SUPPORT A COMMUNITY EVENT THAT HAS BEEN ENJOYED BY FAMILIES THROUGHOUT THE STATE FOR DECADES.

The Michigan Challenge Balloonfest is held each .

The main event, which takes place on the Howell High School campus, features 40 balloon pilots participating in five hot air balloon launches and competitions throughout the weekend.

When the balloons aren't flying there are plenty of family-friendly activities for guests to enjoy including a large carnival with rides and attractions for all ages, live entertainment, a food court with festival favorites, an open-air marketplace, fireworks, a balloon glow, and so much more!

The Michigan Challenge Balloonfest is the top-attended summer event in Livingston County and one of the local favorites. There is a reason it is considered to be the signature event of the Howell Chamber.

There are many levels of sponsorship available for this event, assuring you'll find the perfect fit. It is no wonder our sponsors return year after year! Are you ready to join the Balloonfest family?

"Michigan Challenge Balloonfest is a wonderful event that our family looks forward to every year. The entertainment is always excellent quality. We have grown to have two favorites of the weekend...the fireworks on Friday night, and the Balloon Glow on Saturday night. Both of these are spectacular. Wonderful event that brings many businesses, nonprofits, organizations, and volunteers together to make happen!"
-Sandie -

This was our family's first time at the Balloonfest and we had a blast! A fun filled night with entertaining street performers, top notch live music, and more. The BEST part was the evening GLOW when the balloons inflated and the pilots turned on the fire to make them all a blaze!
- Mary -

Please Note: All sponsorships that include audio/video recordings are given full rights for promotion. Radio spot audio/video recordings are available on demand at WHMI.com; podcast 900,000 hits/mo., Chamber website and Howell Chamber YouTube channel

Howell Area Chamber of Commerce

MICHIGAN CHALLENGE

Balloonfest

SPONSORSHIP OPPORTUNITIES

	PRESENTING	BLUE SKY	BALLOON LAUNCH	FIREWORKS	GLOW
	$22,000	$10,000	$7,500	$6,500	$5,500
RECOGNITION					
Recognition during live promotions, social media live videos, radio announcements	X	X	X	X	X
Event promoted as "Michigan Challenge Balloonfest presented by ___"	X				
Company name on collectors pin**	X				
Logo included in annual highlight reel video	X	X	X	X	X
Sponsor name announced throughout the weekend	X	X	X	X	X
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	Logo	Logo	Logo	Logo	Logo
Sponsorship recognition in event brochures/maps **	Logo	Logo	Logo	Logo	Logo
Sponsor banner provided by Michigan Challenge prominently displayed	X	X	X	X	X
Name and logo featured on table centerpieces at awards program	X				
3x3 Banner prominental diplayed on fence					
Banner Ad on Michigan Challenge Website, artwork provided by business	X	X	X	X	X
Sponsor recognition in the Howell Chamber Advantage newsletter	Logo	Logo	Logo	Logo	Logo
PROMOTION					
10 x 10 Corporate exhibit space provided on festival grounds	X	X	X	X	X
Hospitality golf cart signage and opportunity to support and interact with volunteers					
Space for one company provided cold-air inflatable at event site	X	X			
Opportunity to provide branded item to pilots	X	X	X	X	X
MEDIA					
Opportunity to be included in on-site live promotions including TV, Social Media Livestream and Radio	X				
Logo and link advertisement on Chamber podcast show Copy of video recording for your use	4	3	2	2	1
Entry of corporate balloon in the Challenge competition with premier positioning	X				
Balloon basket banner featuring your company name	X	X	X	X	X
Private VIP Meet & Greet w/pilots (1 hr. prior to public Meet & Greet)	X	X	X	X	X
COMPANY PERKS					
Media Night private event passes, entertainment and photo opportunities	4	4	4	2	2
Launch field passes to allow sponsor/guest on the field during balloon inflation	4				
VIP Parking passes		20	15	15	10
VIP room passes	15	10	10	10	5
General hospitality passes					
Weekend festival passes	30	20	20	15	10

***If sponsorship committed by before publication date*

MICHIGAN CHALLENGE

Balloonfest

SPONSORSHIP OPPORTUNITIES

	ENTERTAINMENT $3,500	LANDING ZONE $2,500	HOSPITALITY SPONSOR $2,000	BALLOON BASKET $1,000	BANNER SPONSOR $500
RECOGNITION					
Recognition during live promotions, social media live videos, radio announcements	X				
Event promoted as "Michigan Challenge Balloonfest presented by ___"					
Company name on collectors pin**					
Logo included in annual highlight reel video					
Sponsor name announced throughout the weekend	X	X	X		
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	Logo	Name	Name	Name	
Sponsorship recognition in event brochures/maps **	Logo	Name			
Sponsor banner provided by Michigan Challenge prominently displayed	X	X			
Name and logo featured on table centerpieces at awards program					
3x3 Banner prominental diplayed on fence					X
Banner Ad on Michigan Challenge Website, artwork provided by business	X	X	X	X	
Sponsor recognition in the Howell Chamber Advantage newsletter	Logo	Logo			
PROMOTION					
10 x 10 Corporate exhibit space provided on festival grounds	X	Landing Zone - No Electric			
Hospitality golf cart signage and opportunity to support and interact with volunteers			X		
Space for one company provided cold-air inflatable at event site					
Opportunity to provide branded item to pilots	X	X	X	X	
MEDIA					
Opportunity to be included in on-site live promotions including TV, Social Media Livestream and Radio					
Logo and link advertisement on Chamber podcast show Copy of video recording for your use	1	1			
Entry of corporate balloon in the Challenge competition with premier positioning					
Balloon basket banner featuring your company name	X	X		X	
Private VIP Meet & Greet w/pilots (1 hr. prior to public Meet & Greet)	X	X	X	X	
COMPANY PERKS					
Media Night private event passes, entertainment and photo opportunities	2	2	2	4	
Launch field passes to allow sponsor/guest on the field during balloon inflation					
VIP Parking passes	30	4	4	4	
VIP room passes	5				
General hospitality passes		4	4	4	
Weekend festival passes	10				

***If sponsorship committed by before publication date*

BALLOONS And Brews

SPONSORSHIP OPPORTUNITIES

	BREW MASTER $2,000	TASTING $1,000	HOPS $500	HOSPITALITY & GAMES *Plus Trade Partnership $250
RECOGNITION				
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	X	X		
Business featured on event wristband	X			
Logo on souvenir cup for VIP guests	X			
Sponsor banner (provided) prominently displayed at beer tasting event	X	X	X	X
Logo on guest punch card tickets	X			
Sponsor recognition in the Howell Chamber Advantage newsletter	X	X	X	
2 Minute guest welcome/introduction	X			
DJ Mention	X	X	X	
Special social media highlight	2	1		
PROMOTION				
Display table at event	X	X	X	X
COMPANY PERKS				
VIP complimentary tickets to beer tasting	6	4	2	

Howell Area Chamber of Commerce Foundation

HYP

Soaring To New Heights

Fundraiser to benefit the Fantasy of Lights

MICHIGAN CHALLENGE BALLOONFEST SPONSORSHIP COMMITMENT FORM

COMPANY NAME_____

CONTACT INFORMATION

PRIMARY CONTACT: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

WEBSITE: _____

On receipt of this signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal.

If paying by check, payment should be made payable to: Howell Area Chamber of Commerce and mailed to: Howell Area Chamber of Commerce, ATTN: BALLOONFEST SPONSORSHIP, 123 E Washington St. Howell, MI 48843

Payment must be received by May 22, 2023 in order to guarantee inclusion in printed and published event materials.

Balloonfest Sponsorship Commitment

Select (mark X) the sponsorship opportunity you would like to commit to for **Michigan Challenge Balloonfest 2023.**

- ☐ Presenting Sponsor - $22,000
- ☐ Blue Sky - $10,000
- ☐ Balloon Launch - $7,500
- ☐ Fireworks - $6,500
- ☐ Glow - $5,500
- ☐ Entertainment - $3,500
- ☐ Landing Zone - $2,500
- ☐ Hospitality Sponsor - $2000
- ☐ Balloon Basket Sponsor - $1000
- ☐ Banner Sponsor - $500

Balloons & Brews Sponsorship Commitment

Select (mark X) the sponsorship opportunity you would like to commit to for Balloons & Brews 2023.

- ☐ Brew Master - $2,000
- ☐ Tasting - $1,000
- ☐ Hops - $500
- ☐ Hospitality and Games - $250

PAYMENT INFORMATION

TOTAL AMOUNT: $ _____

BILLING CONTACT NAME: _____ DATE: _____

PHONE: _____ EMAIL: _____

SIGNATURE: _____

Please submit completed form to michallengeballoonfest@gmail.com. Upon receipt of this signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. If paying by check, payment should be made payable to: Howel Area Chamber of Commerce and mailed to: Howell Area Chamber of Commerce ATTN: BALLOONFEST SPONSORSHIP, 123 E. Washington St. Howell, MI 48843.

Payment must be received by May 22, 2023, in order to guarantee participation in conference printed materials.