

## H-E-B | CENTRAL MARKET PLANO BALLOON FESTIVAL

To ensure optimum onsite sponsor placement and promotional planning, we need confirmation of your interest and commitment to invest in this year's Festival as soon as possible. Booth space may be limited.

**Contact Jo Via regarding Corporate Marketing Opportunities.**

**Email: [Jovia@planoballoonfest.org](mailto:Jovia@planoballoonfest.org)**

**Office: 972-867-7566**

**Cell: 214-325-4133**

### **Activation Logistics:**

Contracts and full payment for marketing sponsorship due by **August 1, 2024**. Your fee must be paid prior to occupying the onsite space.

### **ALL Tents will be provided by Plano Balloon Festival, Inc.**

Companies choosing to utilize a logo tent must provide a flame-retardant certificate and **WRITTEN** notification, no later than **60** days prior to event, to Plano Balloon Festival, Inc. indicating the exact size. All logo tents must have ample weights to secure in case of wind. Plano Balloon Festival reserves the right to deny logo tent placement if not correctly secured.

The Plano Balloon Festival, Inc. takes place in an outdoor, uncovered venue and has a NO REFUND POLICY. In the unlikely event the Festival is suspended or cancelled due to inclement weather, city, state, national, or local public health concerns/restrictions, force majeure or other causes beyond Festival control there will be no refunds or a rescheduled date. Please keep this in mind when investing as a Marketing Sponsor for the 2024 Plano Balloon Festival, Inc. When severe weather conditions exist in close proximity to the Festival grounds, we may choose to delay the event for an hour or more, before deciding to suspend or proceed. The onsite participants' safety is our primary concern. If weather conditions dictate, we may have to suspend a specific day's activities. If the weather conditions improve, we will evaluate the forecast and re-open the Festival.

Hot-air Balloon Displays, including launches, static displays, glows, and tether rides may be restricted due to adverse weather conditions or wind speeds that exceed safety levels. Hot-air balloons are **ONLY** in the Park during the scheduled balloon activity dates and times.

We thank you for your interest and consideration and would welcome the opportunity to showcase your business at the 2024 H-E-B | Central Market Plano Balloon Festival.

