Name of Authorized Sponsor _____

Signature of Authorized Sponsor _____ Date _____

Please sign a copy of this agreement and return to *Carolina BalloonFest*—retain a copy for you

MAIL TO: National Balloon Rally Charities
Carolina BalloonFest
P. O. 267
Statesville, NC 28687-0267

FAX: 704-871-1552

PHONE: 704-818-3307
info@carolinaballoonfest.com
CarolinaBalloonFest.com