



InTouch Credit Union Plano Balloon Festival September 22, 23, & 24, 2017 Oak Point Park Plano, Texas

See thousands of smiling faces awestruck by the vision of hot-air balloons filling the sky with a **Kaleidoscope** of colors and shapes. Balloons arrive in the park (weather permitting) Friday at 6pm, Saturday and Sunday at 7am and 6pm.



Hear the roar of burners being ignited as special shapes and colorful balloons inflate and glow against the back drop 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 when 100,000+ attendees experience the wonders of the InTouch Credit Union Plano Balloon Festival September 22, 23, & 24, 2017.



**Enjoy the spectacular site of balloons gracefully
floating across the sky September 22, 23, & 24, 2017
www.planoballoonfest.org**



Imagine the opportunity to brand an activity at an event where faces are covered with smiles. Corporate marketing sponsorships play an integral role in the development of the InTouch Credit Union Plano Balloon Festival. We can offer the opportunity to strengthen your corporate image and promote brand identity.

- Estimated weekend attendance in excess of 100,000+
- Grassroots marketing opportunity to capture information for future follow-up
- Exclusivity for your company
- Branding a festival activity for maximum exposure
- Exhibit space
- Onsite signage
- Website click through link. The Festival website receives in excess of 172,358 visits prior to and through the event weekend, with 825,624 pages viewed.
- Social Media promotions. Our aggressive social media campaign had a total of 8,952,511 impressions for 2016 with 6,557,472 impressions for the month of September, and 2,694,086 unique users.
- Print and television exposure
- VIP admission and parking credentials
- VIP tent networking opportunities

Since Plano is known for its 'family centered' lifestyle, this event is perfect for companies committed to those marketing strategies. Our marketing sponsors maximize their impression potential with festival participants. Most spectators spend three hours at the event, mesmerized by the balloon launches and night-time glows, interacting with the sponsors and vendors, participating in the Kids Fun Zone, sampling tasty food vendors and enjoying the entertainment on the community stage and concert stage.

The unique opportunity a community event of this magnitude provides is worth your investment. The InTouch Credit Union Plano Balloon Festival believes in investing in our community. Our commitment to the community is manifested in our partnerships with local area non-profits. In 2016, 55 non-profits showcased their agencies at our Festival. Because of this commitment to non-profits, over 2.5 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 InTouch Credit Union 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: 274,960
- 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 \$82,901
- Median age for Plano resident is 38.1
- 53% of our adult workforce has 4 or more years of college.
- 62% are married
- 75% are households with children under 18 with 2 parents.
- Plano ranks 19th among cities nationwide in percentage of college graduates.
- Plano was named a 1994 All-America City by the National Civic League and Allstate Foundation.

For more information please contact us at:

InTouch Credit Union Plano Balloon Festival
Jo Via, Executive Director
Jessica Jackson, Event Director
P. O. Box 867706
Plano, Texas 75086-7706
(972) 867-7566
(972) 985-0155 (Fax)
email: jovia@planoballoonfest.org
jessica@planoballoonfest.org



InTouch Credit Union
PLANO
BALLOON FESTIVAL

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL MARKETING SPONSORSHIP OPPORTUNITIES

Branding Level

Fee: \$20,000

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**
 - Balloon Launches
 - Saturday Concert
 - Saturday Glow
- **Premium marketing exhibit space**
 - Includes tent, tables, chairs and electricity.
- Special opportunity for 2 to ride in a balloon during the Media / Sponsor Event (weather permitting)
- Logo tagged on television promotional spots. Deadline: August 1, 2017
- Festival Activity tagged on printed materials, (to include, but not limited to 250 posters, 30,000 onsite brochures, and printed schedule materials) Deadline: August 1, 2017
- Logo and link from our Festival website to your website. In 2016 the Festival website received 172,358 visitors and 825,624 page views.
- Social Media promotions. The 2016 Festival social media campaign had a daily total reach of 2,694,086 unique users for September with total daily impressions of 6,557,472 for the month of September.
- First right of refusal for 2018
- Authority to use the Festival artwork in your advertising
- Ten prominent additional signage positions at Festival (Signage provided by client)
- Authority to use the Official Festival artwork in your advertising.
- Fifty VIP Badges – These badges allow admission to the Festival and to our onsite VIP Tent.
- Twenty-five VIP Parking Passes

Official Levels

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



\$10,000 Presenting Level –

- **Premium marketing exhibit space**
 - Includes tent, tables, chairs, and electricity.
- Presenting opportunity
 - Friday night Glow
 - Friday night Concert
 - Saturday morning Launch
 - Sunday morning Launch
- Special opportunity for 1 to ride in a balloon during the Media / Sponsor Event (weather permitting)
- Logo and link from our Festival website to your website. In 2016 the Festival website received 172,358 visitors and 825,624 page views.
- Social Media promotions. The 2016 Festival social media campaign had a daily total reach of 2,694,086 unique users for September with total daily impressions of 6,557,472 for the month of September.
- Activity tagged on printed materials, (to include, but not limited to 250 posters, 30,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2017
- Five 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 our onsite VIP Tent.
- Ten VIP Parking Passes

Official Levels

Features and Benefits included below are guidelines.

\$5,000 Level

- **Prime** marketing exhibit space
 - Includes tent, 2 tables, 2 chairs and electricity
- Three additional signage positions at Festival (Signage provided by client)
- Listing on printed materials, (to include, but not limited to Festival website sponsor page, 250 posters, 30,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2017
- 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 – 10x20
 - Includes 10x20 tent, 4 tables, 4 chairs and electricity
- Two additional signage positions at Festival (Signage provided by client)
- Listing on printed materials, (to include, but not limited to Festival website sponsor page, 250 posters, 30,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2017
- Authority to use the Festival artwork in your advertising
- Ten VIP Badges – These badges allow admission to the Festival and to our onsite VIP Tent.
- Five VIP Parking Passes

\$2,500 Level

- Marketing Exhibit Space – 10x10
 - Includes 10x10 tent, 2 tables, 2 chairs and electricity
- Two additional signage positions at Festival (Signage provided by client)
- Listing on printed materials, (to include, but not limited to Festival website sponsor page, 250 posters, 30,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2017
- Authority to use the Festival artwork in your advertising
- Ten VIP Badges – These badges allow admission to the Festival and to our onsite VIP Tent.
- Five VIP Parking Passes

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

In order to insure optimum promotion planning, we would like to know of your interest and commitment to invest in this year's Festival as soon as possible. Please return the agreement form to insure receipt of the particular level and type of sponsorship you desire.

We thank you for your interest and consideration and look forward to working with you at the 2017 InTouch Credit Union Plano Balloon Festival.

2017 MARKETING SPONSOR FORM

Marketing Sponsorship Levels:

BRANDING \$20,000 _____	OFFICIAL \$10,000 _____	OFFICIAL \$5,000 _____	OFFICIAL \$3,500 _____	OFFICIAL \$2,500 _____
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Name of Company/Organization _____

Name of Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

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.

_____ Please provide my tent _____ (size) _____ tables _____ chairs

_____ Sponsor will provide own tent / exhibit

Sponsor Deadline – August 1, 2017

Media Deadline – August 1, 2017

A contract and invoice will be issued upon receipt.

Return Sponsor Form to:

InTouch Credit Union Plano Balloon Festival
PO Box 867706
Plano, TX 75086-7706
(972) 867-7566
Fax (972) 985-0155
jovia@planoballoonfest.org



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2017 DAILY SCHEDULE

Friday, September 22, 2017

4:00 P.M. Gates & Parking Lots Open and Bus Service Begins
4:00 P.M. *Limelight* in Concert on the KLUV Main Stage.
5:30 P.M. RE/MAX Sky Divers
6:00 P.M. Balloon Activities presented by RE/MAX of Texas (weather permitting)
7:00 P.M. *Limelight* in Concert on the KLUV Main Stage.
8:00 P.M. Balloon Glow (weather permitting)
8:45 P.M. *Limelight* in Concert on the KLUV Main Stage
10:00 P.M. Festival Closes

Saturday, September 23, 2017

6:00 A.M. Gates & Parking Lots Open and Bus Service Begins
7:00 A.M. Balloon Activities (weather permitting)
7:30 A.M. 1K and 5 K Race
8:00 A.M. Balloon Fly-in Competition (weather permitting)
9:30 A.M. Run Award Ceremony
5:30 P.M. RE/MAX Sky Divers
6:00 P.M. Balloon Activities presented by InTouch Credit Union (weather permitting)
7:00 P.M. Moving Colors Band in Concert on the KLUV Main Stage
8:00 P.M. Balloon Glow
8:30 P.M. Moving Colors Band in Concert on the KLUV Main Stage
9:00 P.M. Spectacular Fireworks Show
9:30 P.M. Moving Colors Band in Concert on the KLUV Main Stage
10:00 P.M. Festival Closes

Sunday, September 24, 2017

6:00 A.M. Gates & Parking Lots Open and Bus Service Begins
7:00 A.M. Balloon Activities (weather permitting)
7:00 A.M. Plano Balloon Festival Half Marathon
8:00 A.M. Balloon Fly-in Competition (weather permitting)
8:30 A.M. Concert on the KLUV Main Stage
10:00 A.M. Run Awards presented in the Runners Village
5:30 P.M. RE/MAX Sky Divers
6:00 P.M. Balloon Activities presented by the City of Plano (weather permitting)
7:00 P.M. Festival Closes

Ongoing throughout the Weekend in the Central Market 'Kids Fun Zone'

KDFW FOX 4 Community Stage
"Free Kids Korner" Make and Take Art Activities
Rock Climbing Wall -Toddler Zone - Inflatable Rides