



Dear Community Partner,

We are proud to announce the second annual Hot Air for Hope: Carson Valley Balloon Festival! Taking to the sky **May 17-19, 2024**, this 3-day event will feature magnificent balloons, balloon competitions, food, arts, crafts, and music. Fun for the entire family!

We invite you to become a part of this magical event. Sponsors will enjoy exclusive opportunities including: advertising, balloon rides, pilot meet & greet event, and much more.

Our festival has once again selected the Center for Hope and Healing as the primary beneficiary. The Center has worked to support grieving families for the past 12 years, to start the healing process as they navigate the loss of their loved ones. We are grateful that sponsorships like yours allows the center to provide services to every individual and family FREE of charge.

Thank you for your consideration and generosity. Your support for our community exemplifies your dedication for the greater good and love of our community.

Sincerely,

Carson Valley Balloon Festival
Board of Directors



Note: ALL BALLOON OPERATIONS ARE WEATHER DEPENDENT

1528 HWY 395, Ste 125
Gardnerville NV 89410
775-691-1955
contact @hotairforhope.com

CARSON VALLEY BALLOON FESTIVAL

Greg Nelson, President
Amanda Johnson, Vice President
Tracy Nelson, Treasurer
Lorelei Lamb, Secretary
Allen Anderson, Director
Jason Smith, Director



HOT AIR FOR HOPE MARKETING PROOF POINTS

UTILIZING INSIGHTS FROM THE 2023 EVENT

Impressive website analytics

For a first-year event, Hot Air for Hope 2023 yielded a significant response on our main marketing channel, our website hotairforhope.com

16,000
website visits

June 2022 - October 2023

11,000
unique visitors

June 2022 - October 2023

Strong social media presence

For a first-year event, Hot Air for Hope 2023 was able to organically grow a strong base of followers on our Facebook and Instagram channels. For 2024, we have added a dedicated social media manager to increase our activity, including more videos and sponsor and partner cross promotion.

887
Facebook followers

as of October 2023

417
Instagram followers

as of October 2023

80,602
Facebook reach

June 2022 - October 2023

9,714
Instagram Reach

June 2022 - October 2023

Heartfelt community benefit

Hot Air for Hope 2023 made a tangible impact on our community.

38
Donated balloon rides

to veterans, first responders and clients of Center for Hope and Healing.

6,500+
attendees

over our three day of events in 2023

**FOLLOW US ON
SOCIAL MEDIA
FOR MORE
DETAILS AS
THEY BECOME
AVAILABLE**



@HOTAIRFORHOPE



SPONSORSHIP LEVELS

PINNACLE
\$15,000

ASCENT
\$5,000

HORIZON
\$2,000

TREETOP
\$1,000

GROUND
\$500

PRINTED ADVERTISEMENT

Logo on advertising poster to be placed at local businesses.					
Logo on float banner at Carson Valley Parade of Lights (if signed on by November 20)					
Logo on event T-Shirt					
Name on event poster					

WEBSITE & SOCIAL MEDIA ADVERTISING

Logo on top of website homepage with link to business					
Logo on website with link to business					
Name placement at top of FB and IG social channels from sign-up until at least July following the event					
Four (4) dedicated posts with logo and one (1) video/reel with the ability to write post text					
Dedicated posts with logo		3	2	1	
One (1) Social post with multiple businesses' logos					

ONSITE ADVERTISING

Banner on Main Event Stage					
Banner on one balloon basket (2'x3')					
Booth at the Festival (10'x10')					
Recognition/thank you at Pilot & Sponsor Dinner					

BALLOON RIDES

Dedicated balloon and pilot					
One (1) Balloon Ride for 2 people on each day of event Friday, Saturday & Sunday					
One (1) Balloon Ride for 2 people on Saturday & Sunday of Event					
One (1) Balloon Ride for 2 people, day assigned					

PERKS

Choice of Presenting Opportunities: Propane, Light Up Carson Valley, Pilot/Sponsor Dinner, Entertainment, Competition					
Champagne Toast					
Pilot Meet and Greet Dinner tickets	8	4	2	1	
Commemorative T-Shirts	8	4	2	1	



SPONSORSHIP AGREEMENT

To ensure optimum promotional planning, we need confirmation of your interest and commitment to sponsor the 2024 Hot Air for Hope Balloon Festival as soon as possible. Please email this agreement form to ensure receipt of the level of sponsorship you desire.

We thank you for your interest and consideration and look forward to working with you.

Sponsorship Levels:

- PINNACLE
\$15,000
- ASCENT
\$5,000
- HORIZON
\$2,000
- TREETOP
\$1,000
- GROUND
\$500

**\$50 Deposit Due Immediately to Hold Sponsorship Spot
Sponsorship Balance Due on or Before January 31, 2024**

Name of Company/Organization:

Name of Contact Person:

Address:

City State Zip Phone Number

Event Day Contact Cell Number

Email Address

I _____ understand that Hot Air for Hope is dependent on weather. All Hot Air Balloon activities may be restricted or cancelled due to adverse weather conditions or wind speeds that exceed safety levels. Each individual pilot will assess the safety of inflating their balloon and will make all final decisions on their day's launch. The Festival on Saturday May 18, 2024 is a rain or shine event. **If in the unlikely event the Festival and/or Balloon launches are suspended or cancelled due to inclement weather, city, state, national or local health concerns/restrictions, or other causes beyond control there will be no refunds of sponsorship contributions or a rescheduled date.**

Name of Person Making Commitment

Signature of Person Making Commitment Date