



H-E-B | Central Market Plano Balloon Festival September 23, 24, & 25, 2022 Oak Point Park Plano, Texas

See a **Kaleidoscope** of colorful hot-air balloons and special shapes on the launch field. Balloons arrive in the park (weather permitting) Friday, Saturday, and Sunday evening 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 23, 24, & 25, 2022.



Enjoy the H-E-B | Central Market Plano Balloon Festival September 23, 24, & 25, 2022 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 90,000+
- 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.
- 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 inclement weather, city, state, national, or local health concerns / restrictions, force majeure or other causes beyond control there will be no refunds or a rescheduled date. Full payment for marketing sponsorship is due September 1, 2022. Your fee must be paid to occupy the onsite space.

Onsite hot-air balloon activities 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 – office
(214) 325-4133 – cell
email: jovia@planoballoonfest.org



H-E-B | CENTRAL MARKET
PLANO
BALLOON
FESTIVAL & RUN

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 Displays*
 - Saturday or Sunday morning (select one option)
 - Main Stage Concert Branding
 - Saturday evening
 - Kids Fun Zone
 - Saturday Glow
 - Fireworks
- **Premium marketing exhibit space**
 - Includes tent, tables, chairs and electricity.
- 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 utilizes during the event.
- 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 investment branding.
- 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 2023
- Authority to utilize the Festival artwork in your advertising
- Five prominent additional signage positions at Festival (Signage provided by client)
- Fifty VIP Badges – These badges allow admission to the Festival and to the onsite VIP Tent.
- Twenty-five VIP Parking Passes

Hot-air balloon activities 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.

Presenting Level

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

Fee: \$15, 000

- **Presenting opportunity (based on availability). Your choice of one option only.**
 - Friday night Glow
 - Friday night Concert
 - Friday night Fireworks
 - ‘Kids Korner’ Make and Take Art Tent
- **Premium marketing exhibit space**
 - Includes 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 utilizes during the event.
- First right of refusal for 2023
- Three prominent additional signage positions at Festival (Signage provided by client)
- 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



Official Levels

Features and Benefits included below are guidelines.

\$7,000 Level

- **Prime** marketing exhibit space
 - Includes tent, 2 tables, 2 chairs and electricity
- Two additional signage positions at Festival (Signage provided by client)
- Mention on Festival website Sponsor page
- Social Media promotions
 - The Festival will provide one mention per month beginning with the month the agreement is signed
- Onsite mentions from the Main Stage. These announcements will be part of a script the Festival's professional announcer utilizes
- Authority to use the Festival artwork in your advertising
- 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 10x10 tent, 2 tables, 2 chairs and electricity
- One additional signage position at Festival (Signage provided by client)
- Authority to use the Festival artwork in your advertising
- Mention on Festival website Sponsor page
- Ten VIP Badges – These badges allow admission to the Festival and to our onsite VIP Tent.
- Five VIP Parking Passes

Hot-air balloon activities 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.

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.

Full payment for marketing sponsorship fee is due September 1, 2022. 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 2022 H-E-B | Central Market Plano Balloon Festival.

2022 Marketing Sponsor Form

Marketing Exhibitor Levels:

___BRANDING	___PRESENTING	___OFFICIAL	___OFFICIAL
\$25,000	\$15,000	\$7,000	\$3,500

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.

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, national, or local health concerns / restrictions, force majeure or other causes beyond control there will be no refunds or a rescheduled date.

*Hot-air balloon activities 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.

Marketing Exhibitor Deadline – August 1, 2022

Payment Deadline – September 1, 2022

A contract and invoice will be issued upon receipt of this agreement form.

Return Marketing Sponsor Form to:
Plano Balloon Festival, Inc.
jovia@planoballoonfest.org
Office: 972-867-7566