



2008 SPONSORSHIP AND PARTNERSHIP PACKAGES



at the 2008 Quick Chek New Jersey
Festival of Ballooning
July 25, 26 & 27, Solberg Airport, Readington, NJ



INTRODUCTION

This summary is designed to highlight the various levels and benefits to Your Company in assuming a Partner status of the 26th Annual Quick Chek New Jersey Festival of Ballooning ... the largest summertime Balloon & Music Festival in North America.

The Quick Chek New Jersey Festival of Ballooning is an internationally recognized event that attracts over 175,000 attendees annually from all of New Jersey and its bordering states. The event utilizes the largest summertime gathering of hot air balloons, major concerts and an extensive advertising/public relations campaign which attracts an active, upscale, family demographic that spends an average of 7 ½ hours at the event. The Festival has a solid track record in producing winning results for its corporate partners, including the likes of Quick Chek, who has been the event's title sponsor for 15 years, PNC Bank, Budweiser, Marriott, AT&T, Optimum and many more.

Depending on the investment level you choose to partner at, we will propose a creative campaign for Your Company that provides:

- The design of a well timed branding campaign that creates as many positive impressions as possible for Your Company, and a high visibility marketing effort that creates positive branding in the key New York-New Jersey ADI & DMA.
- On-site activity and hands-on interactive display area enabling the 175,000+ spectators to experience Your Company's brand, features, services, benefits and solutions in a fun, unique and festive environment.
- Increase new business & add new customers for Your Company through various vehicles such as database participation, advance programs, on-site programs, Internet, cross promotional alliances, consumer retail promotions, PR events and more depending on the investment level.
- A Unique Positioning at the Festival, enabling Your Company to stand out, distinguish itself and create an experiential platform where it can maximize face-to-face interaction with its consumer base.





Quick Chek New Jersey Festival of Ballooning

SEE WHAT THE BUZZ IS ALL ABOUT ...



DATES:	Friday, July 25 thru Sunday, July 27
TIMES:	Friday 1pm – 10pm; Saturday 6am – 10pm; Sunday 6am – 8pm
LOCATION:	Solberg Airport – Readington, New Jersey
ATTENDANCE:	175,000-plus
WEBSITE:	www.balloonfestival.com
DEMOGRAPHICS:	

- 85% of attendees are families with children
- Average stay per family is 7.5 hours
- Over 50% of attendees' household income exceeds \$50,000
- 54% of attendees are female, 46% are male.
- 80% of attendees are from New Jersey; 48 other states are represented as well

2007 Highlights:

- Up to 125 Hot Air Balloons ascended 6 times during the weekend
- Four Headliner Concerts (Chuck Negron, former lead singer of Three Dog Night on Friday Night, Jonas Brothers on Saturday afternoon followed by Blues Traveler on Saturday Night & Creedence Clearwater Revisited Sunday Afternoon)
- Fireworks Show - Friday Night
- Balloon Glow - Saturday Night
- Galaxy of Thrills featuring Galaxy Girl, the highest aerial act in the world
- "Fly In" movie, the Wizard of Oz
- Hundreds of Arts & Crafters and Vendors
- Much, much more





MARKETING PARTNER

\$45,000

- Official Designation as a Festival Marketing Partner
- Opportunity to promote and advertise this designation in advertising, promotions and public relations efforts.
- Year-round presence on the festival's web site (www.balloonfestival.com)
- Unique Positioning (i.e. The XYZ Company "Friday Night Concert" or "Friday Night Fireworks") (Will receive prominent exposure in ALL advertising and promotional campaigns.)
- Logo inclusion and/or verbal mention in the event's three-month, multi-faceted media campaign. VALUED AT \$500,000+.
- (30) :30 second radio spots on stations that support the Festival campaign
- (30) :10 second radio tags on stations that support the Festival campaign
- One (1) 1/2-page B&W ad in the Courier-News Festival Supplement
- Public Relations Campaign
- Four (4) logo placements on banners throughout the event
- One (1) title banner marking your unique position
- Five (5) Public Address announcements per day
- Mention on Sponsor Welcome Boards
- Ability to display cold air inflatable (provided by your company)
- Balloon Sponsorship with 15' x 30' banner (sport-shaped balloon only) for all 5 ascensions scheduled for the event (**Wind & Weather Dependant**)
- Four (4) Complimentary Balloon Rides (one ride = 1 person, Friday PM Ascension)
- 20' x 20' Festival Booth (table, chairs, electrical outlets)
- 300 Complimentary Tickets (good for any one (1) day)
- Eight (8) Sponsor Admission Credentials (good for all three days of the festival)
- Continued...



Quick Chek New Jersey Festival of Ballooning

- Four (4) Sponsor Parking Passes (good for all three days, twelve (12) total)
- Eight (8) Invitations to Friday Evening Pilot & Sponsor Reception
- Four (4) VIP Blue Sky Club Memberships (good for all three days, twelve (12) total) (includes four (4) reserved concert tickets/seats for each night)
- Option for Private Hospitality Pavilion, up to 100 people, on Friday or Sunday
- Customized Promotions – pre and post-event, designed to drive retail traffic
- Ticket Discounts for additional tickets





PARTICIPATING PARTNER

\$25,000

- Official Designation as a Participating Sponsor/Partner
- Opportunity to promote and advertise this designation in advertising, promotions and public relations efforts.
- Unique Positioning (i.e. The XYZ Company "Family Fun Center") (Lower Profile Element)
- (10) :30 second radio spots on stations that support the Festival campaign
- (10) :10 second radio tags on stations that support the Festival campaign
- 1/4-page B&W ad in the Courier-News Festival Supplement
- Public Relations Campaign
- Two (2) 3' x 5' banners throughout the event
- Three (3) Public Address announcements per day
- Mention on Sponsor Welcome Boards
- Ability to display cold air inflatable (provided by your company)
- Balloon Sponsorship with 15' x 30' banner (sport-shaped balloon only) for all 5 ascensions scheduled for the event **(Wind & Weather Dependant)**
- Two (2) Balloon Rides (one ride = 1 person, Friday PM Ascension)
- 10' x 20' Festival Booth w/ (table, chairs, electrical outlets)
- 150 Complimentary Tickets (good for any one (1) day)
- Six (6) Sponsor Admission Credentials (good for admission on all three days)
- Six (6) Sponsor Parking Passes (two (2) for each day)
- Six (6) Invitations to Friday Evening Pilot Reception
- Six (6) VIP Blue Sky Memberships (two (2) for each day) (includes two (2) reserved concert seats/tickets for each night)
- Option for Private Hospitality Pavilion, up to 100 people, on Friday or Sunday **(Food & Beverage Extra)** (Ask for the Hospitality Package)
- Customized Promotions
- Ticket Discounts for additional tickets



COMPREHENSIVE PARTNER

\$15,000

- Official Designation as a Comprehensive Sponsor/Partner
- Opportunity to promote and advertise this designation in advertising, promotions and public relations efforts.
- Public Relations (Press Release & Announcement Only)
- One (1) 3' x 5' banner
- Two (2) Public Address announcements per day
- Mention on Sponsor Welcome Boards
- Ability to display cold air inflatable (provided by your company)
- Balloon Sponsorship with 15' x 30' banner (sport-shaped balloon only) for all 5 ascensions scheduled for the event (**Wind & Weather Dependant**)
- One (1) Complimentary Balloon Ride (one ride = 1 person for Friday PM Ascension)
- 10' x 10' Festival Booth (table, chairs, electrical outlets)
- 50 Complimentary Tickets (good for any one (1) day)
- Four (4) Sponsor Admission Credentials (good for all three days of the festival)
- Six (6) Sponsor Parking Passes (two (2) for each day)
- Four (4) Invitations to Friday Evening Pilot Reception
- Four (4) VIP Blue Sky Club Membership for Friday Night Only (includes four (4) reserved concert seats/tickets for Friday concert only)
- Option for Private Hospitality Pavilion, up to 100 people, on Friday or Sunday (**Food & Beverage Extra**) (Ask about our Hospitality Package)
- Customized Promotions
- Ticket Discounts for additional tickets



MARQUEE BALLOON PARTNER

\$5,750

- Official Designation as a Marquee Sponsor/Partner
- Opportunity to promote and advertise this designation in advertising and promotions
- Balloon Sponsorship with 15' x 30' banner (sport-shaped balloon only) for all 5 ascensions scheduled for the event (**Wind & Weather Dependant**)
- 10' x 10' Festival Booth (table, chairs, electrical outlets)
- 25 Complimentary Tickets (good for any one (1) day)
- Two (2) Sponsor Admission Credentials (good for all three days of the festival)
- Two (2) Sponsor Parking Passes (two (2) only, good for all three days, no exceptions)
- Two (2) Invitations to Friday Evening Pilot Reception
- Ticket Discounts for additional tickets





MARQUEE PARTNER

\$2,500

(No Balloon)

- Official Designation as a Marquee Sponsor/Partner
- Opportunity to promote and advertise this designation in advertising, promotions and public relations efforts
- 10' x 10' Festival Booth (table, chairs, electrical outlets)
- 25 Complimentary Tickets (good for any one (1) day)
- Two (2) Sponsor Admission Credentials (good for all three days of the festival)
- Two (2) Sponsor Parking Passes (two (2) only, good for all three days, no exceptions)
- Two (2) Invitations to Friday Evening Pilot Reception
- Ticket Discounts for additional tickets





We look forward to helping your SALES SOAR
at the:



**The 26th Annual
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July 25, 26 & 27, 2007**