



H-E-B | Central Market Plano Balloon Festival

September 19, 20, 21, & 22, 2024
Oak Point Park
Plano, Texas

See a **Kaleidoscope** of colorful hot-air balloons and special shapes on the launch field. Balloons are ONLY in the park Thursday, Friday, and Saturday evening at 7pm and Saturday and Sunday morning at 7am (weather permitting). If weather permits, attendees will have the opportunity to interact with the pilots and learn about the sport of hot-air ballooning.



Hear the roar of burners being ignited as special shapes and colorful balloons inflate and GLOW against the backdrop of the dark night sky. The balloon glow is a MUST see Thursday, Friday and Saturday night.

Feel an overwhelming sense of delight spread over you as your family and friends experience the wonders of the H-E-B | Central Market Plano Balloon Festival September 19, 20, 21, & 22, 2024.



Enjoy the H-E-B | Central Market Plano Balloon Festival
September 19, 20, 21, & 22, 2024
www.planoballoonfest.org



Imagine the opportunity to brand an activity at an event where faces are covered with smiles. Corporate marketing options play an integral role in the development of the H-E-B | Central Market Plano Balloon Festival. We can offer the opportunity to strengthen your corporate image and promote brand identity.

- 2023's estimated weekend attendance was in excess of 96,300
- Grassroots marketing opportunity to capture information for future follow-up
- Branding a festival activity for maximum exposure
- Onsite activation space
- Onsite signage
 - Website click through link (based on investment level)
- Social Media promotions (based on investment level)

Since Plano is known for its 'family centered' lifestyle, this event is perfect for companies committed to those marketing strategies. Our marketing exhibitors maximize their impression potential with festival participants. Most spectators spend three hours at the event, mesmerized by the balloons and night-time glows, interacting with the exhibitors and vendors, participating in the Kids Fun Zone, sampling tasty food vendors and enjoying entertainment on the concert stage.

The unique opportunity a community event of this magnitude provides is worth your investment. The H-E-B | Central Market Plano Balloon Festival believes in investing in our community. Our commitment to the community is manifested in our partnerships with local area non-profits. Because of this commitment to non-profits, over 3 million dollars has circulated back into our community through the programs and services provided by participating non-profit agencies; thus enhancing the quality of life for all of us.



Demographics:

The spectators that attend the H-E-B | Central Market Plano Balloon Festival are residents of Plano and the surrounding communities. This is a family event with parents and their children attending as a unit. We cater to kid's activities, local nonprofit organizations, and family entertainment.

- Plano's Population: 288,870
- Ethnicity / Race
 - White – 49.84%
 - Asian – 22.21%
 - Hispanic – 15.76%
 - African American – 8.51%
 - Other – 3.68%
- Median household income for Plano is \$95,602
- Median household income for Collin County is \$104,327
- Median age for Plano resident is 38
- 35.8% has 4 or more years of college.
- Plano was named a 1994 All-America City by the National Civic League and Allstate Foundation.

Activation Logistics:

Full payment for marketing sponsorship is due by August 1, 2024. Your fee must be paid to occupy the onsite space.

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 or cancel a specific day's activities. If the weather conditions improve, we will evaluate the forecast and re-open the Festival.



H-E-B | Central Market Plano Balloon Festival Marketing Exhibitor Opportunities

Branding Level

Fee: \$25,000

Features and Benefits included below are guidelines. We prefer to customize a package to meet your individual needs.

- **Exclusivity for your firm**
- **Festival Activity Branding – based on availability. Your choice of one option only.**
 - Balloon Activities*
 - Saturday or Sunday morning (select one option)
 - Main Stage Concert Branding
 - Saturday evening
 - Saturday night extended activity (TBD)
- **Premium marketing exhibit space**
 - Includes tent and electricity. **Sponsor is responsible for lights, tables and chairs.**
- Onsite mentions of Branded Activity and Booth Activation from the FOX4 Main Stage on the Festival's Big Screen. Commercial to be provided by Sponsor according to technical specifications. Commercial options may include product/services information, showcase the Sponsor's onsite activation booth along with any onsite promotions or giveaways.
- Logo and link from Plano Balloon Festival website to your website.
 - Homepage logo and clickable link from Plano Balloon Festival website to client's website.
 - Additional mentions within the website directly tied to Branding Activity.
- Social Media promotions
 - The Festival will provide an editorial calendar with a mixed format of content, video, and links on Facebook, Instagram, Pinterest, Google+, YouTube and the Blog.
 - Two mentions per month June – August (or beginning with the month the agreement is signed).
 - Two mentions per week in September.
 - Additional mentions Festival week and event weekend.
- First right of refusal for 2025.
- Free registration for corporate branded hot-air balloon.
- Authority to utilize the Festival artwork in your advertising.
- Fifty VIP Badges – These badges allow admission to the Festival and to the onsite VIP Tent.
- Twenty-five VIP Parking Passes.

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.


Presenting Level

Fee: \$15,000

Features and Benefits included below are guidelines. We prefer to customize a package to meet your individual needs.

- **Presenting opportunity (based on availability). Your choice of one option only.**
 - Friday night Concert
 - 'Kids Korner" Make and Take Art Tent
 - Friday night extended activity (TBD)
- **Premium marketing exhibit space**
 - Includes tent and electricity. **Sponsor is responsible for lights, tables and chairs.**
- Onsite mentions of Presenting Activity and Booth Activation from the FOX4 Main Stage on the Festival's Big Screen. Commercial to be provided by Sponsor according to technical specifications. Commercial options may include product/services information, showcase the Sponsor's onsite activation booth along with any onsite promotions or giveaways.
- Logo and link from Festival website to your website.
 - Homepage logo and clickable link from Plano Balloon Festival website to client's website.
 - Additional mentions within the website directly tied to Presenting Activity.

Social Media promotions

- The Festival will provide an editorial calendar with a mixed format of content, video, and links on Facebook, Instagram, Pinterest, and Google+.
 - One mention per month June – August (or beginning with the month the agreement is signed).
 - One mention per week in September.
 - Additional mentions Festival week and event weekend.
- 
- First right of refusal for 2025.
 - Free registration for corporate branded hot-air balloon.
 - Authority to use the Festival artwork in your advertising.
 - Twenty VIP Badges – These badges allow admission to the Festival and to the onsite VIP Tent.
 - Ten VIP Parking Passes.

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.

Official Levels

Features and Benefits included below are guidelines.

\$7,000 Level

- **Prime** marketing exhibit space
 - Includes tent and electricity. **Sponsor is responsible for lights, tables and chairs.**
- Name mention on Festival website Sponsor page.
- Sponsor Name included on the FOX4 Main Stage Big Screen promotions.
- Authority to use the Festival artwork in your advertising.
- Free registration for corporate branded hot-air balloon.
- Sixteen VIP Badges – These badges allow admission to the Festival and to our onsite VIP Tent.
- Eight VIP Parking Passes.



\$3,500 Level

- Marketing Exhibit Space – 10x10
 - Additional space available at \$1000 per 10x10 footprint.
 - Includes tent and electricity. **Sponsor is responsible for lights, tables and chairs.**
- Authority to use the Festival artwork in your advertising.
- Name mention on Festival website Sponsor page.
- Sponsor Name included on the FOX4 Main Stage Big Screen promotions.
- Free registration for corporate branded hot-air balloon.
- Ten VIP Badges – These badges allow admission to the Festival and to our onsite VIP Tent.
- Five VIP Parking Passes.

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.

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

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.

