A long time ago in a galaxy near the great falls, a festival helped local groups raise money for their causes. The people of the galaxy looked forward to the festival each year and flocked by the thousands to see the spectacle.

And now, the festival will play host to the ultimate battle of good vs. evil.
THE 24TH ANNUAL
GREAT FALLS BALLOON FESTIVAL

THE FORCE TAKES FLIGHT

AUGUST 19-21, 2016
The mission of the festival is to provide fundraising opportunities for local non-profits, while celebrating our community and promoting the Lewiston/Auburn area as a visitor destination.
## 2015 beneficiaries

By supporting the festival, you're supporting dozens of local non-profit organizations.

Here are the groups who benefitted from last year's festival.

<table>
<thead>
<tr>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lewiston High School Class of 2016</td>
</tr>
<tr>
<td>Lewiston High School Music Association</td>
</tr>
<tr>
<td>St. Martin de Porres Residence Inc.</td>
</tr>
<tr>
<td>Lewiston/Auburn Rotary Club</td>
</tr>
<tr>
<td>L/A Liberty Festival</td>
</tr>
<tr>
<td>Lewiston High School Cheerleaders</td>
</tr>
<tr>
<td>Edward Little High School Field Hockey</td>
</tr>
<tr>
<td>Androscoggin Habitat for Humanity</td>
</tr>
<tr>
<td>VFW Post #1603</td>
</tr>
<tr>
<td>Lewiston/Auburn Catholic Youth Ministry</td>
</tr>
<tr>
<td>New Auburn Legion Post #153</td>
</tr>
<tr>
<td>St. Dominic Academy/ Mission to Mississippi</td>
</tr>
<tr>
<td>KORA Cycle Corp</td>
</tr>
<tr>
<td>Rabboni Lodge #150</td>
</tr>
<tr>
<td>Edward Little High School Grandstand Club</td>
</tr>
<tr>
<td>Demolay</td>
</tr>
<tr>
<td>Kora Shriners Crazy Cop Unit</td>
</tr>
<tr>
<td>South Lewiston Little League</td>
</tr>
<tr>
<td>Lewiston High School Football Boosters</td>
</tr>
<tr>
<td>Lewiston High School Girls Field Hockey</td>
</tr>
<tr>
<td>Andy Valley Gymnastics Parents Association</td>
</tr>
<tr>
<td>Leavitt Football Boosters</td>
</tr>
<tr>
<td>Leavitt Little Girls Hockey</td>
</tr>
<tr>
<td>East Auburn Community Center</td>
</tr>
<tr>
<td>Children's Miracle Network/ Walmart</td>
</tr>
<tr>
<td>Lewiston High School Swim Team</td>
</tr>
<tr>
<td>Calvary United Methodist Church</td>
</tr>
<tr>
<td>St. Dominic Academy Baseball</td>
</tr>
<tr>
<td>Lewiston High School Softball</td>
</tr>
<tr>
<td>Lutheran Social Services</td>
</tr>
<tr>
<td>Boy Scouts</td>
</tr>
<tr>
<td>Army Cadets</td>
</tr>
</tbody>
</table>
The support of local businesses enables us to continue our mission of providing a venue for local non-profits to raise the funds they need to continue their endeavors.

**GOLDEN EAGLE**
City of Auburn
City of Lewiston
United Ambulance
Sun Journal*
Turner Publishing*
Twin City Times*
Uncle Andy's Digest*
WMTW-TV/HD, News 8 and WMTW.com*

**DOUBLE EAGLE**
Auburn Fireside Inn
Center Street Dental
CMMC
Dunkin' Donuts
Pepsi

**DOUBLE EAGLE II**
Suburban Propane
Sun Press*
Superior Energy Solutions
Blueberry Broadcasting*

**ROSIE O'GRADY**
Downeast Machine & Engineering
H&D Title and Closing Services
JOW NAPA Auto Parts
Mechanics Savings Bank
Debbie Bodwell & Mike Hamlyn
Ness Oil
Proctor & Gamble

**BALLOON SPONSORS**
Advance Orthotic & Prosthetic Services, Inc.
Clover Health Care
Connectivity Point Design & Installation
Damon Mechanical
Lotus Restaurant
Ness Oil
Nessit
Pat’s Pizza
Payroll Management
Sam's Italian Foods, Inc.

**CONTRIBUTORS OF GOODS & SERVICES**
PamCo
Chapman Golf Carts
AAA Fire
Androscoggin County Chamber of Commerce
Auburn Concrete
Capsawn Designs, Inc.
Fox Ridge Golf Course
Hammond Tractor
Hannaford
L/A Airport
Maine Trailer, Inc.
Poland Spring Bottling
Sam’s Italian Foods, Inc.

**SPECIAL SHAPE SPONSOR**
Xerox

**MOONGLOW SPONSOR**
Heritage Collectibles
about the festival

Established in 1992, the Great Falls Balloon Festival is a three-day celebration featuring hot air balloons, food and entertainment.

Based at Simard-Payne Memorial Park in Lewiston—with additional entertainment and food offerings at Festival Plaza in Auburn—the festival is part of the fabric of our community. The Androscoggin River and rocky Great Falls provide a picturesque setting for our visiting balloonists. Admission to the festival has always been free.

Balloon launches are scheduled for 6 a.m. and 6 p.m. In addition, the festival offers dozens of food booths (staffed by volunteers from our participating non-profit groups), pancake breakfasts, craft and trade booths, a children's activity area and live entertainment at two venues. Carnival rides, a parade and various demonstrations and contests round out the weekend.
by the numbers

32
Local non-profit groups that benefited from the festival

127,000
Gross dollar amount raised by participating non-profit groups

9,000
Number of Facebook users following Great Falls Balloon Festival posts

9
Media partners that provided advertising and coverage

15
Hot air balloons that visited the festival, including two specials

125,000
Estimated number of visitors

Numbers are based on 2014 festival data
**economic impact**

Looking back on the 22 year history of the festival, it is estimated that visitors have spent close to $20 million in the Lewiston/Auburn area, in addition to the money spent at the festival.

65% of spectators spent money in the L/A area because of the festival.

63% of spectators were from outside L/A.

65% of dollars spent in the community came from outside L/A.

Summary is based on 2012 festival data. Total amounts spent outside the festival are based on an estimated attendance of 100,000 people throughout the weekend.
This sponsorship honors the single most significant event in ballooning.

In the early morning hours on August 12, 1978, three adventurous pilots set out to do what no one else in history had ever been able to accomplish—fly across the Atlantic in a hot air balloon. They launched their balloon, Double Eagle II, from Presque Isle, Maine, and flew into aviation history.

After 137 hours in flight, they landed at Misery, France, successfully completing their historic voyage.

The North American Eagle is synonymous with strength, courage and the power of flight. The Sumerians chose the eagle as their emblem of power and this is the same distinction was bestowed by imperial Rome many centuries later.

Its recognition in modern times came with its designation in as the emblem for the new democracy, the United States of America.

This sponsorship honors two of the greatest names in ballooning.

Two pilots—Maxie Anderson and Ben Abruzzo—made an unsuccessful attempt to cross the Atlantic in their balloon, Double Eagle.

Departing Marshfield, Massachusetts, in September of 1977, the duo landed in Iceland, 66 hours later.

The transatlantic solo flight broke several world distance records and was an outstanding success.

Joe Kittenger Jr., left Caribou, Maine, in September 1984, in Rosie O'Grady's Balloon of Peace. He remained aloft more than 83 hours, covering a distance of 3,543 miles before landing near Montenotte, Italy.

The Balloon of Peace stood approximately ten stories high and carried an open fiberglass gondola, which was to be used as a boat in the event of a water landing.

The Great Falls Balloon Festival is a celebration of our community and a monumental group effort. The festival relies solely on the generosity of its sponsors and contributions of all sizes are greatly appreciated.
sponsored levels

BALLOON SPONSOR

Special Shape Sponsor
$1,500 donation

BY far, our most popular sponsorship level. Act fast, because Balloon Sponsorships sell out quickly.

Special shape balloons inflate and stay at the field for the evening launch, maximizing your exposure.

The Great Falls Balloon Festival has grown into one of the better known medium-sized balloon festivals in the United States, launching dozens of hot air balloons during its six launch windows. It is through the generosity of businesses and individuals that we are able to accommodate these majestic flyers.

Each special shape balloon carries a sponsor banner.

Balloon Sponsor
$650 donation

One of the most anticipated events of the festival is the launching of the special shape balloons.

During our 22-year history, we’ve been host to a number of these fun, crowd-pleasing balloons, including: Pegleg Pete (the pirate parrot), Waddles the SnoBird, Claw’D the Crazy Crab, Sushi the Fish, Whooty the Owl, Lilly and Joey (the Little Bees) and the Flying Purple People Eater, just to name a few!

Each special shape balloon carries a sponsor banner.

Moonglow Sponsor
$750 donation

The Moonglow Sponsor level was added in 2014 and this singular sponsor will be featured in online and print advertising.

Following the evening launch, our pilots return to the field, inflate their balloons and put on a spectacular light show at ground level. This exciting event is accompanied by live entertainment on the main stage.

This year’s Moonglow is planned for Friday night with a rain date set for Saturday.

Parade Sponsor
$500 donation

The Parade Sponsor level was added in 2014 and this singular sponsor will have their banner featured on a parade vehicle.

Featuring dozens of local groups including scout troops, monster trucks, dancers and many of our balloon pilots, the festival parade draws spectators to the downtown and onto the field for daytime entertainment.

The parade route begins at the Auburn Public Library, heading down Court Street, over Longley Bridge and onto Lincoln Street.

SPECIAL EVENT SPONSOR

Moonglow Sponsor
$750 donation

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# Sponsorship Levels & Benefits

24th annual Great Falls Balloon Festival | August 19–21, 2016 | Lewiston/Auburn, Maine

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Festival Sponsor</th>
<th>Balloon Sponsor</th>
<th>Special Event Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VIP Access</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balloon rides</td>
<td>4 tickets</td>
<td>2 tickets</td>
<td>2 tickets</td>
</tr>
<tr>
<td>Parking passes</td>
<td>4 passes</td>
<td>2 passes</td>
<td>2 passes</td>
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<tr>
<td><strong>Banner Placement</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main stage*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Main entrance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Balloon basket</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Parade vehicle</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Online Advertising</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Website Sponsor Page</td>
<td>✓ (WITH LOGO)</td>
<td>✓ (WITH LOGO)</td>
<td>✓ (WITH LOGO)</td>
</tr>
<tr>
<td>Website Homepage Feature</td>
<td>✓ (WITH LOGO)</td>
<td>✓ (WITH LOGO)</td>
<td>✓ (WITH LOGO)</td>
</tr>
<tr>
<td>Facebook Posts</td>
<td>✓ (INDIVIDUAL POST)</td>
<td>✓ (INDIVIDUAL POST)</td>
<td>✓ (INDIVIDUAL POST)</td>
</tr>
<tr>
<td><strong>Print Advertising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poster</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Brochure</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Program</td>
<td>✓ (WITH LOGO)</td>
<td>✓ (WITH LOGO)</td>
<td>✓ (WITH LOGO)</td>
</tr>
<tr>
<td>Program pull-out</td>
<td>✓ (WITH LOGO)</td>
<td></td>
<td>✓ (WITH LOGO)</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary trade booth*</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

*cash sponsors

Sponsorship Levels & Benefits

- **Golden Eagle** ($10,000)
- **Double Eagle II** ($5,000)
- **Double Eagle** ($2,500)
- **Rosie O’Grady** ($1,000)
- **Friend of the Festival** ($250)
- **Special Shape** ($1,500)
- **Balloon Sponsor** ($650)
- **Moonglow Sponsor** ($750)
- **Parade Sponsor** ($500)

VIP Access:
- Balloon rides: 4 tickets
- Parking passes: 4 passes

Banner Placement:
- Main stage: ✓
- Main entrance: ✓
- Balloon basket: ✓
- Parade vehicle: ✓

Online Advertising:
- Website Sponsor Page: ✓ (WITH LOGO)
- Website Homepage Feature: ✓ (WITH LOGO)
- Facebook Posts: ✓ (INDIVIDUAL POST)

Print Advertising:
- Poster: ✓
- Brochure: ✓
- Program: ✓ (WITH LOGO)
- Program pull-out: ✓ (WITH LOGO)

Miscellaneous:
- Complimentary trade booth: ✓

SPONSORSHIP@GREATFALLSBALLOONFESTIVAL.ORG • GREATFALLSBALLOONFESTIVAL.ORG
You can count on our support for the 24th annual Great Falls Balloon Festival.

Please complete and mail the form below, or click here to commit online: [WWW.GREATFALLSBALLOONFESTIVAL.ORG/SPONSORTODAY](https://www.greatfallsballoonfestival.org/sponsortoday)

### SPONSORSHIP LEVEL

- Golden Eagle ............ $10,000
- Double Eagle II .......... $5,000
- Double Eagle ............ $2,500
- Rosie O'Grady ............ $1,000
- Friend of the Festival .... $250
- Special Shape Sponsor ... $1,500
- Balloon Sponsor ........... $650
- Moonglow Sponsor ....... $750
- Parade Sponsor ........... $500

### SPONSOR INFORMATION

- BUSINESS/ORGANIZATION NAME (as it should appear on our marketing materials and banners)
- CONTACT NAME
- BUSINESS/ORGANIZATION MAILING ADDRESS
- CITY/STATE/ZIP
- PHONE
- EMAIL ADDRESS

### PAYMENT

- Check enclosed
  - Please send completed form and payment to:
    - Great Falls Balloon Festival, Attn: Treasurer, P.O. Box 1238, Auburn, ME 04211
- Bill me
2016 board of directors

The festival board is made up of volunteers from our community who work from October to August planning a great weekend (and hoping for great weather).

President / Souvenirs . . . . . . . . . . . . Morgan Hamlyn
Vice President / Ballooning . . . . . . . . . . Marcus Talarico
Treasurer / Food Groups . . . . . . . . . . . . Mell Hamlyn
Secretary / Craft & Trade . . . . . . . . . . . . Troy Mills
Balloonmeister . . . . . . . . . . . . . . . . . . Bill Whidden
Logistics . . . . . . . . . . . . . . . . . . . . Harold Brooks

photos by Jim Mercier (top), Michele Barker (middle) and Peter Fischer (bottom)
THANK YOU