

Sponsor Guide



Balloonfest, Air Show
& So Much More

September 12 & 13, 2020

Presented by
the Rotary Clubs
of Lycoming County, PA

Balloonfest, Air Show & So Much More 2020

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On behalf of the Rotary Clubs of Lycoming County, thank you for considering corporate sponsorship of the 14th "Balloonfest, Air Show & So Much More" which will be held on Saturday, September 12th & Sunday, September 13th, 2020 at the Lycoming County Fairgrounds, Hughesville, PA. For any big event, cash and donated services/products are critical and necessary for continued success, and they enable us to keep this family-friendly event affordable for all. In becoming a sponsor, you are demonstrating to the community that you want to share in the celebration and

support of something spectacular!

The attractions scheduled promise to make this a "not miss" regional event. We continue to see attendance grow as we strive to offer something for everyone.

For the general public, we have contracted with 12 hot air balloons which will be flying, weather permitting, during scheduled hours during the event. All pilots have commercial licenses and will be able to take attendees on flights. Other attractions at the event will be professional air show acts including aerobatic flight and sky-diving performances. We are



also working to add other ground attractions in addition to a BMX Team and ATV drag races. The day will close with a night air show, (skydivers with pyrotechnics, planes with lights and trailing smoke – weather permitting), and an impressive laser light show choreographed to music.

We also offer entertainment such as puppets, magicians, shows, heavy equipment rodeo and more between headline events. Vendors offer a varied selection of food, souvenirs, crafts, and exhibits for family fun. This event is planned and offered by volunteers to promote Rotary awareness and service in our community. We offer free parking and keep the entrance cost to a minimum. Our hope is to exemplify the "Service Above Self" Rotary motto and show that we are more than "Rotary International", but also "Rotary in our community".

We understand that without your help, this event cannot take place. With this in mind, we offer several corporate business packages to promote your business and entertain your clients and employees. There are also opportunities to sponsor specific acts or promote your business name by sponsoring the venue, the program, or other "name recognition opportunities".



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Promotion and Advertising:

We understand that promoting an event is paramount to its success. We also realize a primary reason for any sponsorship investment is communicating to the public that your business helped to make the event possible. With this in mind, we have commitments with local and regional media and utilize social media to promote and advertise this unique event.



A grant from the Williamsport Lycoming Chamber of Commerce through the Visitor's Bureau has allowed us to promote the event in other regions. The Williamsport Sun Gazette provides generous newspaper promotion. Lamar Outdoor Advertising provides billboards. Along with posters and brochures, we also advertise in several travel publications and receive TV coverage and advertising. We contract with Backyard Broadcasting as the Radio Group sponsor of the event with ads and

promotion airing on WILQ, WZXR, WBZD, WRVH, and WHPA. This sponsorship includes over \$25,000 advertising in 4 weeks of advertising before the event along with live coverage at the event.

As a sponsor, you will receive advertising as specified in the sponsorship level you choose. In addition, throughout the event our Announcer repeatedly recognizes sponsors and suggests attendees show appreciation by supporting those businesses that have made the event possible. If a radio ad is provided to us, it will be

played periodically during the event. All sponsors will be recognized, and those sponsoring particular performances will be thanked for their support during show times.



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Pilot Sponsorship

- Sponsor tents with tables and chairs will be provided at the event. You may reserve a tent in a 4-hour block of time during the event to entertain your friends, clients, and employees. You may bring catered food and beverages to the tent to entertain your party. All reservations need to be booked in advance.
- 150 Sponsor gate passes into the event
- Inclusion in all print ads as an Event Sponsor
- Inclusion in all radio ads as an Event Sponsor
- Logo inclusion on our website as an Event Sponsor
- Inclusion in social media as an Event Sponsor
- Radio ad played at event every hour
- Full page color display ad in official festival program
- 2 passes for an un-tethered balloon ride. (weather permitting)
You can use this once in a lifetime ride as an employee incentive, customer give-away or indulge yourself.

Pilot Sponsor Investment \$5,000.00

Co-Pilot Sponsorship

- Sponsor tents with tables and chairs will be provided at the event. You may reserve a tent in a 4-hour block of time during the event to entertain your friends, clients, and employees. You may bring catered food and beverages to the tent to entertain your party. All reservations need to be booked in advance.
- 100 Sponsor gate passes into the event
- Inclusion in all print ads as an Event Sponsor
- Inclusion in all radio ads as an Event Sponsor
- Logo inclusion on our website as an Event Sponsor
- Inclusion in social media as an Event Sponsor
- Radio ad played at event every 2 hours
- Half page color display ad in official festival program

Co-Pilot Sponsor Investment \$3,500.00

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Crew Sponsorship

- 50 Sponsor gate passes into the event
- Inclusion in all print ads as an Event Sponsor
- Inclusion in all radio ads as an Event Sponsor
- Logo inclusion on our website as an Event Sponsor
- Quarter page color display ad in official festival program

Crew Sponsor Investment
\$2,000.00

Laser Light Show Sponsorship

- 25 Sponsor gate passes into the event
- Logo with 1 line of text in the souvenir program laser light show ad
- Recognition by sound technician during laser light show

Laser Light Show Investment
\$1,000.00

Named Sponsorships



Air Show
4 @ \$5,000
Pilot Sponsor Benefits



Program Sponsor
1 @ \$3,500
Co-Pilot Sponsor Benefits



Sound Sponsor
1 @ \$2,000
Crew Sponsor Benefits



Laser Light Show
6 @ \$1,000



Balloonmeister
1 @ \$3,500
Co-Pilot Sponsor Benefits



Airshow Announcer
1 @ \$3,500
Co-Pilot Sponsor Benefits

Sponsor Registration Form

Business Name _____

Accepted By: _____

Business contact name _____

Phone number _____

email _____

Date: _____

Sponsorship Level _____

Named Sponsorship (If applicable) _____

Please return a copy to the person who provided you with this Sponsorship Guide or Sandy Spencer, C/O Balloonfest, Air Show & So Much More at PO Box 232, Montoursville, PA 17754. Contact Sandy at 570-279-6192 or email chair@lcrotary.com with any questions.

Send high rez pdf ad to program@lcrotary.com

Full Page Ad - Full Color
Size - 8"w x 10.25"h

Half Page Ad - Full Color
Size - 8"w x 5"h

Quarter Page Ad - Full Color
Size - 3.875"w x 5"h

