



Greetings!

It's hard to believe nearly a year has passed since the return of Autumn Aloft. We are looking forward to getting the 2015 event off the ground September 19 & 20.

Once again, we are looking to members of the Park City community to support the event. We can't do it without you!

Please see below for more information on sponsorship opportunities for the 2015 Autumn Aloft.

### ***AUTUMN ALOFT – SEPTEMBER 19 – 20, 2015***

The 2014 return of Autumn Aloft proved there is an appetite for a balloon event in Park City by drawing a full house to the morning launch. Merchants in Historic Park City enjoyed record business levels during the Saturday evening glow. We like to say it was a glowing success.

Event organizers have been fielding calls from interested destination visitors on the 2015 event since December. Autumn Aloft is well on its way to becoming one of Park City's annual iconic events. The event not only takes hours of dedication from the organizing committee, but also requires the support of sponsors such as yourself.

Autumn Aloft is scheduled for September 19 - 20, 2015. A group of Park City locals, including representation from the Park City Chamber and Historic Park City Alliance, have once again gathered to organize Autumn Aloft.

The organizing committee hopes to invest nearly \$10,000 in marketing initiatives with a comprehensive, integrated marketing plan targeted to local markets with an emphasis on the Wasatch Front and Back. For 2015, the organizing committee hopes to spend additional marketing dollars targeting regional destination visitors in regional drive markets.

The event includes a pre-launch media day on Friday morning, Main Launch events Saturday and Sunday mornings and a choreographed event Saturday evening on Park City's Main Street. Sponsorship activation is available at all Autumn Aloft events.

## Proposed Event Schedule

<b>Friday, September 18</b>	<b>Event</b>	<b>Location</b>
approximately 8 – 9 a.m.	Media Launch	Park Meadows Country Club
<b>Saturday, September 19</b>		
approximately 8– 9 a.m.	Main Launch Event	North 40 Fields
5:00 – 6:30 p.m.	VIP Dinner	501 Main
approximately 8 – 8:30 p.m.	Historic Park City Candlestick Event	Historic Park City
<b>Sunday, September 20</b>		
approximately 8 – 9 a.m.	Main Launch Event	North 40 Fields

## ***2015 Autumn Aloft Sponsorship Opportunities Available***

### ***Presenting Sponsorship – Negotiable***

The Presenting Sponsor is the ultimate sponsorship opportunity. The Presenting Sponsor will be included in all advertising and promotional efforts. The event would be dubbed as “Autumn Aloft” presented by “the sponsor”.

The Presenting Sponsor would receive additional sponsorship benefits, i.e., rides, tickets, invites to the VIP dinner and more, all to be negotiated and customized based on your needs.

### ***Main Launch Sponsor (Saturday or Sunday launch) – \$2,500.00***

You, or your company, will share in the excitement and exposure of the Main Launch.

- A. Four balloon rides (weather permitting)
- B. Listed with your logo in the event guide / program
- C. Fence banner (sponsor to supply by September 7th)

- D. Four tickets to the VIP dinner
- E. You or your company name announced at the start of the main launch
- F. Your name or company logo on event website

***Balloon Envelope Sponsor - \$2,000***

- A. Sponsor banner affixed to balloon envelope (banner provided by sponsor)
- B. Two Balloon rides (weather permitting)
- C. Listed in the event guide / program used as the program at the event
- D. Fence banner (sponsor to supply by September 7th)
- E. Two tickets to the VIP dinner
- F. You or your company name announced when your balloon takes off
- G. Your name or company logo on event website

***Individual or Commercial Balloon Sponsor - \$1,250.00***

- A. Two Balloon rides (weather permitting)
- B. Your commercial balloon flown at the event
- C. Listed in the event guide / program used as the program at the event
- D. Fence banner (sponsor to supply by September 7th)
- E. Two tickets to the VIP dinner
- F. You or your company name announced when your balloon takes off
- G. Your name or company logo on event website

***Saturday Candlestick Event Sponsor - \$750***

- A. On-site activation at Saturday Night Historic Park City event
- B. Listed in the event guide / program used as the program at the event

C. Your name or company logo on event website

***Banner sponsor - \$500.00***

A. Fence banner (sponsor to supply by September 7th)

B. Listed in the event guide / program

C. Your name or company logo on event website

***Friendly Supporter of Hot Air Balloons - \$250.00***

A. Name will appear in official event guide / program

B. Name or company logo on event website

Custom Sponsor Packages Available

In-Kind Sponsorship Opportunities Available

• All banners are supplied by sponsor and must be delivered to AAOC by September 7th and will be returned following Autumn Aloft.

For more information please contact Meisha Lawson, [info@meishalawson.com](mailto:info@meishalawson.com) or 435-659.9283.