

2022

Sponsorship Guide





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Photo: Jane Cantral



It is our pleasure to offer you the opportunity to sponsor the 28th annual Great Falls Balloon Festival.

Since 1992, the mission of the festival has been to provide fundraising opportunities to local nonprofit groups, while celebrating L/A and promoting our communities as a visitor destination. With the help of local businesses, an army of volunteers and the cooperative efforts of the cities of Lewiston and Auburn, the Great Falls Balloon Festival has become more than anyone could have imagined.

Now reaching well beyond L/A the festival enjoys a national reputation as a first-class event and is a destination for many visitors to the state of Maine. With free admission, annual estimated attendance over 100,000, financial impact in excess of \$2,000,000 and hundreds of thousands of dollars raised by participating non-profit groups, it's easy to see why our community eagerly anticipates the festival.

Like any business or event, cash flow is a most difficult task to manage. Support from local businesses enables continued growth and free attendance for festival visitors.

Please consider the information provided in this guide and know that as a sponsor, you're showing our community that you want to share in the celebration and support the 28th annual Great Falls Balloon Festival.

Thank you in advance for your contribution.

As always, we will see you the third weekend in August! Thank you for your support. ~ Great Falls Balloon Festival Board



2019 BENEFICIARIES

Many non-profit organizations participate in the festival, giving their time and energy to raise money for their cause. They are the foundation of the festival and their dedication is a tribute to the volunteer spirit that lives within our community. Organizations participating in last year's festival include:

Edward Little High
School Grandstand Club

Lewiston/Auburn Rotary Club

L/A Liberty Festival

Lewiston High School Cheerleaders

Edward Little High School
Field Hockey

Lewiston High
School Girls Field
Hockey

William J Rogers
American Legion Post #153

St. Dominic Academy
Mission to Mississippi

KORA Cycle Corp

Rabboni Lodge #150

Lewiston High School Performing
Arts Booster Association

Cumberland Masonic Lodge

Auburn Age Friendly Committee

Auburn Youth Football

Lewiston High School Swim

Calvary Church

Ascentria Community Services

Auburn Wreckers Cheering

LRTC Student Council

Angel Wings Inc.

Edward Little Baseball

Lewiston High School Softball





2019 SPONSORS

The support of local businesses enables us to continue our mission of providing a venue for local nonprofits to raise the funds they need to continue their endeavors.

GOLDEN EAGLE

City of Auburn City
of Lewiston
Gleason Media
Sun Journal
Turner Publishing
Ness Oil
Twin City Times
Jonathan Moreau,
Master Electrician
Uncle Andy's/ LA
Metro

DOUBLE EAGLE II

Suburban Propane
Sun Press
Fire Side Inn
L/A Cannabis Coalition
Sylvania Automotive

DOUBLE EAGLE

Pepsi
Dempsey Center
Bath Iron Works
Dirigo Security
Central Maine
Pyrotechnics
Williams Scottman

ROSIE O'GRADY

Mechanics Savings Bank
Dirigo Federal Credit Union
Jim's Rent It
E&H Creates

BALLOON SPONSORS

Connectivity Point Design & Installation
Ness Oil
Nessit
Pat's Pizza
Payroll Management Sam's
Italian Foods, Inc
Uncle Andy's
McCann Fabrication

Special Shape Sponsors

Curaleaf
MedCo

Friends of the Festival

Chapman Golf Carts
AAA Fire
Auburn Concrete
Capsawn Designs
Hammond Tractor
Hannaford
Poland Spring Bottling
Whited RV
Hilton Garden Inn
L-A Museum
Ramada Inn
Lost Valley
Waterman's
Machinery
TD Bank
Side by Each



ECONOMIC IMPACT

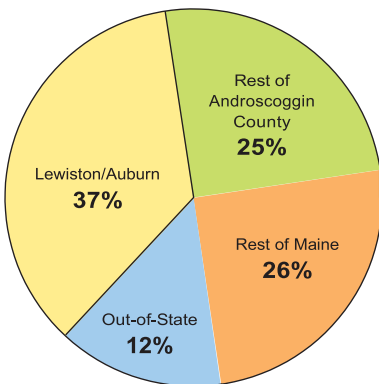
Looking back on the overall history of the festival, it is estimated that visitors have spent close to \$20 million in the Lewiston/ Auburn area, in addition to the money spent at the festival.

The summary below was compiled from surveys completed during the 2012 festival. The total amounts spent outside the festival are based on an estimated attendance of 100,000 people throughout the weekend.

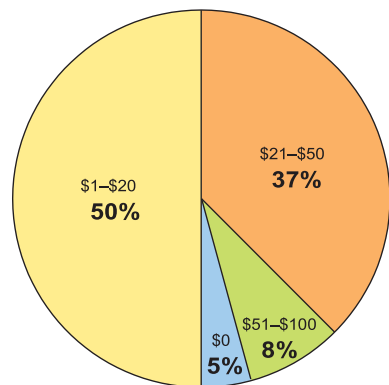
65% of spectators spent money in the L/A area because of the festival

63% of spectators are from outside L/A

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



Where do festival visitors come from?



How much do visitors spend on average?

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.



Photo: Michele Barker

FESTIVAL SPONSOR**Golden Eagle****\$10,000**

The North American Eagle is synonymous with strength, courage and the power of flight. The Sumerians chose the eagle as their emblem of power 5,000 years ago. This is the same distinction was bestowed by imperial Rome many centuries later. Its most appreciated recognition in modern times came with its designation in 1782 as the emblem for the new democracy, the United States of America. This rich history makes the spectacular Golden Eagle a fitting choice to recognize the unique contributions of our largest sponsors.

FESTIVAL SPONSOR**Double Eagle II****\$5,000**

In the early morning hours on August 12, 1978, three adventurous pilots—Maxie Anderson, Ben Abruzzo and Larry Newman—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, on August 17, successfully completing their historic voyage. This sponsorship honors the single most significant event in ballooning.

FESTIVAL SPONSOR**Double Eagle****\$2,500**

Two pilots, Maxie Anderson and Ben Abruzzo, made an unsuccessful attempt to cross the Atlantic in their balloon, Double Eagle. Departing Marshfield, Massachusetts, on September 9, 1977, they duo landed in Iceland, 65 hours and 47 minutes later. This sponsorship honors two of the greatest names in ballooning.

FESTIVAL SPONSOR**Rosie O'Grady****\$1,000**

Joe Kittenger Jr, left Caribou, Maine, at 8:23 p.m. on September 14, 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 Montenegro, Italy, at 2:08 p.m. local time on September 18. 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 transatlantic solo flight broke several world distance records and was an outstanding success.

FESTIVAL SPONSOR**Friend of the Festival****\$300**

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 those contributions are greatly appreciated.



Photo: Gisel Perry



BALLOON SPONSOR **Special Shape Sponsor**

\$2000

One of the most anticipated events of the festival is the launching of the special shape balloons. During our 28 year history, we've been host to a number of these fun, crowd-pleasing balloons, including: Patriot (the space shuttle), America One (the American flag), Bud E. Beaver, Sushi the Fish, Whooty the Owl, Lilly and Joey (the Little Bees), the Flying Purple People Eater, Waddles the SnoBird and Claw'D the Crazy Crab, just to name a few! Each special shape balloon carries a sponsor banner.

BALLOON SPONSOR **Balloon Sponsor**

\$750

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. Each balloon carries a sponsor banner. It is through the generosity of businesses and individuals that we are able to accommodate these majestic flyers.

SPECIAL EVENT SPONSOR **Moonglow Sponsor**

\$500

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.

SPECIAL EVENT SPONSOR **Parade Sponsor**

\$500

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

Family Fun Day

\$2000

This special event takes place Sunday of the festival from 9:00am to 12:00pm. Fun runs, toddler trots, and a diaper derby kick off hours of free activities for children and families. T-shirt decorating, face painting and live entertainment are just a few things to create lasting memories for our guests.

SPONSOR RECOGNITION



BALLOON RIDES

The best way to experience the festival is in the basket of a hot air balloon. All balloon rides are free-flying and go where the wind takes them. Each flight ends with a champagne toast.

PARKING PASSES

Parking is available in several downtown garages and lots. As a thank you to our sponsors, we reserve some of the closer parking areas for your convenience when visiting the festival.

BANNERS or VIDEO WALL

With an estimated 100,000 visitors throughout festival weekend, banner placement provides continual exposure. Banners are placed in various locations based on level of sponsorship:



WEBSITE

All marketing materials point visitors to the site for up-to-date information.



FACEBOOK

With over 15,000 followers, our Facebook page has become one of our most effective marketing outlets. Golden Eagle and Double Eagle II sponsors will be featured in individual posts in the weeks leading up to the festival, including their logo. All other levels will be included in group posts.

SPONSOR RECOGNITION

PROGRAM

This full-color insert gives a detailed look at the festival. The program includes a schedule of events, entertainment offerings, festival map, ballooning stories and articles, photos and acknowledgement of our sponsors. Thirty-four thousand copies are published and distributed with the Sunday Sun Journal the weekend prior to the festival. Copies of the center insert are also available at the Information Booth during festival weekend.

TRADE TABLE

Cash sponsors at the Golden Eagle and Double Eagle II level will enjoy a complimentary booth in our craft and trade area during the festival. Our craft and trade booths are located along the path on the perimeter of the park, bordered by the river.

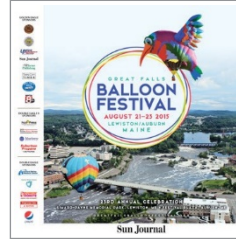




Photo: Nicole Footer

SPONSORSHIP COMMITMENT

Yes! You can count on our support for the 28th annual Great Falls Balloon Festival.

Please complete the form below, or online at:
www.greatfallsballoonfestival.org/sponsortoday

SPONSORSHIP LEVEL

- | | |
|--|---|
| <input type="checkbox"/> Golden Eagle \$10,000 | <input type="checkbox"/> Special Shape Sponsor \$2,000 |
| <input type="checkbox"/> Double Eagle II \$5,000 | <input type="checkbox"/> Balloon Sponsor \$750 |
| <input type="checkbox"/> Double Eagle \$2,500 | <input type="checkbox"/> Moonglow Sponsor \$500 |
| <input type="checkbox"/> Rosie O'Grady \$1,000 | <input type="checkbox"/> Parade Sponsor \$500 |
| <input type="checkbox"/> Friend of the Festival \$300 | <input type="checkbox"/> Family Fun Day \$2,000 |

SPONSOR INFORMATION

BUSINESS/ORGANIZATION NAME

CONTACT NAME

BUSINESS/ORGANIZATION ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL ADDRESS

BUSINESS/ORGANIZATION NAME (as it should appear on our marketing materials and banners)

PAYMENT

- Check enclosed *Please make checks payable to Great Falls Balloon Festival*
- Call our treasurer with credit card information. 207 240 6534.

MAIL TO

Please send completed form and payment to:
Great Falls Balloon Festival, Attn: Treasurer, P.O. Box 1238, Auburn, ME 04211

Questions? Speak with our Sponsorship Chair:

info@greatfallsballoonfestival.org





Photo: Kiana Kidder

Festival Sponsor Benefits



Golden Eagle Sponsor \$10,000: 4 Balloon Rides, 4 Parking Passes, Video Wall Recognition, Parade Vehicle, Website Highlight Recognition, Social Media Highlight Posts, Program, Complimentary Craft and Trade Booth, Front Gate Banner Placement. 4 Complimentary T-shirts. Thank You Announcements throughout Event.

Double Eagle II Sponsor \$5,000: 3 Balloon Rides, 3 Parking Passes, Video Wall Recognition, Parade Vehicle, Website Recognition, Social Media Highlight Posts, Program, Complimentary Craft and Trade Booth, Front Gate Banner Placement.

Double Eagle Sponsor \$2,500: 2 Balloon Rides, 2 Parking Passes, Video Wall Recognition, Parade Vehicle, Website Recognition, Social Media Highlight Posts, Program, Front Gate Banner Placement (sponsor provides banner)

Rosie O'Grady \$1,000: 2 Balloon Rides, Passes, Video Wall Recognition, Website Recognition, Social Media Highlight Posts, Program.

Friends of the Festival \$300: Video Wall Recognition, Parade Vehicle, Social Media Highlight Posts, Program.

Balloon Sponsor Benefits

Special Shape Sponsor \$2,000: 2 Balloon Rides, 2 Parking Passes, Banner Placement on Special Shape Balloon for all 6 launches, Video Wall Recognition. Social Media Highlight Posts, Program. Website Recognition. **Limited Space**

Balloon Sponsor \$750: 2 Balloon Rides, Banner Placement on Balloon for all 6 launches, Social Media Highlight Posts, Program. **Limited Space**

Special Event Sponsors

Fireworks Sponsor \$2,000: Special Recognition for Being Sole Sponsor, 2 Balloon Rides, 2 Parking Passes, Video Wall Recognition, Parade Vehicle, Social Media Highlight Posts, Program. Website Recognition.

Family Fun Day Sponsor \$2,000: Special Recognition for Being Sole Sponsor, 2 Balloon Rides, 2 Parking Passes, Video Wall Recognition, Parade Vehicle, Social Media Highlight Posts, Program. Website Recognition, Table for Family Fun Day Event, Opportunity to Provide Advertisements in 200 Participant Bags, Thank You Announcements during Event.

Moonglow Sponsor \$500: Special Recognition for Being Sole Sponsor, 2 Parking Passes, Video Wall Recognition, Parade Vehicle, Social Media Highlight Posts, Program. Website Recognition. Thank You Announcements during Event.

Parade Sponsor \$500: Special Recognition for Being Sole Sponsor, 2 Parking Passes, Video Wall Recognition, Social Media Highlight Posts, Program. Website Recognition. Lead Car in the Parade.



info@greatfallsballoonfestival.org