



As the largest hot air balloon event in the world and the largest annual international event in North America, the ExxonMobil Albuquerque International Balloon Fiesta® offers exceptional brand exposure. Balloon Fiesta® encompasses nine days of events, 14 individual sessions, more than 800 members of the media from over 130 national and international organizations, and a robust social media presence. Attendance averages over 850,000 people annually.

OFFICIAL SPONSORSHIPS

Official level sponsors enjoy the right to associate, promote, and publicize with Balloon Fiesta. It can also bring significant brand exposure before and during the event in select publications and online materials. We customize official level sponsorships to meet your needs. Need exhibit space? Want to play host to your clients or associates? Want to promote your product on Main Street? We provide all of these opportunities and more! In some cases, category exclusivity is also available (except for balloon and hospitality tent sponsorships). Official sponsorships begin at \$30,000 and may require a multi-year commitment.

SESSION SPONSORSHIPS

Own the session, brand the session!

We have 14 sessions – some are already themed and 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, full page ad in the Official Event Program, hospitality, parking and admission tickets, display space, official event merchandise, and more.

BALLOON SPONSORSHIPS

This is our most popular sponsorship and a great introduction to Balloon Fiesta! Have your custom banner placed on a balloon envelope – large enough to be seen by guests on the ground and by media. Investment is \$6,000 (\$3,000 for 501(c)(3) nonprofits) plus banner production costs and includes a balloon ride for two people, hospitality, parking and admission tickets, and official merchandise. If you don't have a balloon pilot, we will help you find one. **Availability is limited.**

HOSPITALITY OPPORTUNITIES

Hosting clients, prospects, and friends at Balloon Fiesta is a fantastic way to build relationships while enjoying the event. Our Corporate Village is an exclusive, access controlled area located at the south end of the launch field – the best seats in the house. We offer tents (40' x 20') by the week or by individual sessions. Rental includes four 8' serving tables inside the tent and 12 tables with 72 chairs in the spacious 40' x 40' patio adjacent to the launch field. Rental includes linens, electricity, and heaters. Catering, guest admission, and parking are not included.



HOSPITALITY (CONT.)

The Fiesta Deck offers a great vantage point overlooking the launch field. The 6,000 square foot deck is partially covered 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. *Catering, bar service, guest admission, and parking are not included.*

COST:

Corporate Tent (40' x 20')	
9 days:	\$30,000
Fiesta Tent (40' x 20')	
Monday – Friday AM Only:	\$2,000
Evenings and Weekends:	\$4,000
Fiesta Deck	
Mornings (100 guest capacity):	\$5,000
Evenings (300 guest capacity):	\$10,000

EXHIBIT / DISPLAY / SAMPLING

Main Street at Balloon Fiesta Park spans about half mile along the east side of the launch field.

The north end can accommodate large exhibits. Exhibit spaces are \$10/square foot and electricity may be provided depending on location.

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

EVENT / ON-SITE SPONSORSHIPS

Balloon Fiesta offers morning flights, evening glows, and firework displays, all attracting large crowds. Our sponsorship team will collaborate with you to tailor a sponsorship package that may include hospitality, admission and parking passes, exhibit space, and merchandise opportunities.

OFFICIAL LEVEL SPONSORSHIPS

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

ADDITIONAL SPONSORSHIPS

Event Program	\$25,000
Mobile App	\$25,000 <i>SOLD</i>
Video Boards (2)	\$25,000
Chasers' Club	\$20,000
75' Tall Field Signage Cone	
individual (4 total)	\$15,000 <i>SOLD</i>
all 4	\$50,000 <i>SOLD</i>
RC Balloons Exhibitions	\$15,000 <i>SOLD</i>
Media Tower	\$12,500 <i>SOLD</i>
Bike Valet	\$10,000
Charging Station Tents	\$10,000
Main Street Wayfinders	\$5,000

BALLOON FIESTA 2025

Attendance	851,994
Registered Balloons	537
Registered Shapes	103
Media Organizations	138
Participating Countries	12
Participating States	41

SPONSORSHIP INQUIRIES

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