



**Celebrating 40 years of ballooning in Plano...**

**InTouch Credit Union Plano Balloon Festival  
September 20, 21, & 22, 2019  
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 90.000+ attendees experience the wonders of the InTouch Credit Union Plano Balloon Festival September 20, 21, & 22, 2019.



**Enjoy the spectacular site of balloons gracefully  
floating across the sky September 20, 21, & 22, 2019  
[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 90,000+
- 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.
- Social Media promotions.
- Print 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 2018, 52 non-profits showcased their agencies at our Festival. Because of this commitment to non-profits, over 3 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: 279,088
- 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 \$85,085
- Median Home Value \$247,600
- Median age for Plano resident is 38.5
- 55% of our adult workforce has 4 or more years of college.
- Plano was named a 1994 All-America City by the National Civic League and Allstate Foundation.

The Festival is a rain or shine event. If in the unlikely event the Festival is suspended or cancelled there will be no refunds or a rescheduled date.

Thank you for your interest and consideration.

For more information please contact us at:

InTouch Credit Union Plano Balloon Festival  
Jo Via, Executive Director  
P. O. Box 867706  
Plano, Texas 75086-7706  
(972) 867-7566  
(972) 985-0155 (Fax)  
email: [jovia@planoballoonfest.org](mailto:jovia@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**
  - Balloon Activities
  - 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)
- Festival Activity tagged on printed materials, (to include, but not limited to, 100 posters, 35,000 onsite brochures, and printed schedule materials) Deadline: August 1, 2019
- Onsite mentions of branded activity and booth activation from the Festival Main Stage by our professional announcer.
- Logo and link from our Festival website to your website
- Social Media promotions.
- First right of refusal for 2020
- Authority to use the Festival artwork in your advertising
- Ten prominent additional signage positions at Festival (Signage provided by client)
- 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
  - ‘Kids Korner’ Make and Take Art Tent
  - Saturday morning Balloon Activity
  - Sunday morning Balloon Activity
- Social Media promotions.
- Logo and link from our Festival website to your website.
- Activity tagged on printed materials, (to include, but not limited to 200 posters, 35,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2019
- Onsite mentions of presenting activity and booth activation from the Festival Main Stage by our professional announcer.
- 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, 200 posters, 35,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2019
- 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, 200 posters, 35,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2019
- 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, 200 posters, 35,000 onsite brochures, and printed schedule materials). Print deadline – August 1, 2019
- 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. The Festival is a rain or shine event. If in the unlikely event the Festival is suspended or cancelled there will be no refunds or a rescheduled date.

We thank you for your interest and consideration and look forward to working with you at the 2019 InTouch Credit Union Plano Balloon Festival.

## 2019 MARKETING SPONSOR FORM

### Marketing Sponsorship Levels:

BRANDING	OFFICIAL	OFFICIAL	OFFICIAL	OFFICIAL
\$20,000	\$10,000	\$5,000	\$3,500	\$2,500
_____	_____	_____	_____	_____

Name of Company/Organization \_\_\_\_\_

Name of Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Office Phone \_\_\_\_\_

Onsite Contact Name \_\_\_\_\_ Cell \_\_\_\_\_

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, 2019**

**Media Deadline – August 1, 2019**

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](mailto:jovia@planoballoonfest.org)

