

Michigan Challenge BALLOONFEST



MICHIGAN CHALLENGE
Balloonfest

Support a community event that has been enjoyed by families throughout the state for decades.

The Michigan Challenge Balloonfest is held the last full week each year in June.

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 -



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**SPONSORSHIP
OPPORTUNITIES**

	RESERVING	SHAPE BALLOON SPONSOR	FIREFWORKS	GLOW	UP, UP & APP SPONSOR	ONLINE TICKET SPONSOR
	\$20,000	\$10,000	\$9,000	\$6,000	\$5,500	\$5,500
RECOGNITION						
Event promoted as "Michigan Challenge Balloonfest presented by _____"	X					
Company name on collectors pin sold to the public and handed out to all the pilots	X					
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	Logo	Logo	Logo	Logo	Logo	Logo
Sponsor recognition on Balloonfest app	Logo				Logo on Splash & Festival Map Screen	
Special recognition during Balloonfest weekend		Emcee Announcement During Shape Balloons	Name Announced during Fireworks	Emcee Announcement During Evening Glow		
Sponsor banner (provided) displayed on Balloonfest grounds	At main stage	X	X	X		
Sponsor recognition in the Howell Chamber Advantage e-newsletter	Logo	Logo	Logo	Logo	Logo	Logo
Logo included in annual highlight reel video	X	X	X	X		
Name and logo featured on table centerpieces at awards program	X					
Logo on confirmation receipt-online ticket sales, ticket event site pages and follow up ticket emails to guests.						X
Logo'd banner on golf carts used throughout the weekend on BF grounds-six golf carts						
Company Logo on all red weekend wristbands						
PROMOTION						
Opportunity to provide branded item to pilots	X	X	X	X	X	X
10 x 10 Corporate exhibit space provided on festival grounds	X	X	X	X		
MEDIA						
VIP Meet & Greet w/pilots	X	X	X	X	X	X
Balloon Basket banner featuring your company name on all the shape balloons throughout the festival		X				
Balloon basket banner featuring your company name	X		X	X	X	X
Entry of corporate balloon in the Challenge competition with premier positioning-business to provide balloon/pilot	X					
COMPANY PERKS						
Media Night private event passes, entertainment and photo opportunities	8	6	6	6	4	4
VIP Parking passes	20	15	15	15	10	10
VIP Room passes	20	15	15	15	10	10
Weekend festival passes	20	15	15	15	10	10
General hospitality passes						

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	WRISTBAND	ENTERTAINMENT	GOLF CART	LANDING ZONE	VIP ROOM SPONSOR	INFORMATION BOOTH SPONSOR	BALLOON BASKET
	\$5,500	\$4,000	\$3,500	\$2,500	\$2,000	\$1,500	\$1,000
RECOGNITION							
Event promoted as "Michigan Challenge Balloonfest presented by _____"							
Company name on collectors pin sold to the public and handed out to all the pilots							
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	Logo	Logo	Logo	Name	Name	Name	Name
Sponsor recognition on Balloonfest app							
Special recognition during Balloonfest weekend		Emcee Announcement During All Live Entertainment					
Sponsor banner (provided) displayed on Balloonfest grounds		X		X	VIP Room	Info Booth	
Sponsor recognition in the Howell Chamber Advantage e-newsletter	Logo	Logo	Logo	Name	Name	Name	
Logo included in annual highlight reel video							
Name and logo featured on table centerpieces at awards program							
Logo on confirmation receipt-online ticket sales, ticket event site pages and follow up ticket emails to guests.							
Logo'd banner on golf carts used throughout the weekend on BF grounds-six golf carts			X				
Company Logo on all red weekend wristbands	X						
PROMOTION							
Opportunity to provide branded item to pilots	X	X	X	X	X	X	X
10 x 10 Corporate exhibit space provided on festival grounds		X		Landing Zone Non-Electric Upgrade Pricing Available			
MEDIA							
VIP Meet & Greet w/pilots	X	X	X	X	X	X	X
Balloon Basket banner featuring your company name on all the shape balloons throughout the festival							
Balloon basket banner featuring your company name	X	X	X	X			X
Entry of corporate balloon in the Challenge competition with premier positioning-business to provide balloon/pilot							
COMPANY PERKS							
Media Night private event passes, entertainment and photo opportunities	4	4	4	2	2	2	2
VIP Parking passes	10	10	10	4	4	4	4
VIP Room passes	10	10					
Weekend festival passes	10	10	10	4	4	4	4
General hospitality passes			10	4	4	4	4

Balloons And Brews

SPONSORSHIP OPPORTUNITIES



BREWMASTER

TOP TAPS TROPHY
SPONSOR

HOPS SPONSOR

	BREWMASTER \$2,500	TOP TAPS TROPHY SPONSOR \$1,250	HOPS SPONSOR \$625
RECOGNITION			
Sponsor banner displayed at beer tasting event	X		
Co-branded banner displayed at event		X	X
Sponsor recognition in the Howell Chamber Advantage newsletter	LOGO	LOGO	NAME
DJ sponsor recognition	X	X	X
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	X	X	X
Logo on confirmation receipt -online ticket sales	X		
Logo on ticket purchase event site pages (RunSignUp)	X		
Dedicated social media highlight	X		
co-branded social media highlights	X	X	X
Business logo featured on event wristband	X		
Logo on Souvenir Cup	X		
Logo on guest punch card	X		
Logo on trophy		X	
Opportunity to present award to winning brewery	X		
2 Minute guest welcome/introduction	X		
PROMOTION			
Display table at event	X	X	X
COMPANY PERKS			
VIP complimentary tickets to beer tasting	8	6	4

