



**H-E-B | Central Market  
Plano Balloon Festival  
September 17, 18, & 19, 2021  
Oak Point Park  
Plano, Texas**

**See** a **Kaleidoscope** of colorful hot-air balloons and special shapes tethered on the launch field in a static/tether display.

Balloons arrive in the park (weather permitting) Friday and Saturday night at 5pm and Saturday and Sunday morning at 7am. 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 Friday and Saturday night at 8pm.

**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 17, 18, & 19, 2021.



**Enjoy the H-E-B | Central Market Plano Balloon Festival  
September 17, 18, & 19, 2021  
[www.planoballoonfest.org](http://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.

- Estimated weekend attendance in excess of 60,000+
- Grassroots marketing opportunity to capture information for future follow-up
- Branding a festival activity for maximum exposure
- Exhibit space
- Onsite signage
  - Website click through link.
- Social Media promotions.

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 primarily 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: 287,677 (2019)
- Ethnicity / Race
  - White – 65%
  - Asian – 14%
  - Hispanic – 14%
  - African American – 6%
  - Other – 1%
- Median household income for Collin County is \$91,881
- Median household income for Plano is \$92,121
- Median Home Value \$291,300
- Median age for Plano resident is 38.6
- 56.7% of our adult workforce has 4 or more years of college.
- Plano was named a 1994 All-America City by the National Civic League and Allstate Foundation.

The Festival is a rain or shine event. If in the unlikely event the Festival is suspended or cancelled due to weather, there will be no refunds or a rescheduled date. **Full payment for marketing sponsorship is due September 1, 2021. Your fee must be paid to occupy the onsite space.**

Hot-air balloon static/tether displays and glows 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 displays.

Thank you for your interest and consideration.

For more information, please contact us at:

H-E-B | Central Market Plano Balloon Festival  
Jo Via, Executive Director  
P. O. Box 867706  
Plano, Texas 75086-7706  
(972) 867-7566  
email: [jovia@planoballoonfest.org](mailto:jovia@planoballoonfest.org)



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

## Branding Level

Fee: \$10,000

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 Displays\*
    - Saturday or Sunday morning (select one option)
  - Main Stage Concert Branding
    - Saturday or Friday evening
  - Kids Fun Zone
  - Friday Glow
- **Premium marketing exhibit space**
  - Includes 10x10 tent, tables, chairs and electricity. Larger footprints may incur additional price increase.
- Onsite mentions of branded activity and booth activation from the Festival Main Stage by our professional announcer.
  - Twenty (20) onsite mentions from the Main Stage, includes announcements regarding the onsite activation booth, and as a Festival marketing sponsor. These announcements will be part of a script the Festival's professional announcer uses during the event.
- Logo and link from our Festival website to your website
  - Homepage logo and clickable link from Plano Balloon Festival website to client's website
  - Additional mentions tied to investment
- 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 week June – August (or beginning with the month the agreement is signed)
  - Three mentions per week in September
  - Additional mentions Festival week and event weekend
- First right of refusal for 2022

\*The Festival is a rain or shine event. If in the unlikely event the Festival is suspended or cancelled due to inclement weather, city, state, or national restrictions barring mass public gathering events, force majeure or other causes beyond control there will be no refunds or a rescheduled date.

**Full payment for marketing sponsorship fee is due September 1, 2021. Your fee must be paid prior to occupying the onsite space.**

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## Official Levels

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



### Fee: \$7,000

- **Premium marketing exhibit space**
  - Includes 10X10 tent, tables, chairs, and electricity. Larger footprints may incur additional price increase.
- Logo and link from Festival website to your website
  - Homepage logo and clickable link from Plano Balloon Festival website to client's website
- 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 week June – August (or beginning with the month the agreement is signed)
  - One mention per week in September
  - Additional mentions Festival week and event weekend
- Onsite mentions from the Main Stage
  - Ten (10) onsite mentions from the Main Stage, includes announcements regarding the onsite activation booth, and as a Festival marketing sponsor. These announcements will be part of a script the Festival's professional announcer uses during the event.
- First right of refusal for 2022

### Fee: \$2,500 Level

- Marketing Exhibit Space
  - Includes 10x10 tent, 2 tables, 2 chairs and electricity
  - Additional space available at \$1000 per 10x10 footprint
    - example 10x20 space = \$3,500 investment.
- Listing on Festival website
- Announcements by professional announcer from the Main Stage showcasing marketing sponsorship.

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**Full payment for marketing sponsorship fee is due September 1, 2021. Your fee must be paid prior to occupying the onsite space.**

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

To ensure optimum promotion planning, we need confirmation of your interest and commitment to invest in this year's Festival as soon as possible. Please email this agreement form to ensure receipt of the level and type of marketing exhibitor space you desire. The Festival is a rain or shine event. If in the unlikely event the Festival is suspended or cancelled due to inclement weather, city, state, or national restrictions barring mass public gathering events, force majeure or other causes beyond control there will be no refunds or a rescheduled date.

**Full payment for marketing sponsorship fee is due September 1, 2021. Your fee must be paid prior to occupying the onsite space.**

We thank you for your interest and consideration and look forward to working with you at the 2021 H-E-B | Central Market Plano Balloon Festival.

## 2021 Marketing Sponsor Form

### Marketing Exhibitor Levels:

BRANDING	OFFICIAL	OFFICIAL
\$10,000	\$7,000	\$2,500
_____	_____	_____

Additional space is priced at \$1,000 per 10x10 space, indicate the additional space needed to accommodate your footprint.

Name of Company/Organization \_\_\_\_\_

Name of Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Office Phone \_\_\_\_\_

Onsite Contact Name \_\_\_\_\_ Cell \_\_\_\_\_

Email address \_\_\_\_\_

Signature of Person Making Commitment \_\_\_\_\_

By signing this form, you are entering into a binding agreement with the Plano Balloon Festival, Inc. Person making commitment has the authority to execute such agreement.

### **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 30 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.

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**Marketing Exhibitor Deadline – August 1, 2021**

**Payment Deadline – September 1, 2021**

A contract and invoice will be issued upon receipt.

Return Marketing Sponsor Form to:

Plano Balloon Festival, Inc.

[jovia@planoballoonfest.org](mailto:jovia@planoballoonfest.org)

Office: 972-867-7566