

# ExxonMobil ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

## 2025 SPONSORSHIP INFORMATION



**A**s the largest hot air balloon event in the world as well as the largest annual international event in North America, the ExxonMobil Balloon Fiesta® offers exceptional brand exposure opportunities with nine days of events and fourteen sessions from which to choose. Additionally, in 2024 we hosted 794 registered media from over 110 national and international media organizations and enjoyed a robust social media presence.

### OFFICIAL SPONSORSHIPS

**Official level sponsors enjoy the right to associate, promote and publicize with the ExxonMobil Balloon Fiesta.** In some cases, category exclusivity is also available (except for balloon and hospitality tent sponsorships). It can also bring significant brand exposure before and during the event in select event publications and online materials. We work with our official sponsors to customize a sponsorship to their needs. But that's only the beginning — Need exhibit space? Want to play host to your clients or associates? Want to promote your product on Main Street? We can provide all of these opportunities and more!

*Official sponsorships begin at \$30,000 and may require a multi-year commitment. Contact the sponsorship team for more details.*

### SESSION SPONSORSHIPS

**Own the session, brand the session!** We have 14 sessions from which to choose. Some sessions are already themed while others can be themed to match your brand. Session sponsorships are customized to your marketing goals and can include a combination of brand awareness, exhibit/display and hospitality. Investments begin at \$30,000 and may include signage, web link, full page in Official Event Program, hospitality, parking and admission tickets, display space and official event merchandise.

### 2025 MARKS THE 53RD BALLOON FIESTA®



### BALLOON SPONSORSHIPS

**This is our most popular sponsorship and a great introduction to introduction to the ExxonMobil Balloon Fiesta!** Have your custom made banner placed on a balloon envelope – these are large enough to be seen by guests on the ground and also by media.

Sponsorship investment is \$6,000 (\$3,000 for 501c3 non-profits) not including banner production costs and includes a web link, balloon ride for two people, Sponsor Hospitality passes, weekly admission and parking passes and official merchandise. If you don't have a balloon pilot, we will help you find one. *Sponsorship availability is limited.*

We offer 40' x 20' tents by the week or by individual sessions. Rental includes four 8' serving tables inside the tent for your caterer and 12 tables with 72 chairs in the spacious 40' x 40' patio area adjacent to the Launch Field along with linens, electricity and heaters. *Rental price does not include catering, guest admission or parking.*

We also offer the Fiesta Deck with a great vantage point overlooking the launch field. The deck has a partial cover, is over 6,000 square feet and is available by session only. Rental includes four 8' serving tables, 17 tables with 102 chairs, bistro lighting, outdoor patio seating groupings, Adirondack style chairs, linens, electricity and patio heaters. *Rental price does not include catering, bar service, guest admission or parking.*



### HOSPITALITY OPPORTUNITIES

**Hosting clients, prospects and friends at the ExxonMobil Balloon Fiesta is a fantastic way to build relationships while enjoying the fun and excitement of the event.** Our Corporate Village is an exclusive, access controlled area located at the south end of the launch field, offering "the best seats in the house"!

<b>Corporate Tent – 40' x 20'</b>	
9 days .....	\$30,000
<b>Fiesta Tent – 40' x 20'</b>	
Monday – Friday AM Only .....	\$2,000
Evenings and Weekends .....	\$4,000
<b>Fiesta Deck - Mornings .....</b>	<b>\$5,000</b>
(Capacity – 100 guests)	
<b>Fiesta Deck – Evenings .....</b>	<b>\$10,000</b>
(Capacity – 300 guests)	

**EXHIBIT/DISPLAY/SAMPLING**

Main Street at Balloon Fiesta Park spans about half a mile along the east side of the Launch Field with both north and south ends able to accommodate large exhibits. Exhibit space pricing is \$10/square foot and electricity may be provided depending on location.

Product sampling booths are 10'x10', and are located directly across from the concession booths selling food and merchandise. The sponsorship fee of \$4,000 includes the tent, Astroturf, ceiling light, tent signage, table and two chairs. All sampling booths have access to electricity. Parking and admission included. *Sales are not permitted in this area.*

**EVENT AND ON-SITE SPONSORSHIPS**

The ExxonMobil Balloon Fiesta offers morning flights, evening glow events, and spectacular fireworks displays, all attracting large crowds. Our sponsorship team will collaborate with you to tailor a sponsorship package that may include brand visibility, hospitality, admission and parking passes, exhibit space, and merchandise opportunities.

**2024 STATISTICS****Est. 838,337**Previous Years Attendance 2023 –  
968,516

5 Year Average – 866,727

Registered Balloons

**551**

Registered Special Shape Balloons

**106**

Media Organizations

**110**

Countries Registered

**16**

States Registered

**45****Official Level Sponsorships**

AfterGlow™ Fireworks Shows (5 sessions) .....	\$135,000
Special Shape Glowdeos™ (2 sessions) .....	\$60,000
Balloon Fiesta Live! <b>SOLD</b> .....	\$50,000
Park 'N Ride (Multiple locations) ...	\$50,000
Sid Cutter Pilots' Pavilion .....	\$50,000
Sponsor Hospitality <b>SOLD</b> .....	\$50,000
Weekend Mass Ascensions ...	\$50,000 each
Gondola Club .....	\$50,000
RV Lots .....	\$45,000
Balloon Discovery Center <b>SOLD</b> .....	\$40,000
Balloon Glow .....	\$40,000
Flight of the Nations	
Mass Ascension <b>SOLD</b> .....	\$40,000
Launch Field Row Markers .....	\$40,000
Main Street Stage .....	\$40,000
Music Fiesta Stage .....	\$40,000
Night Magic™ Glow <b>SOLD</b> .....	\$40,000
Artisans' Tent .....	\$35,000
Balloon Basket Banners <b>SOLD</b> .....	\$35,000
Navigator Sponsorship <b>SOLD</b> .....	\$35,000
Special Shape Rodeo™ .....	\$35,000
Team Fastrax™ <b>SOLD</b> .....	\$35,000
Twilight Twinkle Glow™ <b>SOLD</b> .....	\$35,000
Balloon Trading Cards <b>SOLD</b> .....	\$30,000
Chainsaw Carvers .....	\$30,000
Chase Flags .....	\$30,000
Dawn Patrol Shows <b>SOLD</b> .....	\$30,000
Farewell Mass Ascension <b>SOLD</b> .....	\$30,000
Friday Flying Competition .....	\$30,000
Media Tent <b>SOLD</b> .....	\$30,000
Morning Glows <b>SOLD</b> .....	\$30,000
Weekday Precision	
Flying Competitions .....	\$30,000 each

**Additional Sponsorships**

Event Program .....	\$25,000
Mobile App <b>SOLD</b> .....	\$25,000
Video Boards (2) .....	\$25,000
Chasers' Club .....	\$20,000
75' Tall Field Signage Cone (4 total) <b>SOLD</b> .....	\$15,000 each
Or All 4 <b>SOLD</b> .....	\$50,000
RC Balloons Exhibitions <b>SOLD</b> .....	\$15,000
Media Towers <b>SOLD</b> .....	\$12,500 each
Charging Station Tents .....	\$10,000
WayFinders Main Street .....	\$5,000
Bike Valet .....	\$5,000

**SPONSORSHIP INFORMATION**

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