



ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

Sponsor Handbook

Updated: 4/1/09

ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

Dear Sponsor:

Welcome to the 2009 Albuquerque International Balloon Fiesta®! We look forward to having you as an integral part of our event.

This Sponsor Handbook contains all you need to know to make your sponsorship safe and successful. It is the responsibility of each sponsor and its staff to understand and follow our policies and procedures.

As we plan and prepare for Balloon Fiesta, please share with us your questions, suggestions and comments. We value your help in improving our process and this handbook.

You can reach our sponsorship team via e-mail at the contacts listed below. Let us know if there is anything we can do to help.

Sincerely,

Raymond E. Bair
President

Sponsorship Team

Nathan James

505-948-1330 cell
505-998-2100 x 113 office
njames@balloonfiesta.com

Laurie Riedle

505-263-8804 cell
505-821-1000 x 113 office
lriedle@balloonfiesta.com

Megan Angus

505-414-8975 cell
505-998-2100 x 112 office
megan@balloonfiesta.com

CONTENTS

GENERAL INFORMATION

- Balloon Fiesta Address / Phone4
- 2009 Event Schedule4
- Sponsor Information Center and Hours of Operation6
- Service Providers.....6
- Parking.....7
- First Aid.....8
- Security8
- Rules, Regulations and Guidelines8
- Frequently Asked Questions..... 9

EXHIBITORS

- Exhibitors/Product Sampling.....10
- Exhibit Booth Operating Dates and Times 10
- Move-in and Move-out: Dates, Times, Procedures11
- Signage.....11
- Insurance Requirements... ..11
- Electricity11
- City of Albuquerque Mandatory Fire Codes 11

CORPORATE VILLAGE13

- Golf Carts15
- Catering15

BALLOON SPONSORSHIPS16

- Balloon Ride Release form sample18

BALLOON FIESTA ADDRESS / PHONE

Albuquerque International Balloon Fiesta
 Balloon Fiesta Park
 5000 Balloon Fiesta Parkway NE
 Albuquerque, NM 87113
 (888) 422-7277 or (505) 821-1000

2009 EVENT SCHEDULE

Friday, October 2

7:00am - 8:00am Albuquerque Aloft (at local elementary schools)

Saturday, October 3

5:45am - 6:45am Dawn Patrol Show *presented by Rt. 66 Casino Hotel*

6:45am - 7:00am Opening Ceremonies

7:00am - 8:30am Mass Ascension

8:00 am Echo Series chainsaw Carving Championship *(North end of launch field)*

2:00pm - 3:00pm America's Challenge Gas Balloon Race Inflation

-6:00pm - America's Challenge Gas Balloon Race Launch

7:00pm

6:00pm - 7:30pm Twilight Twinkle Glow

8:00pm* - ? AfterGlow™ Fireworks Show *presented by Albuquerque Journal*

Sunday, October 4

5:45am - 6:45am Dawn Patrol Show *presented by Rt. 66 Casino Hotel*

7:00am - 8:30am Mass Ascension

9:00am - Fiesta of Wheels Car Show

10:00am

11:00am - ? Balloon Fiesta Pin Trading *(Balloon Discovery Center)*

5:00pm - ? Echo Series chainsaw Carving Championship Auction *(North end of launch field)*

5:45pm - Balloon Glow

7:30pm

8:00pm* - ? AfterGlow™ Fireworks Show *presented by Albuquerque Journal*

Monday, October 5

5:45am - 6:45am Dawn Patrol

7:00am - Flying Competition - Balloon Fiesta Hold'em *presented by Sandia Resort and Casino*

10:00am

Tuesday, October 6

PEPSI DAY

5:45am - 6:45am Dawn Patrol

7:00am - Flying Competition - Balloon Fiesta Hold'em *presented by Sandia Resort and Casino*

10:00am

Wednesday, October 7

- 5:45am - 6:45am Dawn Patrol Show *presented by Rt. 66 Casino Hotel*
 7:00am - 10:00am Flight of the Nations Mass Ascension *presented by Continental Airlines, Flying Competition*

Thursday, October 8

- 5:45am - 6:45am Dawn Patrol
 7:00am - 8:00am Special Shape Rodeo™
 8:00am - 10:00am Flying Competition & Prize Grab
 5:45pm - 7:30pm Special Shape Glowdeo™
 8:00pm - ? AfterGlow™ Fireworks Show *presented by Albuquerque Journal*

Friday, October 9

- 5:45am - 6:45am Dawn Patrol
 7:00am - 10:00am Special Shape Rodeo™
 8:00am - 10:00am Key Grab Competition
 5:45pm - 7:30pm Special Shape Glowdeo™
 8:00pm - 8:30pm* AfterGlow™ Fireworks Show *presented by Albuquerque Journal*

Saturday, October 10

- 5:45am - 6:45am Dawn Patrol Show *presented by Rt. 66 Casino Hotel*
 7:00am - 8:00am Mass Ascension
 11:00am - ? Balloon Fiesta Pin Trading (*Balloon Discovery Center*)
 5:45pm - 7:30pm Night Magic™ Glow
 8:00pm* - ? AfterGlow™ Fireworks Show *presented by Albuquerque Journal*

Sunday, October 11**PROPANE DAY *presented by Airgas Southwest, Inc***

- 5:45am - 6:45am Dawn Patrol Show *presented by Rt. 66 Casino Hotel*
 7:00am - 8:00am Farewell Mass Ascension

**AfterGlow fireworks shows will begin as soon as the launch field is clear of balloons, thus the starting times are approximate and subject to change without notice. Additionally, local police will modify traffic flows to utilize all traffic lanes for outbound traffic only at the conclusion of each Glow event. So if you want to watch the AfterGlow fireworks shows from the Park, plan to arrive at the Park in time for that evening's glow event.*

SPONSOR INFORMATION CENTER

The Sponsor Information Center is located at the west end of the Garduno's on the Green building in the VIP/Sponsor Hospitality area.

Hours of Operation

Morning Sessions	6:00 - 9:00 am
Evening Sessions	5:00 - 7:30 pm

Sponsor Team members are available during all Balloon Fiesta sessions. Team cell phone numbers:

Nathan James	(505) 948-1330
Laurie Riedle	(505) 263-8804
Megan Angus	(505) 414-8975

SERVICE PROVIDERS

SHIPPING

For security, you must notify us in advance when to expect your shipment, and its contents. Address all shipments to:

Janie Jordan
Balloon Fiesta
4401 Alameda NE
Albuquerque, NM 87113
Re: (your company)

ELECTRICAL

Sam Baxter **(505) 280-1453**
Janie Jordan **(505) 301-1632**

BALLOON RIDES

Rainbow Ryders

(505) 823-1111
(800) 725-2477
E-mail: morehotair@rainbowryders.com

TRAVEL and HOTEL RESERVATIONS

www.balloonfiesta.com

Check under Guest Guide for hotel and car rental information.
(888) 398-5537
(505) 821-1000 ext. 125

RV RESERVATIONS

Reservations for RV space at Balloon Fiesta Park can be made through the Balloon Fiesta office at (505) 821-1000, ext. 120.

The information in this following section is provided as a convenience for you. AIBF is not affiliated with these companies and no endorsement is intended.

TENTS

If you need to order a tent for your exhibit space, call our exclusive tent provider: Classic Tents, (800) 258-7368.

PROPANE

If you need propane, tanks will be provided by the AIBF-selected supplier. AIBF will supply propane for Corporate Village patio heaters. To order, contact a Sponsorship Team representative. The propane supplier will bill you directly for propane use.

ICE VENDOR

AIBF will provide contact information to all sponsors for the ice concessionaire that is selected to support Balloon Fiesta. Plan your ice purchases from the Ice Concessionaire carefully so you don't run out during a session.

COLD AIR INFLATABLES - *A separate agreement with AIBF must be signed!* Please contact a sponsorship team member.

STORAGE FACILITY

Grizzly Storage

5450 Pino NE

Albuquerque, NM 87109

(505) 821-0990

Grizzly Storage is located on the North Frontage Road of I-25, between San Antonio and Paseo del Norte, approximately 4 miles from Balloon Fiesta Park.

STAFFING

If you require staff to help with your exhibit, the following names are furnished for your convenience. Balloon Fiesta makes no representation as to their abilities or availability.

Bethesda Community Church (Staffing – nonprofit)

Sgt. Scott

4771 Randolph Avenue

KAFB, NM 87117

(505) 853-1739

(505) 239-8224 Cell

512th Maintenance Squadron Booster Club (Staffing – nonprofit)

TSgt. Wilber Robinson

(505) 853-5043

(505) 853-5718 Fax

PARKING

Regardless of your sponsorship, parking passes are included in your package. Additional parking passes may be purchased at the Balloon Fiesta office or the Sponsor Information Center. All nine-day parking passes have maps on the reverse side to help you locate the route you need to take for your parking. Keep in mind that weekend and evening sessions are busier than weekday morning events, so plan your trip accordingly. **Please note that simply having a certain type of parking pass is not a guarantee of a parking space being available. Arrive at the Park no later than 6am for morning sessions, and 4:45pm for evening sessions. If you arrive after those times, we cannot ensure that you will have a parking space.**

FIRST AID

The Lovelace Health System First Aid Center is adjacent to the Public Safety Center, located east of Main Street booth space #48. Lovelace Health System emergency medical professionals provide on-site emergency medical care for problems ranging from minor scrapes to heart attacks.

SECURITY

Police Security Officers are on the field for your protection. In the event you need assistance and cannot locate a security officer, please go to the Public Safety building, located east of Main Street booth space #48. The Public Safety compound is manned 24 hours a day during Balloon Fiesta. AIBF assumes no liability for damages caused by theft, vandalism, weather conditions, etc.

SAFETY TIPS

1. Limit alcohol consumption. You're at a mile-high altitude, which increases alcohol's effect.
2. Dress in layers. It's sometimes very cool in the morning, but after sunrise, it will warm up.
3. Bring sunscreen. You're at a high altitude and at risk for sunburn.
4. Bring appropriate eye protection. Sun and wind can damage your eyes on sunny or windy days.
5. Don't smoke anywhere near the balloons. A lit cigarette can ignite a balloon's propane fuel tank or melt the envelope's fabric.
6. Choose a place to meet in case someone gets separated. Make sure children carry identification.
7. Don't "drive and watch" at the same time. Move completely off to the side of the road to watch.
8. Watch where you're walking. Beware of vehicles moving around the field, especially emergency vehicles needing to get through the crowd.
9. Bring a flashlight for evening events.
10. Take note of where you have parked your car – it's more difficult to find in the dark.

RULES, REGULATIONS AND GUIDELINES

Alcoholic Beverages, Intoxicants – Except in approved Corporate Village areas, Sponsor shall not use or bring to Balloon Fiesta Park grounds any alcoholic beverages or any other intoxicants.

Cleaning of Exhibit Area – Keep your area and the area immediately surrounding your space in a neat and clean condition. We appreciate your help in enhancing the appearance of Balloon Fiesta Park.

Fire Lanes - The Exhibit area is not accessible by vehicle from 5:30 to 10:00 am, or 5:00 to 9:00 pm. Parking is prohibited on all fire lanes, and vehicles that are left on the fire lanes will be towed at the owner's expense and entry privileges to Balloon Fiesta Park will be revoked.

Fire Extinguishers - Each tent will be equipped with at least one hand-held fire extinguisher with a minimum rating of 2A:10BC. Such extinguisher will be currently inspected and tagged showing its annual servicing.

Gambling, Games – Raffles and other activities involving money for “chance” are prohibited.

Handicap Accessibility – Special parking and restroom facilities are provided at Balloon Fiesta Park. Courtesy carts are also available for transportation from specific stops in Balloon Fiesta Park to designated handicap parking lots. Courtesy carts are designated with signage.

Noise – Operation of sound equipment, sound movies, bullhorns, televisions, radios, etc. shall not be permitted when AIBF, in its sole discretion, determines such operation is obnoxious or encroaches upon the rights of others. Equipment or displays causing excessive noise will not be permitted.

Pets – No pets are allowed in Balloon Fiesta Park, with the exception of aid dogs for the hearing and visually impaired.

Smoking – Smoking is prohibited inside Balloon Fiesta Park by city ordinance.

Vehicle Access – No sleeping or staying overnight is allowed in the Launch Field, parking, concession or Corporate Village areas. If any vehicle is to be left in the Launch field, Parking, Concession or Corporate Village areas, prior arrangements must be made with Public Safety and access to the vehicle must be granted.

Failure to abide by these terms and conditions may result in immediate dismissal from current Balloon Fiesta sessions, or any future events.

FREQUENTLY ASKED QUESTIONS

Who organizes the Balloon Fiesta®?

Albuquerque International Balloon Fiesta, Inc. organizes the Balloon Fiesta each year. It is a nonprofit organization with 11 full-time staff members. Hundreds of volunteers also assist in the Balloon Fiesta.

When should I arrive at Balloon Fiesta Park?

Crowds for some of our sessions may reach 90,000 people, so plan to arrive sooner rather than later. On weekend mornings we recommend you arrive at the Park by 5:30am (Gates open at 4:30am). For evening sessions, try to be at the Park by 4:30pm (Gates open at 3:00pm).

Where do we stand to watch the balloons?

Because of our 36-year safety record, we are one of the only aviation events where you are actually able to walk among the balloons and talk to the pilots. We are a hands-on event, but *please* be courteous and walk around the balloons when they are laid out on the ground.

Are pets allowed at Balloon Fiesta Park?

Dogs or other pets will not be allowed on the field with the exception of aid dogs for the hearing and visually impaired.

Is smoking allowed at Balloon Fiesta Park?

Smoking is not allowed on the Launch Field.

Are large packages and backpacks allowed at the park?

Yes, but all packages and backpacks are subject to search upon entering the Park.

Is Balloon Fiesta Park handicap accessible?

Yes, we have handicap parking available as well as scooters and wheelchairs available for rent. There are also shuttles that run the length of the Launch Field. The shuttle is located on the east

side of the Launch Field near Main Street.

How long does it take the balloons to launch?

It should take less than 2 hours to launch 700 balloons.

How many acres is Balloon Fiesta Park?

Balloon Fiesta Park is over 360 acres, with the Launch Field more than 80 acres – about the size of 54 football fields.

Are there ATM machines and pay phones located at Balloon Fiesta Park?

ATM machines and pay phones are located at the north, middle (near Main Stage), and south ends of Main Street.

Is there seating available at Balloon Fiesta Park?

Yes, a limited number of picnic tables are available on the east side of the Launch Field. Guests are also welcome to bring chairs to Balloon Fiesta Park.

What should I wear?

Temperatures in the morning may be as low as 40 degrees Fahrenheit, warming up to about 70 degrees by noon. Bring a jacket and dress in layers. Remember to wear comfortable walking shoes and bring sunscreen.

Is there Security at Balloon Fiesta Park?

Police Officers and Security Officers are on the field for your protection. In the event you need assistance and cannot locate a security officer, please go to the Public Safety building, located east of booth space #48. The Public Safety building is manned 24 hours a day. AIBF assumes no liability for damages caused by theft, vandalism, weather conditions, etc.

What are the dates of future Balloon Fiestas?

2010: October 2-10

2011: October 1-9

2012: October 5-14

EXHIBITORS / PRODUCT SAMPLING

Product Sampling booths are 10' x 10' tents or spaces located on the west side of Main Street, directly across from the concessions. They are used to distribute information and/or samples of your company's products to Balloon Fiesta guests. Each booth is furnished with two tables and two chairs, artificial turf, a ceiling fan with light, and a fire extinguisher. A 10' tent banner is also provided.

No distribution of pamphlets and/or other printed materials is permitted outside your Product Sampling booth. Business solicitations/demonstrations must be confined exclusively to registered exhibitors in their exhibit space.

No exhibitor shall assign, sublet or share the whole or any part of the space allocated.

Exhibit Spaces have varying sizes, depending on the exhibit. Please discuss your parking and admission needs with your Sponsor Team member. If your exhibit is self-contained, great! If you need a tent for your exhibit, only white "Legends" or "Pagoda" style tents with peaks are permitted. Classic Tents, (800) 258-7368, is our official tent company.

EXHIBIT OPERATING TIMES

AM SESSIONS: 6:00 - 10:00 am

PM SESSIONS: 4:00 - 09:00 pm

These are minimum hours that your space needs to be staffed. Staffing from 11:00 am to 4:00 pm is at your discretion.

MOVE-IN DATES / PROCEDURES

Monday through Friday preceding the start of Balloon Fiesta. Balloon Fiesta runs the first through second weekends of October. Notify your Sponsor Team member one hour prior to set up so arrangements can be made to make your set-up as smooth as possible.

MOVE-OUT DATES / TIMES / PROCEDURES

12-5 pm on the final Sunday of Balloon Fiesta, and 9:00 am - 5:00 pm on the Monday through Wednesday following Balloon Fiesta.

All belongings and trash must be removed from your exhibit space.

- Any exhibit that has trash remaining after move-out could forfeit future invitations to exhibit.
- Any merchandise or booth material remaining in the tent is subject to being removed at the owner's risk.
- Balloon Fiesta is not responsible for loss or damage of property.

SIGNAGE

For Product Sampling booths only, Balloon Fiesta will produce a banner with your company name. These banners are placed on the flagpoles on the front of your tent.

Hand written signs are not acceptable.

No sign may block the view of neighboring exhibits.

INSURANCE REQUIREMENTS

You must provide a certificate of insurance including a minimum of \$1,000,000 liability insurance and name AIBF as an additional insured.

ELECTRICITY

No Generators are allowed except with prior written authorization from AIBF.

Electricity is available for most exhibit spaces. Please note the maximum amount of electricity you'll be allowed in your contract. Please make sure you have adequate extension cords to support your electrical needs. Code Enforcement inspectors require that only **"outdoor rated"** cords be used. Any additional electrical services that you order will be at your expense and will be billed by AIBF's electrical contractor to your account.

CITY OF ALBUQUERQUE MANDATORY FIRE CODES

General Fire Safety

1. Each and every tent, booth, structure, concession vehicle area or section, shall have available at least one hand-held fire extinguisher with a minimum rating of 2A:10BC. Such extinguisher shall be *currently inspected and be tagged showing its annual servicing*.
2. **Sidewalls, drops, and tops of all tents, canopies, and temporary membrane structures** shall meet **"State of California Fire Marshals Office"** certified fire retardant construction as per Section 2404.2 of the IFC. No other type of canopy/tent will be allowed.
3. Vegetation, straw, hay, wood chips, bark or other similar combustible materials shall not be used as flooring material cover in any vendor, display or assembly area.
4. Decorative material shall be of non-combustible type **or shall be made "Flame Retardant" in accordance with the fire code.**
5. Firebreaks that are erected in each row of tents or structures shall be kept free of any

- material(s) at all times.
6. Fire lanes shall be kept clear of vehicles during hours of operation.
 7. Parking of motor vehicles or anything with an internal combustion engine shall not be closer than thirty (30) feet to any tent, booth or structure.
NOTE: Vehicles may be used for storage only if the vehicle is not moved or the engine is not started for the duration of the event. Vehicles are not to be located within the tent. Fuel tanks shall be sealed, be no more than ¼ tank full, or hold no more than five (5) gallons. One battery cable shall be disconnected. Concrete barriers will be placed behind the vendor row after the first day of the Balloon Fiesta in order to seal in any parked vehicles used for storage.
 8. At least one “NO SMOKING” sign shall be posted in each booth or area. Signs shall be posted in areas conspicuous to the public.
 9. **Only approved and listed UL, FM, or NRTL three wire extension cords will be allowed to be used.** Frayed, broken, cracked or taped insulation will not be acceptable. Multi-plug adapters shall not be used, but “strip plugs” with their own circuit breakers may be used. Voltage drop must be considered with length of extension cord and wire gauge used.

Cooking and L.P. Gas (Propane)

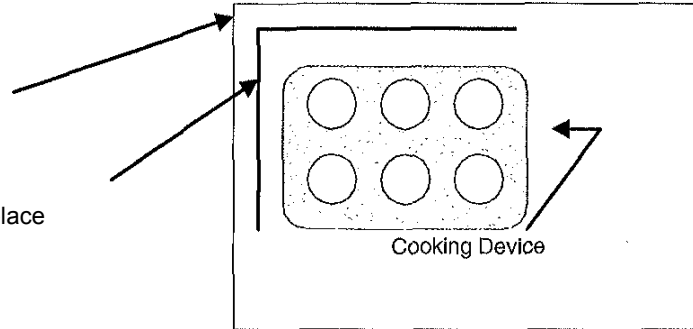
NOTE: All items from preceding section also apply.

1. There is no natural gas available in the Exhibit areas. The use of propane gas will be allowed. There shall be No Smoking allowed in the area between temporary structure and jersey barriers and within 15 feet of propane tanks behind vendors row.
2. Any areas used for cooking of products that produce grease-laden vapors, shall meet the minimum extinguisher requirement for each booth or space of a 2A:10BC. **In addition**, a currently inspected and tagged for service “**Type K**” **wet chemical** extinguisher shall be available in cooking areas.
3. L.P. Gas supply shall be handled by certified L.P. Gas personnel only. Supplier shall provide a 124-gallon maximum capacity tank for each food vendor stand. Connections may manifold to supply additional cooking or heating devices within that particular food vendor stand if in compliance with NFPA 58, and Chapter 38 of the IFC. No independent, privately owned tanks shall be in use, except on auxiliary units, such as approved L.P. Gas tent heaters. Balloon Fiesta shall be responsible for arranging the proper placement of tanks. **NOTE: Refilling of tanks is permitted only during non-session hours.**
4. **L.P. Gas (propane) must be shut off at the supply during times when the tent is not occupied.**
5. Any hose used to pipe L.P. Gas to a device shall be UL or FM listed specifically for LP Gas service. All couplings, fittings, and any other devices shall meet the requirements for LP Gas Service as outlined in the International Fuel Gas Code, NFPA 58 and NFPA 54, or be deemed unapproved and removed from service.
6. **All cooking appliances shall be listed and approved. All deep-frying shall be conducted in a listed and approved deep fryer.**
7. All appliances used in food booths must have an accessible shut-off valve near the appliance that can be easily closed in case of emergency.
8. Gas burning equipment in enclosed areas shall be vented to the outside air by means of a flue or vent approved for use with the type of equipment used in such a manner that no portion of the tent or structure is within twelve (12) inches of the flue or vent.
9. A minimum clear space of three (3) feet shall be allowed between any heat producing device and combustible material(s), except as noted below:
A heat producing device may be installed within three (3) feet if the walls of the structure in which it is installed have a minimum 5/8 type X gypsum board, or the device has 5/8 type X gypsum board on both sides closest to the tent or temporary membrane structure and a minimum of thirty-six (36) inches above the heated surface of the device.

Cooking and L.P. Gas (Propane)

EXAMPLE
5/8" sheetrock
wall of tent or structure
minimum 3 ft. clearance or

5/8' sheetrock secured in place
both exposed sides



10. The owner or operator shall check the LP Gas, devices or appliance upon "setting up" and then whenever changes, adjustments or refills occur. This can be done with soapy water sprayed on valves, fittings, etc.
11. Toxic, explosive or flammable gases shall not be permitted in any booth or tent.
Flammable liquids shall not be used at any time.

The above requirements are excerpts from the City of Albuquerque Fire Code, Ordinance No. 0-2005-034, and are **LAW**. Failure to comply with these guidelines will result in the citing, closure or removal of the operation from Balloon Fiesta site by authorities.

The City of Albuquerque has adopted the Fire Code into Ordinance 0-2005-034 in order for the Albuquerque Fire Department to prescribe minimum standards regulating conditions hazardous to life and property from fire and explosion within the city. **The Fire Department's Fire Marshal's Office shall contact and inspect all occupancies (buildings, businesses, facilities, tents, booths, temporary membrane structures, etc.)** to determine compliance with the requirements of the Fire Code.

The Fire Department shall collect fees for each inspection of an occupancy required to obtain a permit according to Chapter 1 Section 105 of the 2003 International Fire Code. The inspection fee schedule is as follows: an initial inspection for a permit will be based on square footage; no fee for the first required re-inspection; thereafter, each additional re-inspection is \$60.00 until your facility is operating in compliance with the Fire Code. It is unlawful for any person, firm or corporation to use a building or premises or engage in any activities for which a permit is required by the Fire Code without having first obtained such permit as required by the provision of the Fire Code. If there are any questions regarding these items, please feel free to contact the Fire Marshal's Office at (505) 764-6300 during regular business hours.

Sincerely,
Commander Don Graham, Fire Marshal

CORPORATE VILLAGE

The following information should be helpful to you if you have a **Corporate Tent** or a **Fiesta Tent** as part of your sponsorship.

Fiesta Tents, Corporate Tents and the VIP/Sponsor Hospitality Area are collectively known as Corporate Village. Corporate Village is located at the far south end of the launch field at Balloon Fiesta Park. Fiesta Tents are the first seven tents, beginning just west of Main Street. Corporate Tents make up the remainder of the tent spaces, with the VIP/Sponsor Hospitality building located near the center of the south end of the launch field.

When you rent a Fiesta Tent for a session, Balloon Fiesta will produce banners with your company name. These banners are then placed on the flagpoles in the patio area of your tent before your session. This allows your guests to see which tent your company is occupying. Each Fiesta Tent has a number on the back, or south side, of the tent. This is to enable your caterer to identify your tent. **Your caterer must know which tent you will be occupying.** A confirmation letter will be sent to you with this information. Corporate Tent sponsors will have their company names on the back of their tents and on the flagpole in their patio area.

Included in your Fiesta Tent or Corporate Tent sponsorship is a number of “guest wristbands.” These wristbands allow your guests entry into your tent area. **These wristbands do not provide admission to the Park.**

Fiesta Tents are 40' x 20' tents with approximately 40' x 40' patios. Your patio area will have twelve (12) 48" round tables with six (6) chairs at each table. Inside the tent, for your caterer's use, will be four (4) 8' tables. All tables include clean linen. Each Fiesta Tent will also have two (2) heaters and three (3) trash cans. Two cans will be located in the patio area, and one will be at the patio entrance, because food and drinks are not allowed to leave the Corporate Village area. Each tent will be equipped with at least one hand-held fire extinguisher with a rating of 2A:10BC. Such extinguisher shall be currently inspected and tagged showing its annual servicing. **If you are not satisfied with the condition of your Fiesta Tent before your event, please visit the Sponsor Information Center,** located in Corporate Village. Sponsor Representatives will be visiting your Fiesta Tent to make sure everything is in good order.

Each Fiesta Tent will have eight (8) 20-amp 120-volt outlets and four (4) 50-amp 208-volt outlets. Please make sure you have adequate extension cords to support your electrical needs. Code Enforcement inspectors require that only “**outdoor rated**” cords be used. Any additional electrical services that you order will be at your expense and will be billed by AIBF's electrical contractor to your account. Water is also available behind the Fiesta Tents. Please make sure you bring restaurant quality hoses. We recommend that you check with your caterer.

Corporate Tents vary in size. For every twenty feet, four (4) 20-amp 120-volt outlets and two (2) 50-amp 208-volt outlets will be provided, as will one (1) heater. Patios for Corporate Tents will be the width of the tent by 40', and will accommodate six tables with six chairs per table per 20' frontage.

Any additional tables and/or chairs required for your tent should be ordered and paid for no later than August 1. A late fee may be added to orders placed after this date. The toll-free telephone number for Classic Tents is **(800) 258-7368**.

Admission to Fiesta Tent and Corporate Tent Area

Guests will be admitted to Corporate Village only upon presentation of a wristband identifying them as an invited guest. Fiesta Tent sponsorship contracts include 150 wristbands for each tent rented; however, up to 100 more may be requested at no charge. Please keep in mind the seating capacity of your tent when ordering additional wristbands. Children 12 and under accompanied by an adult do not require a wristband for entry. **Note: Guest wristbands are not valid for parking or admission to Balloon Fiesta Park.**

PLEASE ADVISE YOUR GUESTS THAT EARLY ARRIVAL IS ESSENTIAL!

We recommend that your guests be on the field by 5:30 am for morning sessions and 4:30 pm for evening sessions.

GOLF CARTS

If your sponsorship includes a golf cart it will be available for pick up at the north end of the shuttle lane between the Launch Field and Main Street on the two days prior to Balloon Fiesta: Thursday 9:00 am - 5:00 pm and Friday 9:00 am - 12:00 pm. Before being issued a key, sponsors must sign a form assuming financial responsibility for any damage to the golf cart and agreeing to certain operating rules. Please see Lowell Peterson or Blake Peterson of A-1 Golf Carts at the pick up point.

If you are unable to pick up your golf cart on Thursday or Friday, golf carts will be held at Concession Headquarters during Balloon Fiesta. Concession Headquarters is located on the fire lane just south of the Stage and east of Main Street (Concession Row).

Sponsors are responsible for keeping their golf carts filled with gas. For your convenience, gas for carts registered with Balloon Fiesta can be obtained (free of charge) at the northwest corner of the launch field, Monday-Friday, 11am – 1pm.

Golf cart drop off will be on the final Sunday of Balloon Fiesta at the north end of the shuttle lane between the Launch Field and Main Street. Golf Cart drop off will begin as soon as all balloons have launched. All golf carts must be returned by 12 pm.

The use of golf carts at Balloon Fiesta Park is not allowed unless the vehicle is registered with AIBF and has the current AIBF sticker displayed. All operators must be at least 16 years old and possess a valid driver's license, insurance and an AIBF issued permit. Operators are expected to operate golf carts in a responsible manner at all times or golf cart privileges will be revoked. Scooters and all terrain vehicles are not allowed.

CATERING & RELATED

CATERERS

You are welcome to use the caterer of your choice; however, all Corporate Village caterers must register with Balloon Fiesta no later than September 1. We must know the name of your catering company, when it will be catering, and the size of its catering vehicle. Because of space constraints, Balloon Fiesta may be required to limit the number, location and size of catering vehicles and facilities. All catering vehicles require a Caterer Parking Pass. One parking pass for your caterer will be included in your contract. Additional caterer parking passes may be purchased for \$50.00 for each session (AM or PM) at the Balloon Fiesta office.

Please note that Balloon Fiesta will make sure that your tent area and tables are clean before your session; however, **we do not clean any tables during the sessions.** Because your tent is your private area during each session, **there will be no trash pick up service inside your tent or patio area.** Trash bags will be supplied, and **when trash cans are full, please remove the bag, tie it shut and place it behind your tent for pickup.** If you find that you do not have a sufficient number of trash bags, please notify a Sponsor Representative in the Sponsor Information Center and they will assist you.

LIQUOR GUIDELINES

- Liquor service is allowed inside your Corporate Village tent and patio only.
- Alcohol may be served all nine days, including Sundays.
- No alcohol may be sold or purchased in Corporate Village.
- Liquor service must be to your invited guests only.
- No open containers of alcohol may be brought into or removed from your tent or patio.

- Alcohol servers must be certified by the State of New Mexico.
- You must obtain the alcohol before Balloon Fiesta and have it served by your caterers or servers.
- You must provide a certificate of \$1,000,000 “host liability” insurance and name AIBF as an additional insured. (This coverage may be included in your basic business insurance policy.)

ICE

Ice machines are located behind Corporate Village for your convenience. They are normally kept locked; however, Corporate Tent sponsors will be issued keys to use for the entire event.

FIRE LANES

The Fire Lane (Pedestrian Walkway) behind the Corporate Village tents may be used only to load and unload your vehicles; however, this area is not accessible 6:00 - 10:00 a.m., or 5:00 - 9:00 p.m. Parking is prohibited on all fire lanes, and vehicles that are left on the fire lanes will be towed and entry privileges to Balloon Fiesta Park will be revoked.

HANDICAP ACCESSIBILITY

Special parking and restroom facilities are provided at Balloon Fiesta Park. Courtesy carts are also available for transportation from specific stops on Balloon Fiesta Park to designated handicap parking lots. Courtesy carts are designated with signage.

BALLOON SPONSORSHIPS

A Balloon sponsorship – bannered, commercial or non-profit – is a wonderful way to participate in Balloon Fiesta! Your balloon may fly in all events during Balloon Fiesta that are scheduled for standard shape hot air balloons. If your sponsored balloon is a special shape it may also fly in events designed exclusively for special shape balloons.

If you are sponsoring a bannered balloon, AIBF will assist you in purchasing your banner. If needed, a balloon and pilot will be located to fly your banner, and banner measurements will be determined to best fit the balloon. We will need a picture (in eps and jpeg formats) of your company logo. After acquiring a price quote, we will send you, via email, a copy of the banner and price quote for your approval. **No banner will be produced without your written approval.** Purchasing a banner is a one-time expense. The banner belongs to your company and may be flown in as many Balloon Fiestas as you like, as long as a contract is signed and the sponsorship fee is paid for the applicable Balloon Fiesta.

Commercial balloon sponsorships require that the sponsorship contract be signed and the fee is paid. The balloon and pilot will register through the normal registration process for pilots. **All pilots of sponsored balloons shall receive a sponsor pilot jacket.**

SPONSOR JACKETS

Sponsor jackets may be personalized with your company name or logo if the Sponsor Information and Jacket Order Form is completed and provided to us by July 30. Additional sponsor jackets may be ordered at a cost of \$150.00 per jacket with no additional charge for personalization. These additional orders will be filled based on availability.

CONTACTING YOUR PILOT

In late August or early September, you will receive a letter from Balloon Fiesta with information about your pilot. Your pilot will also receive a similar letter with your information. You will be given contact information so that you are able to get in touch with him or her to discuss your rides, and set up a time and place to meet.

BALLOON RIDES

Your Balloon Sponsorship benefits include two balloon rides (1 person = 1 ride). If you need additional rides, our official balloon ride company is Rainbow Ryders, (505) 823-1111 or (800) 725-2477. You may also email morehotair@rainbowryders.com and visit www.rainbowryders.com. Balloon Fiesta guests who will receive a balloon ride from the Official Balloon Ride Concessionaire will be asked to sign a release and disclaimer of liability at the time of their ride. The release and disclaimer will be similar to the one at the end of this manual.

SPONSOR/VIP HOSPITALITY BADGES

One of the benefits of your sponsorship is receiving passes to the Sponsor/VIP Hospitality Area. The pass allows the holder entry into the area for complimentary food and beverages during the entire event. A breakfast buffet is served from 5:30 - 8:00 am, and mid-morning snacks are served from 10:00 am - 12:00 pm. An evening buffet is served from 5:00 pm - 8:30 pm. The bar service hours are 9:00 am - 11:00 am and again from 4:30 - 8:00 pm.

A balloon sponsorship normally includes two of these passes. If needed, sponsors may purchase additional 14 session passes for \$150 each or single session passes for \$25each. Sponsor pilots also receive two passes to the area. These passes are not available to the general public.

Balloon Ride Release

ACKNOWLEDGMENT OF PERSONAL RESPONSIBILITY AND RELEASE

I, the passenger listed on the Boarding Pass, acknowledge that my participation in a hot air balloon flight is a potentially hazardous activity. I understand that during my participation in a hot air balloon flight conducted by _____, hereafter called "_____", I will be exposed to above normal risk. I understand too, that although "_____" has taken precautions to provide a qualified pilot, an airworthy balloon, equipment and safety preparations for each flight, it is impossible for _____ to guarantee absolute safety. Also, I understand that I share the responsibility for safety in flight, and I assume that responsibility. I agree to comply with the instructions and directions of _____ personnel during flight and while participating as crew. I have accepted responsibility to verify with my physician that I have no physical or psychological problems that would prohibit me from participating in a hot air balloon flight. In partial consideration of being permitted to ride and participate as crew, I hereby release _____, Albuquerque International Balloon Fiesta, Inc., their agents, representatives, successors, and assigns, from all liability and responsibility for any injury, loss or damage suffered by me or my property before, during, or after the flight for any reason whatsoever.

In case of minor-aged passengers, I/we, parent or guardian of the minor-aged passenger listed on the Boarding Pass acknowledge the risk, as described above, and responsibility I/we share and consent to the participation of the minor-aged person in a hot air balloon flight with _____, subject to the conditions listed above.

Name _____ Age _____

Address _____

City _____ State _____ Zip _____

Home Telephone _____ Cell Phone _____

Passenger Signature _____

Parent/Guardian Signature if Passenger is Minor _____

Relationship to Passenger _____

Guest of: _____