



49th Annual



CAROLINA
BalloonFest

2024

**SPONSORSHIP & PROMOTIONAL
OPPORTUNITIES**



ABOUT US



SAM PARKS
EXECUTIVE DIRECTOR

OUR MISSION: *To continue the heritage of hot air ballooning in Iredell County, spotlight the community of Statesville, and donate a percentage of Carolina BalloonFest proceeds to local nonprofit organizations.*

National Balloon Rally Charities, Inc. (NBRC), DBA Carolina BalloonFest (CBF), is a 501(c)(3) nonprofit which hosts an annual hot air balloon festival in Statesville, NC. Over the past ten years, NBRC, Inc. has given back over \$1,000,000 for other local nonprofits and community agencies.



GARY COOK
BOARD CHAIR

The Carolina BalloonFest is governed by a working Board of Directors composed of 11 individuals. The Executive Board (Chair, Incoming, and Past Chairs) helps navigate direction of the board and the Executive Director oversees day-to-day operations and planning of the festival.

As our festival approaches its 50th year, we are looking for community-minded sponsors and partners to help us carry on this tradition while also keeping smiles on the faces of our thousands of patrons who attend the festival year after year to enjoy family fun at the Carolina BalloonFest.



PRESSLY MATTOX
INCOMING CHAIR

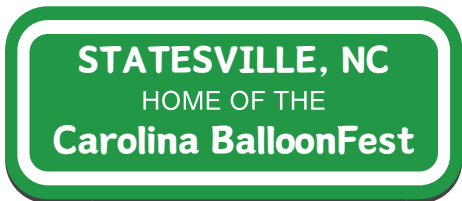
Statesville is home to one of the oldest hot air balloon festivals in the country. Whether you are looking to take a ride in a hot air balloon or just take in the sights, the festival has something for everyone. You can find live music on the main stage, a kids' zone filled with bounce houses & magic, an artisan village and marketplace, a North Carolina wine and craft beer garden, aerialist circus performances, and even skydiving expeditions! Be sure to plan your visit around one of the three planned mass ascensions of hot air balloons as they fill the Carolina blue sky and return at sunset with a spectacular balloon glow.



BRITTANY MARLOW
PAST CHAIR

Board of Directors

- Gary Cook
- Duncan Dunavent
- Carol Johnson
- Jennifer Main
- Pressly Mattox
- Mandy McLaughlin
- Rob Mullis
- Andrew Scott
- Jared Stone
- Bob Thompson
- Jada Thompson





WHAT WE OFFER YOU

The 2024 Carolina BalloonFest event team is preparing for an extensive marketing campaign in leading up to the festival with:

- ADVERTISEMENT** ● Advertisement before and during the festival: Frequent and regular media releases and ads focused on Statesville and the surrounding district media outlets; these ads include print, radio, television, and digital. Also, promotion of your business during the 3-day festival.
- EXPOSURE** ● Get your company name and logo exposed on the Carolina BalloonFest website with hyperlink.
- NAMING RIGHTS** ● Naming rights, presenting rights and promotional opportunities available at various levels throughout the event.
- RECOGNITION** ● Banners, signs, and extensive commentary/recognition from our professional emcees at the event.
- CONNECTIONS** ● Opportunity to be exposed, network or interact with current and potential customer base at event.

Marketing campaigns for the event reach over **ONE MILLION** interested patrons on social media.

Attendees are predominantly families with children

Our event attracts **patrons from all over NC** but also has a large southeast regional reach. It is estimated that patrons from **over 12 states** attend the festival on an annual basis.

Marketing efforts generate over **600,000** unique website visitors

We, as a festival and a nonprofit, take pride in our NC-based roots, and we rely heavily on our Community Partners and Sponsors, who ban together each year alongside a multitude of volunteers to make the Carolina BalloonFest a truly unforgettable event - one that has a tremendous impact on the well-being of the citizens of Iredell County and surrounding locations, in addition to a significant economic impact in the greater-Statesville area.

We hope that we can count on your support to continue our mission of honoring the heritage of hot air ballooning in Iredell County and giving back to our local community.



TITLE SPONSOR

\$25,000

Enjoy the highest level of visibility throughout the entire Carolina BalloonFest, and be prominently recognized for supporting the second oldest hot air balloon festival in the United States. The Title Sponsor has naming rights to the Carolina BalloonFest, the highest level of festival-wide saturation, industry exclusivity, and a customizable ticket and marketing package.

Title Sponsorship includes complete festival incorporation, inclusion at all festival events and leading logo branding in all marketing in addition to your company logo displayed on our (new for 2024) Main Stage LED marquee.

TITLE SPONSOR TICKET PACKAGE

BALLOON RIDES FOR 6 PASSENGERS (*Friday only, Weather Permitting*)

25 VIP HOSPITALITY TENT PASSES

25 VIP WEEKEND PARKING PASSES

25 WEEKEND PASSES (*additional tickets discounted at \$10 each*)

25 SINGLE-DAY PASSES

NOTABLE EXTRAS

Logo with link on Carolina BalloonFest website

Authority to use Carolina BalloonFest logo/images in your advertising

Free registration for your company's commercial hot air balloon (if applicable)

Option to include your company's promotional items in pilot goody-bags

First right of refusal for 2025



PRESENTING SPONSOR
\$15,000



As Presenting Sponsor of the Carolina BalloonFest, your company name will be extensively featured on all festival marketing and advertising, leading up to and throughout the entire Carolina BalloonFest. The Presenting Sponsor will have prominent Main Stage branding in addition to your company logo displayed on our (new for 2024) Main Stage LED marquee.

PRESENTING SPONSOR TICKET PACKAGE

BALLOON RIDES FOR 4 PASSENGERS *(Friday only, Weather Permitting)*

15 VIP HOSPITALITY TENT PASSES

15 VIP WEEKEND PARKING PASSES

15 WEEKEND PASSES *(additional tickets discounted at \$10 each)*

15 SINGLE-DAY PASSES

NOTABLE EXTRAS

Logo with link on Carolina BalloonFest website

Authority to use Carolina BalloonFest logo/images in your advertising

Free registration for your company's commercial hot air balloon (if applicable)

Option to include your company's promotional items in pilot goody-bags

First right of refusal for 2025

PREMIER SPONSOR - \$10,000

4 Available



- MAIN STAGE
- BALLOON GLOW
- VIP HOSPITALITY TENT
- RV PREMIUM

Named as Premier Sponsor with prominent signage featuring name/logo in chosen Sponsor area

Company logo displayed on Main Stage LED marquee

Logo on Carolina BalloonFest website with hyperlink to your website

Logo on print & digital marketing and advertising

Authority to use Carolina BalloonFest logo/images in your advertising

Free registration for your company's commercial hot air balloon (if applicable)

Option to include your company's promotional items in pilot goody-bags

BALLOON RIDE FOR 2 PASSENGERS (FRIDAY ONLY, WEATHER PERMITTING)

10 VIP HOSPITALITY TENT PASSES

10 VIP WEEKEND PARKING PASSES

10 WEEKEND PASSES (additional tickets discounted at \$10 each)

10 SINGLE-DAY PASSES

First right of refusal for 2025

PLATINUM SPONSOR - \$5,000

7 Available



- WINE & CRAFT BEER
- MILITARY
- SKYDIVING EXHIBITION
- KIDS ZONE
- PILOT'S TENT
- RV GROUNDS
- HOT AIR BALLOON COMPETITION

Named as Platinum Sponsor with signage featuring name/logo in chosen Sponsor area

Company name displayed on Main Stage LED marquee

Logo on Carolina BalloonFest website with hyperlink to your website

Logo on digital marketing and advertising

Authority to use Carolina BalloonFest logo/images in your advertising

Free registration for your company's commercial hot air balloon (if applicable)

Option to include your company's promotional items in pilot goody-bags

BALLOON RIDE FOR 2 PASSENGERS (FRIDAY ONLY, WEATHER PERMITTING)

5 VIP HOSPITALITY TENT PASSES

5 VIP WEEKEND PARKING PASSES

5 WEEKEND PASSES (additional tickets discounted at \$10 each)

5 SINGLE-DAY PASSES

First right of refusal for 2025



SPECIAL SHAPE BALLOON SPONSOR- \$5,000

3 Available



The Special Shapes balloons are some of the most popular attractions at hot air balloon festivals and gatherings - drawing in crowds of spectators eager to see the creative and unique designs!

Named as “*Special Shape*” Balloon Sponsor

22" x 25" Balloon basket banner with your corporate logo or name

Corporate name displayed on Main Stage LED marquee

Logo on Carolina BalloonFest website with hyperlink to your website

Logo on digital marketing and advertising

Option to include your company’s promotional items in pilot goody-bags

BALLOON RIDE FOR 2 PASSENGERS (FRIDAY ONLY, WEATHER PERMITTING)

5 VIP HOSPITALITY TENT PASSES

5 VIP WEEKEND PARKING PASSES

5 WEEKEND PASSES (additional tickets discounted at \$10 each)

5 SINGLE-DAY PASSES

Special Shape Balloons will be relayed to Sponsors as they are confirmed for the 2024 Festival. Below, are a few Special Shape Balloons that we have had the honor of hosting at Carolina BalloonFest in previous years!



Claw'd
The Crazy Crab



Allycorn
The Pink Unicorn



You Are
My Sunshine



BALLOON SPONSOR - \$2,000

50 Available

22" x 25" Balloon Basket banner featuring your company's name or logo

Option to include your company's promotional items in pilot goody-bags

Company name listed on website

5 ONE-DAY PASSES

2 HOSPITALITY TENT PASSES

2 VIP PARKING PASSES

2 VIP TETHERED RIDES (Friday 4-6pm)

CBF PARTNER - \$1,000

4 WEEKEND PASSES

(additional tickets discounted at \$10 each)

2 VIP WEEKEND PARKING PASSES

4 TETHERED BALLOON RIDES

CAROLINA BALLOONFEST Window Decal or
Yard Sign (*Partner's choice*)

CBF SUPPORTER - \$500

2 WEEKEND PASSES

(additional tickets discounted at \$10 each)

1 VIP WEEKEND PARKING PASS

2 TETHERED BALLOON RIDES

CAROLINA BALLOONFEST Window Decal or
Yard Sign (*Supporter's choice*)



Premier covered seating for patrons to enjoy the
Main Stage entertainment, balloon ascensions
and glows!

Access to premium bathrooms

Catered meals during Festival Hours

Unlimited coffee & non-alcoholic beverages

Beer & Wine (*limitations apply*)



Proud Supporter



October
18, 19 & 20 2024



CORPORATE PARTIES & SPECIAL EVENTS *at*



**Planning a company party or employee appreciation event?
Looking for an extraordinary venue to celebrate that milestone birthday,
wedding reception or special life moment?**

Provide a unique and memorable experience for employees, clients, and guests alike with colorful hot air balloon displays, live entertainment, and a festive atmosphere that can create a positive and enjoyable experience for everyone involved.

The Carolina BalloonFest attracts a diverse crowd, including business professionals, sponsors, and spectators. This presents networking opportunities for your company to connect with potential clients, partners, or industry peers in a relaxed and informal environment.

Hosting an event at Carolina BalloonFest can increase your brand's visibility and exposure to a wider audience. It allows you to showcase your company's values, products, and services in a creative and engaging way.

Taking employees out of the office and into a fun and exciting environment can boost morale, improve employee satisfaction, and show appreciation for their hard work.

Create memories with family and friends and provide your guests with a fun-filled experience sure to inspire a lifetime of smiles when thinking back on your special event. This is a great space to personalize to fit your event needs with option to bring your own catering and beverages.

\$15,000 3 Day Weekend (Friday, Saturday & Sunday)

\$5,000 Friday Only

\$10,000 Saturday Only

\$7,000 Sunday Only

30' x 30' tent provided

Ideal accommodation for up to 80 people: 10 banquet tables for seating, 4 banquet tables for serving food/refreshments, 80 chairs, 4 cocktail tables, electricity, and lighting

Location of tent is set up in a premium location for patrons of corporation to enjoy the main stage and the balloon ascensions and glows.

Access to premium bathrooms

Package can be customized to accommodate a larger group

80 Carolina BalloonFest tickets provided for day reserved. Additional tickets can be purchased at a discounted rate of \$10 each.

2 VIP Parking Passes. 2 On-Field passes (to be used to facilitate set-up of your tent).

Parking passes are only valid for day(s) of reservation.

Free Park N' Ride for your guests at the Iredell County Fairgrounds is included. Upgrade to General Parking at the Statesville Airport for an additional fee based upon number of spots needed.



WEEKEND *Schedule*

FRIDAY, OCTOBER 18

- 3:00 pm – Gates Open
- 3:00 – 7:00 pm – Kids Zone
- 3:00 – 7:00 pm – Wine & Craft Beer Garden
- 3:00 – 8:15 pm – Live Music
- 4:30 – 6:00 pm – Mass Ascension window
- 6:30 – 7:30 pm – Evening Balloon Glow
- 8:30 pm – Gates Close

SATURDAY, OCTOBER 19

- 7:00 am – Gates Open
- 7:30 – 9:00 am – Hot Air Balloon Competition
- 9:00 am – 7:30 pm – Kids Zone
- 10:00 am – 8:15 pm – Live Music
- 11:00 am – 7:00 pm – Wine & Craft Beer Garden
- 1:45 pm – Skydiving Exhibition
- 2:00 – 3:00 pm – Pilot Meet and Greet
- 4:30 – 6:00 pm – Mass Ascension window
- 6:30 – 7:30 pm – Evening Balloon Glow
- 8:30 pm – Gates Close

SUNDAY, OCTOBER 20

- 7:00 am – Gates Open
- 7:30 am – Balloon Chasers 5K and 1 Mile Fun Run
- 7:30 – 9:00 am – Hot Air Balloon Competition
- 9:00 am – 5:00 pm – Kids Zone
- 10:00 am – 6:00 pm – Live Music
- 10:00 am – 4:30 pm – Wine & Craft Beer Garden
- 2:00 – 3:00 pm – Pilot Meet and Greet
- 4:30 – 6:00 pm – Mass Ascension window
- 6:00 pm – Gates Close



ENTERTAINMENT

BOUNCE HOUSES

MAGIC SHOWS

**NINJA OBSTACLE
COURSE**

TETHERED BALLOON RIDES

*Circus Performers...
and more!*

The festival features these major
events:

Three **BALLOON LAUNCHES**

Two **COMPETITION FLIGHTS**

Two **BALLOON GLOWS**

One **SKYDIVING EXHIBITION**

All ballooning activities (including static display, tethered rides and balloon flights) and skydiving exhibition are weather-dependent. The decision to inflate hot air balloons is made just prior to the scheduled ballooning activity.



SPONSORSHIPS



- ___ \$25,000 **Title**
- ___ \$15,000 **Presenting**
- ___ \$10,000 **Premier - Main Stage**
- ___ \$10,000 **Premier - Hospitality Tent**
- ___ \$10,000 **Premier - Balloon Glow**
- ___ \$10,000 **Premier - RV Premium**
- ___ \$5,000 **Platinum - Wine & Craft Beer**
- ___ \$5,000 **Platinum - Kids Zone**
- ___ \$5,000 **Platinum - Pilot's Tent**
- ___ \$5,000 **Platinum - Military**
- ___ \$5,000 **Platinum - Hot Air Balloon Competition**
- ___ \$5,000 **Platinum - Skydiving Exhibition**
- ___ \$5,000 **Platinum - RV Grounds**
- ___ \$5,000 **Special Shape Balloon (3 available)**
- ___ \$2,000 **Balloon Sponsor (up to 50 available)**
- ___ \$1,000 **CBF Partner**
- ___ \$500 **CBF Supporter**

Check here if interested in extending your sponsorship to a 3-year commitment.
 More details will be provided

PROMOTIONAL OPPORTUNITIES

Corporate & Special Events Tent:

- ___ \$15,000 3 Day weekend
- ___ \$5,000 Friday Only
- ___ \$10,000 Saturday Only
- ___ \$7,000 Sunday Only

Please complete this form & return to Carolina BalloonFest

MAIL TO: PO BOX 267 STATESVILLE, NC 28687-0267

FAX: 704-871-1552 or **EMAIL:** SPONSORS@CAROLINABALLOONFEST.COM

Name of Company/Organization _____

Name of Contact Person _____

Address _____

Office # _____ Mobile # _____

Email _____

Website _____

Name of Authorized Representative _____

Signature of Authorized Representative _____

Date _____

Thank you for helping make this another successful event!
 For more information, contact our
 Sponsorship Sales Executive; Valerie Chambers at
 sponsors@carolinaballoonfest.com or call 704-682-0982

2023 SPONSORS



TITLE SPONSOR



PRESENTING SPONSORS



PLATINUM SPONSOR



FEATURED EVENT SPONSORS



SPECIAL SHAPE SPONSOR



IN-KIND SPONSORS

