



autumn

· PARK CITY · UTAH ·

ALOFT

AUTUMN ALOFT 2022 SPONSOR OPPORTUNITIES

September 15-18, 2022

When the Autumn Aloft Balloon Festival originated more than 30 years ago, it immediately became a Park City “must-see” event. Each September, Autumn Aloft brings many thousands of people, from Utah and beyond, to watch the magnificent balloons fill and lift in the early morning mist. The spectacular sight makes Park City’s skies even more picturesque than usual, shores our strong sense of community, and inspires tens of thousands of social media pictures, posts, and views.

TENTATIVE SCHEDULE OF EVENTS

Thursday, September 15 – 6:00 p.m.	Pilot and Sponsor Welcome Dinner
Friday, September 16 – 8:00 a.m.	VIP/Media Launch
Saturday, September 17 – 8:00 a.m.	Morning Launch
Saturday, September 17 – 8:00 p.m.	Evening Candlestick on Main Street
Sunday, September 18 – 8:00 a.m.	Morning Launch

Customized packages and in-kind sponsorships are available.

Please contact **Meisha Ross** at 435-659-9283 or email info@meishalawson.com for more information.



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UP, UP, AND AWAY!

SPONSORSHIPS

EXCLUSIVE TITLE SPONSOR

\$10,000

- Customized benefits to meet your marketing goals, including on-site activations
- Name incorporated into the branding/name of the event
- Logo and name on all marketing and promotional materials
- Name/logo prominently listed on the event website
- Company highlighted in five customized social media posts** leading up to the event
- Name/logo prominently listed on sponsor event signage/banners
- Banner(s)/ logo prominently displayed in main launch area and attached to balloon basket
- Banner(s)/logo prominently displayed at the Candlestick on Main Street
- Name announced during the media/pilot briefings
- Name announced at all events (main launches/Candlestick on Main Street)
- Eight balloon rides (weather permitting)
- Eight tickets to the VIP dinner with the Pilots
- VIP gift basket
- VIP parking pass for four cars

PRESENTING SPONSOR

\$5,000

- Logo and name on all marketing and promotional materials
- Name/logo prominently listed on the event website
- Company presence space provided for activation at Saturday/Sunday launch site*
- Company highlighted in three customized social media posts** leading up to the event
- Banner(s)/logo prominently displayed in the main launch area and attached to balloon basket
- Banner(s)/logo prominently displayed at the Candlestick on Main Street
- Name announced at the media/pilot briefings
- Name announced at all events (main launches and Candlestick on Main Street)
- Name/logo prominently listed on sponsor event signage/banner
- Six balloon rides (weather permitting)
- Six tickets to the VIP dinner with the Pilots
- VIP gift basket
- VIP parking pass for three cars

BALLOON ENVELOPE SPONSOR

\$3,500

- Your envelope sponsor banner attached to balloon envelope *(Cost of balloon envelope not included in pricing.)*
- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- Name announced at the media/pilot briefings
- Company highlighted in two customized social media posts** leading up to the event
- Two balloon rides (weather permitting)
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

MAIN LAUNCH SPONSOR

\$2,700

- Company presence space provided for activation at Saturday/Sunday launch site*
- Name/logo prominently listed on event website
- Banner(s)/logo prominently displayed in main launch area and attached to balloon basket
- Name announced at the media/pilot briefings
- Name announced at Main Launch events
- Company highlighted in two customized social media posts** leading up to the event
- Name/logo prominently listed on sponsor event signage/banners
- Four balloon rides (weather permitting)
- Four tickets to the VIP dinner with the Pilots
- VIP gift basket
- VIP parking pass for two cars

BALLOON BANNER SPONSOR

\$2,000

- Your sponsor banner attached to one side of the basket with balloon scheduled to participate in Candlestick on Main *(Cost of balloon banner not included in pricing. Additional banners, up to four, can be added at \$100 each)*
- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- Name announced multiple times during both Main Launch events
- Company highlighted in two customized social media posts** leading up to the event
- Two balloon rides (weather permitting)
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

BALLOON FLIGHT SPONSOR

\$1,250

- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- Two balloon rides (weather permitting)
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

*Site activation must be coordinated with and approved by the Autumn Aloft team. Plans must be submitted by the deadline. Sponsor is responsible for all activation set-up before, maintenance during, and clean-up after the event(s). Failure to clean up activation elements/refuse related to activation may result in additional charges.

**Sponsor must provide social media verbiage, plus high-res photos and/or video, at least one week (7 days) prior to scheduled post. All posts are subject to edits and must be approved by the Autumn Aloft team.

Customized packages and in-kind sponsorships are available. Please contact
Meisha Ross at 435-659-9283 or email info@meishalawson.com for more information.



FLYING HIGH

SPONSORSHIPS

EXCLUSIVE PHOTO CONTEST SPONSOR

\$2,000

Name/logo associated with all marketing and promotion of photo contest

- Customized benefits to meet your marketing goals
- Name/logo listed in on sponsor event signage/banners
- Name/logo listed on event website
- VIP parking pass

CORPORATE BALLOON SPONSOR

\$2,000

- Your corporate balloon flown at event
- Name/logo listed in on sponsor event signage/banners
- Name/logo listed on event website
- Name announced at the media/pilot briefings
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

PRESENTING SPONSOR OF CANDLESTICK ON MAIN STREET

\$2,000

- On-site activation during Saturday night's event
- Your banner(s)/logo prominently displayed at the Candlestick on Main Street
- Name announced at the Candlestick event on Main Street
- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website

BALLOON SPONSOR

\$1,250

- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- Two balloon rides (weather permitting)
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

SATURDAY EVENING CANDLESTICK ON MAIN STREET SPONSOR

\$1,000

- Your banner(s)/logo prominently displayed at the Candlestick on Main Street
- Name announced at the Candlestick event on Main Street
- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website



UPLIFTING SUPPORT

SPONSORSHIPS

MAIN LAUNCH SUPPORTER

\$500

- Name/logo listed on sponsor event signage/banners
- Name listed on event website
- VIP parking pass

FRIENDLY SUPPORTER

\$250

- Name listed on sponsor event signage/banners
- Name listed on event website

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