

2010 SPONSORSHIP INFORMATION

ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

MAJOR BRAND SPONSORSHIPS

Title

Few events the size and magnitude of Balloon Fiesta have title sponsorships available. With your brand's name above ours, you will benefit most from news coverage and publicity of Balloon Fiesta, which each year amounts to millions in paid advertising equivalence in North America alone. (Of course, news coverage has greater consumer impact than paid advertising, so that figure is conservative.)

As "The [Your Brand] Albuquerque International Balloon Fiesta," consider:

- Each year, we host more than 800 journalists from around the world, making Balloon Fiesta a great match for international brands.
- In addition to national and international publicity, your brand will receive the loyalty of our guests:
 - A 2006 independent survey found that 94% of Balloon Fiesta guests have a positive attitude toward Balloon Fiesta sponsors because of their association with the event.
 - More than two-thirds of those surveyed said they are more likely to purchase brands of Balloon Fiesta sponsors.

This exclusive five-year sponsorship is custom designed to achieve your goals for brand awareness, hospitality, and product exhibit and sampling. To begin planning, call our corporate sponsorship team now.

Presenting

Our presenting sponsorship is second only to the title sponsorship in generating brand awareness. As "The Albuquerque International Balloon Fiesta, presented by [Your Brand]," you will be included in all Balloon Fiesta advertising, publicity and brand communications, from Balloon Fiesta Park to our website. This three-year minimum sponsorship is customized to your goals.

Park

Balloon Fiesta Park just keeps getting busier and better. In addition to Balloon Fiesta, the Park hosts Freedom Fourth – the City of Albuquerque's official fireworks show – and

more events are added each year. With surface street directional signage outside the Park, multiple gates and entrances, and a Main Street more than one-third mile long inside the Park, every visitor will have multiple impressions of your brand. Think big: brand this still-new, first-class facility.

Field

When most people think of a manicured grass field, they think of a football field. How about 54 football fields in one? That's the size of Balloon Fiesta's 78-acre launch field. And the great thing about Balloon Fiesta is that people don't sit remotely in viewing stands; they walk the field and are part of the action. Make your brand visible in the spot where everything happens – mass ascensions, Balloon Glows, race launches, precision flying competitions, and more.

OFFICIAL SPONSORSHIPS

Becoming an official product or service of Balloon Fiesta gives you the right to associate, advertise and publicize your brand with ours for an entire year, and in some cases exclusivity in your category (excepting balloon entries and hospitality tents). It also brings significant brand visibility before and during the event, with in-park signage, website hotlink, Program Book ad, and inclusion in Balloon Fiesta's brochures and publicity.

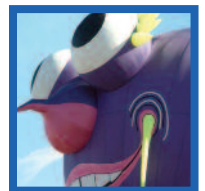
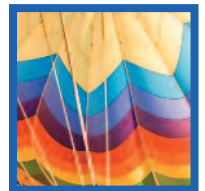
But that's just the starting point for most of our Official Sponsors, who work with us to customize a sponsorship to their needs. Need exhibit space? *Check.* Want to play host to your key clients or associates? *Got it.* Want to sell your products on Main Street? *Right this way.*

Official Sponsorships range from \$30,000 to \$125,000, depending on your category and benefits. Most require a multi-year commitment. Call our sponsorship team today, and get Official!

Some of our Official Sponsorship product and service categories appear at right; please contact us to ascertain whether your category is available, or can be added.

Official Sponsorship Product and Service Categories

Airline
Automobile / Truck
Bank
Beer
Breakfast Cereal
Camera / Video Camera
Candy
Carbonated Beverage (soft drink)
Caterer / Casual Theme Restaurant
Cellular Carrier / Cell Phone
Chase Vehicle
Coffee
Computer
Consumer Electronics
Courier
Credit Card
Dairy / Ice Cream
Department Store
Discount Retailer
Food & Drug Center
Film
Footwear
Gasoline
Generator
Health Care
Home Improvement Retailer
Hotel
Juice
Liquor / Liqueur
Long Distance Carrier
Magazine
Newspaper
Outerwear
Photo Finisher
Radio Station
Rental Car
Sandwich / Quick Service Restaurant
Snack Chip / Cracker
Sportswear
Travel Gear
TV / Cable Network
Water
Wine



News Coverage and Publicity

OF BALLOON FIESTA® IN 2009
AMOUNTED TO MORE THAN

\$3 million

IN PAID ADVERTISING EQUIVALENCE
IN NORTH AMERICA ALONE.

OTHER BRAND SPONSORSHIPS

Event Sponsorships

We have events that fly, events that light up, and events that explode. They're all fun, and they all draw great crowds!

All event sponsorships are customizable to some degree; benefits include publicity, signage, web link, Program Book ad, social functions, VIP hospitality passes, gate and parking passes, and official jacket.

AfterGlow™ fireworks (5 shows)....\$125,000
(co-sponsorships and individual sessions available)
America's Challenge™ Gas Balloon Race
.....\$80,000

Special Shape Rodeos (2 events)\$50,000
(per event)

Special Shape Glowdeos (2 events) ..\$50,000
(per event)

Balloon Glow\$50,000
Night Magic™ Glow\$40,000
Flight of the Nations\$40,000
Key Grab\$35,000
Twilight Twinkle Glow\$35,000
Precision Flying Competitions (3 events)
(per event)\$30,000
Dawn Patrol (5 events)\$10,000

Day Sponsorships

Own the day, brand the day. We have nine to choose from. Some already have themes; other days you can theme to match your brand. One thing's for sure: all Balloon Fiesta guests that day will come away with a strong, positive, memorable impression of your brand.

Day sponsorships are customized to your marketing goals, and can include a combination of brand awareness, exhibit/display, and hospitality. Sponsorship investment ranges from \$35,000 to \$50,000, and benefits include publicity, signage, web link, Program Book ad, social functions, VIP hospitality passes, gate and parking passes, and official jacket.

On-Site Sponsorships

These facility-based sponsorships inside Balloon Fiesta Park provide interaction and visibility with guests and media. All include a full complement of benefits: a balloon, publicity, signage, web link, Program Book ad, social functions, VIP hospitality passes, gate and parking passes, and official jackets.

Stage Sponsorship\$75,000
VIP Sponsor Hospitality Center\$70,000
Balloon Discovery Center\$35,000
Media Tent\$25,000
Media Towers (4 towers, each)\$10,000
Chasers Club\$15,000

Balloon Sponsorships

Our most popular sponsorship, and a great introduction to Balloon Fiesta. Get your custom-made banner on a balloon envelope, big enough to be seen by everyone on the ground. Sponsorship investment of \$3,500 (not including banner production) includes benefits of a web link, 2 balloon rides, VIP sponsor hospitality passes, gate & parking passes, and official jacket for you and your pilot.

Social Media

Balloon Trading Cards.....\$17,500
Text Updates\$8,000

HOSPITALITY SPONSORSHIPS

Entertaining clients, prospects, and friends at Balloon Fiesta is a sure way to strengthen bonds and share good times. Corporate Village is a controlled-access area at the south end of the launch field that provides "the best seats in the house." We offer corporate sponsorship tents by the individual session (Fiesta Tents) or for the entire event (Corporate Tents). Tents include tables for serving inside, and large fenced patios furnished with tables and chairs for enjoying the hospitality and show. Prices do not include catering.

Corporate Tent 40' x 20'\$ 20,000
Corporate Tent 20' x 20'\$ 15,000
Fiesta Tent 40' x 20' (single event)\$ 3,500 or
\$2,000 (depending on session)

In addition, Balloon Fiesta lets you play host to the world by sponsoring several different transportation vehicles that win appreciation from all who ride.

Park 'N' Ride\$50,000
(from various locations in town)
(co-sponsorships available)

Fiesta Courtesy Shuttle (inside Park) ..\$2,500
(per shuttle)
Fiesta Cart (inside Park) (per cart)\$1,500

EXHIBIT / DISPLAY / PRODUCT SAMPLING

Balloon Fiesta Park has two large exhibit areas, each anchoring one end of Main Street – our "concession row" of food and merchandise vendors that stretches for one-third mile – each fed by major parking lots. We take pride in offering our guests fun, interactive exhibits, and our guests repay exhibitors with plenty of attention.

Exhibit space (600 square foot minimum)
.....\$10/square ft.
Product Sampling booth (10' x 10') ..\$3,500

2009 Statistics

761,864
ESTIMATED GUEST VISITS

637
REGISTERED BALLOONS

895
MEDIA REPRESENTATIVES

17
COUNTRIES REPRESENTED

SPONSORSHIP TEAM

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