



**InTouch Credit Union Plano Balloon Festival**  
**September 23, 24, & 25, 2016**  
**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 launch (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 103,000+ attendees experience the wonders of the InTouch Credit Union Plano Balloon Festival September 23, 24, & 25, 2016.



**Enjoy the spectacular site of balloons gracefully floating across the sky September 23, 24, & 25, 2016**  
**[www.planoballoonfest.org](http://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 411,880 visits prior to and through the event weekend, with 1,522,814 pages viewed.
- Social Media promotions. Our aggressive social media campaign had a total of 12,012,676 impressions for 2015 with 8,697,007 impressions for the month of September, and 3,500,611 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 2015, 52 non-profits showcased their agencies at our Festival. Because of this commitment to non-profits, over 2.2 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: 264,910
- 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 37
- 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 19<sup>th</sup> 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](mailto:jovia@planoballoonfest.org)  
[jessica@planoballoonfest.org](mailto:jessica@planoballoonfest.org)



# 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**
  - **Saturday Concert**
  - **Balloon Launches**
- **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, 2016
- 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, 2016
- Logo and link from our Festival website to your website. In 2015 the Festival website received 411,880 visitors and 1,522,814 page views.
- Social Media promotions. The 2015 Festival social media campaign had a daily total reach of 3,500,611 unique users for September with total daily impressions of 8,697,007 for the month of September.
- First right of refusal for 2017
- 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 concert
- 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 2015 the Festival website received 411,880 visitors and 1,522,814 page views.
- Social Media promotions. The 2015 Festival social media campaign had a daily total reach of 3,500,611 unique users for September with total daily impressions of 8,697,007 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, 2016
- 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 Level**

**Fee: \$5,000 - \$2,500**

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

### **\$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)
- 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

### **\$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)
- 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 2016 InTouch Credit Union Plano Balloon Festival.

## 2016 MARKETING SPONSOR FORM

### Marketing Sponsorship Levels:

BRANDING \$20,000 _____	OFFICIAL \$10,000 _____	OFFICIAL \$5,000 _____	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, 2016**

**Media Deadline – August 1, 2016**

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



InTouch Credit Union  
**PLANO**  
BALLOON FESTIVAL

P.O. Box 867706  
Plano, Texas 75086  
972-867-7566  
fax 972-985-0155  
www.planoballoonfest.org

## 2016 DAILY SCHEDULE

### Friday, September 23, 2016

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

### Saturday, September 24, 2016

- 6:00 A.M. Gates & Parking Lots Open and Bus Service Begins
- 7:00 A.M. Balloon Launch presented by the City of Plano (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 Launch presented by InTouch Credit Union (weather permitting)**
- 7:00 P.M. Concert on the KLUV Main Stage
- 8:00 P.M. Balloon Glow
- 8:30 P.M. Concert on the KLUV Main Stage
- 9:00 P.M. Spectacular Fireworks Show
- 9:30 P.M. Concert on the KLUV Main Stage
- 10:00 P.M. Festival Closes

### Sunday, September 25, 2016

- 6:00 A.M. Gates & Parking Lots Open and Bus Service Begins
- 7:00 A.M. Balloon Launch presented by the City of Plano (weather permitting)**
- 7:30 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 on the KLUV Main Stage
- 5:30 P.M. RE/MAX Sky Divers
- 6:00 P.M. Closing Balloon Launch**
- 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