



autumn

· PARK CITY · UTAH ·

ALOFT

AUTUMN ALOFT 2018 SPONSOR OPPORTUNITIES

September 14-16, 2018

The Autumn Aloft balloon festival originated over 30 years ago and quickly became a one of the “must-see events” in Park City. In 2014, after nearly a two-decade hiatus, Autumn Aloft returned to Park City, Utah. Each year, Autumn Aloft successfully brings thousands of people to Park City to watch the magnificent hot air balloons float in Park City’s picturesque autumn skies.

Sponsorship support remains key to creating this one of a kind experience in Park City. We are confident that 2018 will be bigger and better than ever and invite you to participate as a sponsor in this iconic annual event.

SCHEDULE OF EVENTS

Thursday, September 13 – 6:00 pm	Pilot and Sponsor Welcome Dinner
Friday, September 14 – 8:00 am	VIP/Media Launch
Saturday, September 15 – 8:00 am	Morning Launch
Saturday, September 15 – 8:00 pm	Evening Candlestick on Main Street
Sunday, September 16 – 8:00 am	Morning Launch

Customized packages and in-kind sponsorships are available.

Please contact **Molly Miller** at 810-610-8900 or email molly@millermediacomms.com for more information.

EXCLUSIVE TITLE SPONSOR

\$10,000 (SOLD)

- Customized benefits to meet your marketing goals
- Name incorporated into the branding/name of the event
- Logo and name on all marketing and promotional materials
- Name/logo prominently listed on event website
- Company highlighted in 5 customized social media posts leading up to the event
- Name/logo prominently listed on sponsor event signage/banners
- Banner(s)/ logo prominently displayed in main launch area and attached to balloon basket
- Banner(s)/logo prominently displayed at the Candlestick on Main Street
- Name announced at Media Day during the media/pilot briefing
- Name announced at all events (Main Launches and Candlestick on Main Street)
- Eight balloon rides (weather permitting)
- Eight tickets to the VIP dinner with the Pilots
- VIP gift basket
- VIP parking pass for four cars

PRESENTING SPONSOR

\$5,000

- Logo and name on all marketing and promotional materials
- Name/logo prominently listed on event website
- Company highlighted in 3 customized social media posts leading up to the event
- Banner(s)/logo prominently displayed in main launch area and attached to balloon basket
- Banner(s)/logo prominently displayed at the Candlestick on Main Street
- Name announced at Media Day during the media/pilot briefing
- Name announced at all events (Main Launches and Candlestick on Main Street)
- Name/logo prominently listed on sponsor event signage/banners
- Six balloon rides (weather permitting)
- Six tickets to the VIP dinner with the Pilots
- VIP gift basket
- VIP parking pass for three cars

MAIN LAUNCH SPONSOR

\$2,500

- Company highlighted in 2 customized social media posts leading up to the event
- Name/logo prominently listed on event website
- Banner(s)/logo prominently displayed in main launch area and attached to balloon basket
- Name announced at Media Day during the media/pilot briefing
- Name announced at Main Launch events
- Name/logo prominently listed on sponsor event signage/banners
- Four balloon rides (weather permitting)
- Four tickets to the VIP dinner with the Pilots
- VIP gift basket
- VIP parking pass for two cars

BALLOON ENVELOPE SPONSOR

\$2,000

- Your envelope sponsor banner attached to balloon envelope*
- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- Name announced at Media Day during the media/pilot briefing
- Company highlighted in 2 customized social media posts leading up to the event
- Two balloon rides (weather permitting)
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

**Cost of balloon envelope not included in pricing*

CORPORATE BALLOON SPONSOR

\$1,500

- Your corporate balloon flown at event
- Name/logo listed in on sponsor event signage/banners
- Name/logo listed on event website
- Name announced at Media Day during the media/pilot briefing
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

BALLOON SPONSOR

\$1,250

- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- Two balloon rides (weather permitting)
- Two tickets to the VIP dinner with the Pilots
- VIP parking pass

MAIN LAUNCH SUPPORTER

\$500

- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- VIP parking pass

FRIENDLY SUPPORTER

\$250

- Name listed on sponsor event signage/banners
- Name listed on event website

SATURDAY EVENING CANDLESTICK ON MAIN STREET SPONSOR

\$1,000

- Your banner(s)/logo prominently displayed at the Candlestick on Main Street
- Name announced at the Candlestick event on Main Street
- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website

EXCLUSIVE PHOTO CONTEST SPONSOR

\$1,500 (SOLD)

Name/logo associated with all marketing and promotion of photo contest

- Customized benefits to meet your marketing goals
- Name/logo listed on sponsor event signage/banners
- Name/logo listed on event website
- VIP parking pass

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