

Tailwind Regional
BALLON
FEST
Canton, TX



2018 Sponsorship Opportunities

Sponsor Benefits	General (Title) \$5,000	Colonel (Area/Event) \$2500	Major (Area/Event) \$1500	Captain (Area/Event) \$1000	Lieutenant (Balloon) \$500	Flight Deck \$300	Wing Man \$150
Title Sponsor Branding on Promotional Materials (Posters, Flyers, Rack Cards, Advertising, etc.); on General Admission Wristbands; Title Sponsor Announcements During Festival	♦						
Group Sponsor Signs Ranked by Sponsor Level on Festival Grounds	♦	♦	♦	♦	♦	♦	♦
Individual 2'x3' Sponsor Banner on Path Between Festival & Glow Area	♦	♦	♦	♦	♦	♦	♦
2nd Individual 2'x3' Sponsor Banner in the Area, at the Event, or on the Balloon that is Sponsored	♦	♦	♦	♦	♦		
Sponsors May Purchase Additional 2'x3' Individual Sponsor Banners for Placement on the Festival Grounds (see chart for maximum allowed)	8	6	5	4	3	2	1
"Proud Sponsor" Window Posters for Display at Your Business	♦	♦	♦	♦	♦	♦	♦
Sponsor Recognition in Local Media	♦	♦	♦	♦	♦	♦	♦
Sponsor Recognition on Festival Website, Facebook & Social Media	♦	♦	♦	♦	♦	♦	♦
Sponsor Logo or Name on Festival Handout Distributed to All at Gate	♦	♦	♦	♦	♦	♦	♦
Free Tethered Balloon Rides During the Event (weather & time permitting)	5	4	3	2	1		
VIP Badges Granting Admission to VIP Tent w/ Free Food & Rest Area	8	6	5	4	3	2	1
Free Car Passes to Festival	8	6	5	4	3	2	1
Free Exhibit Space at Festival (Non Food & Beverage)	♦	♦	♦	♦	♦		

Tailwind Regional

BALLOON FEST

May 18-19, 2018

2018 SPONSORSHIP APPLICATION FORM

- LEVEL:**
- | | |
|---|---|
| <input checked="" type="checkbox"/> GENERAL (TITLE) \$5,000 | <input type="checkbox"/> LIEUTENANT (BALLOON) \$500 |
| <input type="checkbox"/> COLONEL (AREA / EVENT) \$2500 | <input type="checkbox"/> FLIGHT DECK \$300 |
| <input type="checkbox"/> MAJOR (AREA / EVENT) \$1500 | <input type="checkbox"/> WING MAN \$150 |
| <input type="checkbox"/> CAPTAIN (AREA / EVENT) \$1000 | |

Your sponsorship makes this special event possible. This is a fun family event that will attract visitors to the area, boosting the local economy and benefiting area residents and businesses. Thank you for supporting your community!

Sponsor Name (as it should appear in promotions) : _____

Contact Name: _____ Email: _____

Address: _____

Phone: _____ Cell: _____

If donation is to be an in-kind contribution, please describe the contribution and value: _____

All sponsors will be represented with a 2'x3' banner along the pathway between the glow area and the festival. Balloon sponsors will have a second banner on one of the balloons. Sponsors of \$1000+ will have a second banner in the event or area they are sponsoring.

If sponsoring \$1000 or more, please circle your preference. Every effort will be made to honor your request on a first-come, first-served basis; however, management reserves the right to make the final decision on assignments.

\$2500+: Battle of Bands / Kids Games Zone / VIP Tent (reserved for caterer)

\$1500: Friday Concert / Petting Zoo / Vendors Area / Food Court / Bounce Houses (reserved for provider)

\$1000: Photo Opportunity Glow Booth / Tethered Ride Booth

EXTRAS:

I would like 1 complimentary exhibit space (if donating \$500+) Yes, my booth requires electricity.

I plan to exhibit: _____

In addition to my complimentary 2'x3' Sponsor Banner(s), I would like to order _____ (number) extra 2'x3' banners @ \$50 each for display at the festival

I _____ (printed name) certify that I have the authority to commit funds for the selected sponsorships, orders and promotions and understand that funds are non-refundable if the event is canceled due to inclement weather or unforeseen events.

Signature: _____ Date: _____

Please make checks payable to the Canton Economic Development Corp., 119 N. Buffalo, Canton, TX 75103. For more info., please contact the following:

Austin Melton, CEDC, amelton@cantontex.com
Phone: 903-567-1849 Fax: 903-567-1872

or Stacy Crossley; stacy@millcreekresort.com
Phone: 903-567-6020 Fax: 903-567-6027

Credit Card Option: Date to Process: _____ Name on Card: _____

CC#: _____ Exp. Date: _____ CV2#: _____ Zip Code: _____

Billing Address: _____

Please provide the following information ASAP to Austin Melton at amelton@cantontex.com

- * Electronic logo in high resolution
- * Brief business description or slogan

Your sponsorship will appear in festival promotions as soon as possible after registration. Some promotions require up to 45 days lead time. Register by April 30th to be included on festival signs and banners.