

SPONSORSHIP PACKET



August 23rd – 25th, 2024
Wharton County Fairgrounds



Texas Born Amusements
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www.TexasBornAmusements.com

Sponsorship deadline is August 2nd, 2024

Welcome to the enchanting world of our Hot Air Balloon Festival, a place where the sky becomes a canvas of color, dreams soar, and the spirit of adventure fills the air. This festival is not just an event; it's a vibrant celebration of life, lifting off from the ground to touch the clouds. It's where the joy of floating above the earth meets the excitement of carnival rides, the soulful melodies of live music, and the diverse items of our vendors. At the heart of this aerial spectacle are our sponsors, the driving force that propels this festival into the skies and into the hearts of all who attend.

WHY SPONSOR?

Visibility: Align your brand with a unique and captivating event, gaining exposure to a diverse crowd of festivalgoers, from families enjoying a day out to music lovers and carnival enthusiasts.

Engagement: Interact directly with attendees through vendor booths, sponsored live music stages, or branded carnival attractions, creating lasting impressions and meaningful connections.

Community Impact: Play a pivotal role in bringing people together for an unforgettable experience, supporting local artists, musicians, and businesses, and contributing to the vibrancy of our community.

Becoming a sponsor of our festival means joining a community of dreamers, creators, and leaders who believe in the power of bringing people together under the open sky. It's an opportunity to showcase your brand, to celebrate your commitment to the community, and to be part of something truly special. Whether you're a local business looking to make a difference, a national brand aiming to amplify your presence, or an individual with a passion for community and celebration, we have a place for you!

HORIZON PARTNERS SPONSORSHIP - \$1,000

As Horizon Partners, sponsors will see their support stretch as far as the eye can see. This level is perfect for brands aiming for high visibility and engagement.

Benefits Include:

- Logo on Website
- Shout Out on Social Media
- 16 Event Entry Tickets
- Company/Name Announced on Stage
- 2 Complimentary Tethered Balloon Rides (fits 2-4 people)
- Logo on Event Banners
- 10x10 Booth Space

CLOUD CONTRIBUTOR SPONSOR - \$500

The essential support of our Cloud Contributors keeps the festival's spirit alive, ensuring that the magic of the event touches every participant. This level is ideal for local businesses and individuals looking to contribute to the festival's success.

Benefits Include:

- Logo on Website
- Shout Out on Social Media
- 10 Event Entry Tickets
- 1 Complimentary Tethered Balloon Ride (fits 2-4 people)
- Logo on Event Banners

BASKET BANNER SPONSOR - \$250

As a Hot Air Balloon Basket Sponsor you can elevate your brand to new heights. This unique sponsorship opportunity allows your brand to be intimately associated with the magical experience of hot air ballooning. Ideal for businesses or individuals looking

Benefits Include:

- Logo on Website
- Shout Out on Social Media
- 4 Event Entry Tickets
- 1 Complimentary Tethered Balloon Ride (fits 2-4 people)
- Logo on 3x3 Balloon Basket Banner

For more information on sponsorship opportunities and to join our constellation of supporters, please contact us at info@texasbornamusements.com. Together, we can make this festival a skyward journey that we can bring to this community year after year.

Thank you for considering sponsorship of our festival. Your support not only elevates this event but also the hearts and spirits of all who attend. *Let's soar together!*



2024 CALIENTE BALLOON FESTIVAL SPONSORSHIP FORM

The final deadline for any sponsors is Friday, August 2nd, 2024.

Please fill out your information below:

Contact Name: _____

Company Name: _____

Email: _____

Phone: _____

What Sponsorship Package Are You Interested In? _____

Email form to info@TexasBornAmusements.com for submission or any additional questions.

Invoices will be sent after an application has been received and approved.