

2021 SPONSORSHIP PACKAGE



November 5th, 6th and 7th, 2021



*Orange County's
Hottest Festival*



Tarheel Balloon Festival

Orange Counties Hottest Festival

Join us for our inaugural Tarheel Balloon Festival in the Fall of 2021 (November 5th, 6th & 7th). Our festival features three days of food, fun and amazing balloons from across America. The event features morning and evening glows, tethered balloon rides, and balloon rides across Orange Counties beautiful Countryside. Come meet our Aero-nauts and hear stories about their travels and hobby.

We offer our sponsors premier visibility to maximize your return on your investment from branded balloons with your logo to corporate tents. A portion of the profits from this event will help support local projects and nonprofit organizations within Orange County. The more you help us with sponsorship and support the more we can help worthy causes in our communities.

The team organizing and managing this event have presented some of North Carolina's premier events over the past 25 years. Events include Hillsborough Hog Day, Harnett Health Foundation Annual Polo Match, Tarheel Antiques Festival and the Dog Days of Summer of North Myrtle Beach. The festival will be hosted outside of Chapel Hill on an 800 acre farm which has been converted to an event venue.

Join our team today as a sponsor for this amazing event...



Orange County's Hottest Festival



Sponsorship Packages

Title Sponsor: \$25,000

- Your Company known as the Official Sponsor of Tarheel Balloon Festival. Name Association with Festival in all media and promotion of all events (except limited edition merchandise). For example:

Tarheel Balloon Festival

Presented by:

(Your name/logo here)

- Full page ad in Festival program
- Your logo added to one of our premier Hot Air Balloons at the festival (includes one free ride)
- Mention in purchased commercial and outdoor advertising (billboard etc.)
- Logo on the all event signs around community and throughout the State
- Opportunity to hang your banner at all sponsored events
- Logo on all print advertising and event collateral
- Premier Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all three days
- Logo on the back of official event T-shirts, and 10 free shirts
- Commemorative plaque presented during event
- Recognition as a Peoples Choice Award Sponsor on trophy awarded to top teams
- Link from www.tarheelballoonfestival.com to Sponsor's webpage
- Opportunity to introduce your favorite band in front of our crowd
- Your company listed in all mailings and in the Festival Letterhead
- Your logo listed on event branded kids balloons
- Includes 50 admission tickets to festival

Tarheel Balloon Festival

PO Box 528

Efland, NC 27243

www.tarheelballoonfestival.com

(919) 923-3988

Orange County's Hottest Festival



Sponsorship Packages

Diamond Sponsor: \$15,000

Your Company known as a Major Sponsor of Tarheel Balloon Festival. Name Association with Festival all media and promotion of all events (except limited edition merchandise).

- Full page ad in Festival program
- Your logo added to one of our Hot Air Balloons at the festival
- Mention in purchased commercial and outdoor advertising (billboard etc.)
- Logo on the all event signs around community and throughout the State
- Opportunity to hang your banner at all sponsored events
- Logo on all print advertising and event collateral
- Premier Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all three days
- Logo on the back of official event T-shirts, and 5 free shirts
- Commemorative plaque presented during event
- Link from www.tarheelballoonfestival.com to Sponsor's webpage
- Opportunity to introduce your favorite band in front of our crowd
- Your company listed in all mailings and in the Festival Letterhead
- Includes 30 admission tickets to festival

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Sponsorship Packages

Platinum Sponsor: \$10,000

- Your Company known as a major sponsor of Tarheel Balloon Festival. Name Association with Festival in all media and promotion of all events (except limited edition merchandise)
- 1/2 page ad in Festival program
- Your logo added to one of our tethered Balloons at the festival
- Mention in purchased commercial and outdoor advertising (billboard etc.)
- Logo on the all event signs around community and throughout the State
- Opportunity to hang your banner at all sponsored events
- Logo on all print advertising and event collateral
- Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all three days
- Logo on the back of official event T-shirts, and 5 free shirts
- Commemorative plaque presented during event
- Link from www.tarheelballoonfestival.com to Sponsor's webpage
- Your company listed in all mailings and in the Festival Letterhead
- Includes 20 admission tickets to festival

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Sponsorship Packages

Gold Sponsor: \$5,000

Your Company known as an Official Sponsor of Tarheel Balloon Festival. Name Association with Festival in all media and promotion of all events (except limited edition merchandise) Tarheel Balloon Festival

- 1/4 page ad in Festival program
- Mention in purchased commercial and outdoor advertising (billboard etc.)
- Logo on the all event signs around community and throughout the State
- Opportunity to hang your banner at all sponsored events
- Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all three days
- Logo on the back of official event T-shirts, and 5 free shirts
- Commemorative plaque presented during event
- Link from www.tarheelballoonfestival.com to Sponsor's webpage
- Includes 15 admission tickets to festival

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Orange County's Hottest Festival



Sponsorship Packages

Silver Sponsor: \$2,500

- Your Company known as a Sponsor of Tarheel Balloon Festival. Business Card sized page ad in program
- Logo on the all event signs around community and throughout the State
- Opportunity to hang your banner at all sponsored events
- Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all three days
- Logo on the back of official event T-shirts, and 10 free shirts
- Link from www.tarheelballoonfestival.com to Sponsor's webpage
- Includes 10 admission tickets to festival

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Sponsorship Packages

Morning Glow Balloon Sponsor: \$3000

- Your Company known as the Morning Glow Sponsor of the event.
- 1/2 page ad in program
- Opportunity to hang your banner at all sponsored events
- Logo on all print advertising and event brochures
- Booth/Tent space available all day Friday, Saturday & Sunday
- Stage signage throughout all acts
- Commemorative plaque presented during Festival
- Ten (5) complementary event tee shirts
- Link from our website to Sponsor's webpage
- Your company listed on official Welcome banner (includes Event title sponsor)
- Opportunity to participate in morning ceremony
- Opportunity to officially start the balloon launch one morning
- Includes 10 admission tickets to festival

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Orange County's Hottest Festival



Sponsorship Package

Afternoon Glow Balloon Sponsor: \$3000

- Your Company known as the Afternoon Glow Sponsor of Hog Day.
- 1/2 page ad in program
- Opportunity to hang your banner at all sponsored events
- Logo on all print advertising and event brochures
- Booth/Tent space available all day Friday, Saturday & Sunday
- Stage signage throughout all acts
- Commemorative plaque presented during Festival
- Ten (5) complementary event tee shirts
- Link from our website to Sponsor's webpage
- Your company listed on official Welcome banner (includes Event title sponsor)
- Opportunity to participate in morning ceremony
- Opportunity to officially start the balloon launch one afternoon
- Includes 10 admission tickets to festival

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Sponsorship Packages

Tethered Balloon Sponsor: \$3000

- Your Company known as the Tethered Balloon ride sponsor
- 1/2 page ad in event program
- Mention in purchased commercials
- Opportunity to hang your banner at all sponsored events
- Booth/Tent space available all day Friday, Saturday & Sunday
- Stage signage throughout all acts
- Link from the event website to the sponsor's webpage
- Sponsorship of Tethered Rides Event Area
- Opportunity to participate in opening ceremony each day
- 2 free tethered rides during weekend
- Opportunity to have your material or giveaways distributed at registration table.
- Includes 10 admission tickets to festival

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Sponsorship Packages

Balloon Ride Sponsor: \$3000

- Your Company known as the Balloon ride sponsor
- 1/2 page ad in event program
- Mention in purchased commercials
- Opportunity to hang your banner at all sponsored events
- Booth/Tent space available all day Friday, Saturday & Sunday
- Stage signage throughout all acts
- Link from the event website to the sponsor's webpage
- Sponsorship of Balloon Rides Event Area
- Opportunity to participate in opening ceremony each day
- 2 free tethered rides during weekend
- Opportunity to have your material or giveaways distributed at registration table.
- Includes 10 admission tickets to festival

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Orange County's Hottest Festival

Sponsorship Packages



Kickoff Party Sponsor: \$3000

- Your Company known as the Friday Night Kickoff Party Sponsor
- 1/2 page ad in event flyer distributed Friday Night
- Opportunity to hang your banner at all sponsored events
- Premier Booth/Tent space available all day Friday
- Stage signage throughout all acts
- Logo on Official Welcome Banner
- Logo on the back of official event T-shirt, and 5 free shirts
- Link from the event website to the Sponsor's webpage
- Opportunity to welcome everyone during the Friday night kickoff party
- Includes 10 admission tickets to festival

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Sponsor Packages

Kids Area Sponsor: \$3000

- Your Company known as the Kids Area Sponsor
- 1/2 page ad in event flyer distributed Friday and Saturday
- Opportunity to hang your banner at all sponsored events
- Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all acts
- Logo on Official Welcome Banner
- Logo on the back of official event T-shirt, and 5 free shirts
- Link from the events website to Sponsor's webpage
- Opportunity to welcome everyone during the Friday night kickoff party
- Includes 10 admission tickets to festival

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Orange County's Hottest Festival



Sponsorship Packages

Industry Exclusive Sponsorship (Ex. Official Car Dealer, Bank, Dentist etc.): \$3500
(Only one available per Industry. Excludes Title Sponsor who receives premier coverage)

- Your Company known as the Exclusive Industry Sponsor
- Full page ad in event program
- Mention in purchased advertising
- Opportunity to hang your banner at all sponsored events
- Logo on all print advertising and event brochures
- Premier Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all acts
- Logo on the back of official event T-shirt, and 10 free shirts
- Commemorative plaque presented during the Festival
- Link from event website to Sponsor's webpage
- Opportunity for exclusive promotion (Ex. Only Ford Cars, Bank Mobile ATM etc.)
- Includes 15 admission tickets to festival

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Sponsorship Packages

Entertainment Sponsor: \$3000

- Your Company known as the Entertainment Sponsor of our Festival.
- 1/2 page ad in our program
- Mention in purchased commercials
- Opportunity to hang your banner at all sponsored events
- Premier Booth/Tent space available all day Friday & Saturday
- Stage signage throughout all acts
- Logo on the back of official event T-shirt, and 5 free shirts
- Commemorative plaque presented during Hog Day
- Link from the event website to the Sponsor's webpage
- Introduce your favorite band in front of our crowd and assist with additional announcements throughout festival
- Includes 10 admission tickets to festival

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Sponsorship Packages

Food Truck Rodeo Sponsor: \$3000

- Your Company known as the Food Truck Rodeo Sponsor of the Festival
- 1/2 page ad in the event program
- Mention in purchased commercials
- Opportunity to hang your banner at all sponsored events
- Booth/Tent space available all day Friday, Saturday and Sunday
- Stage signage throughout all acts
- Logo on the back of official event T-shirt, and 5 free shirts
- Recognition as the Festival Food Truck Rodeo Sponsor
- Link from the event website to the Sponsor's webpage
- Includes 5 admission tickets to festival

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Sponsorship Packages

Bronze Sponsor : \$1500

- Business card sized ad in program
- Stage sign, size 2' X 3' or Banner (will be displayed throughout the two day main days of event)
- 10' X 10' Booth space or Auto Display
- Tee shirt ad
- Website Advertisement link
- Includes 5 admission tickets to festival

Participating Sponsor: \$1000

- Listing as supporter in program
- State sign, size 2' X 3' or Banner (will displayed during Saturday only and stored for your free for future Hog Days)
- 10' x 10' Booth space or Auto Display
- Website Advertisement link
- Includes 3 admission tickets to festival
-

GENERAL SPONSORSHIP INCLUDES:

- | | |
|--|-----------------|
| • Area Sponsor (Crafter Area, Info Booth) | \$1500.00 _____ |
| • Exclusive Shirt Sponsor (Volunteers or Staff) | \$1500.00 _____ |
| • Band Sponsor (Introduce your favorite band) | \$500.00 _____ |
| • Green room Sponsor (One each day) | \$350.00 _____ |
| • Perimeter sign 3' x 4' or Banner | \$250.00 _____ |
| • Tee Shirt ad | \$150.00 _____ |
| • Friends of listed in program | \$100.00 _____ |

Program Ads:

- | | |
|------------------------------------|----------------|
| • Business card size ad in program | \$100.00 _____ |
| • Half-page ad in program | \$150.00 _____ |
| • Full page ad in program | \$250.00 _____ |

Sponsorship Agreement

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Email: _____

Title: _____ Web Address: _____

Business Phone: _____ Fax: _____

Sponsorship Level (see attached sheets for further information)

Title (\$25,000) _____ Diamond (\$15,000) _____ Platinum (\$10,000) _____ Gold (\$5000) _____

Silver (\$2500) _____ Bronze (\$1500) _____ Participating (\$1000) _____ Glow Morning / Afternoon (\$3000) _____

Tethered Rides (\$3000) _____ Balloon Rides (\$3000) _____ Kickoff Party (\$3000) _____

Kickoff Party (\$3000) _____ Kids Area (\$3000) _____

Individual , Area or Exclusive Industry Category _____

I am authorized to enter into this agreement on behalf of the company/agency listed on this agreement and I understand that all contributions are tax deductible within the limits described in the law.

Signature: _____

Date: _____

Event Representative _____

Check Enclosed _____

ACH _____

Credit Card _____

Please return agreement to address shown below. Thank you for your support of Orange County's Hottest Festival. Please write checks to the Meridian Community Foundation.



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