



# 2023 ANNUAL MARKETING PLANNER

## OPPORTUNITIES

Champion Investor  
Member Marketing Advantage  
Community & Professional Events



Howell Area  
**Chamber**  
of Commerce

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Annual sponsors receive first right of refusal for the following year

MICHIGAN CHALLENGE

# Balloonfest

## SUPPORT A COMMUNITY EVENT THAT HAS BEEN ENJOYED BY FAMILIES THROUGHOUT THE STATE FOR DECADES.

The Michigan Challenge Balloonfest is held each June, welcoming spectators and pilots from all over the United States with crowds reaching an average attendance of about 100,000 people.

The main event, which takes place on the Howell High School campus, features 40 balloon pilots participating in five hot air balloon launches and competitions throughout the weekend.

When the balloons aren't flying there are plenty of family friendly activities for guests to enjoy including a large carnival with rides and attractions for all ages, live entertainment, a food court with festival favorites, an open air marketplace, fireworks, skydivers, a balloon glow, and so much more!

The Michigan Challenge Balloonfest is the top attended summer event in Livingston County and one of the local favorites. There is a reason it is considered to be the signature event of the Howell Chamber.

There are many levels of sponsorship available for this event, assuring you'll find the perfect fit. It is no wonder our sponsors return year after year! Are you ready to join the Balloonfest family?

Please Note: All sponsorships that include audio/video recordings are given full rights for promotion. Radio spot audio/video recordings are available on demand at WHMI.com; podcast 900,000 hits/mo., Chamber website and Howell Chamber YouTube channel

"Michigan Challenge Balloonfest is a wonderful event that our family looks forward to every year. The entertainment is always excellent quality. We have grown to have two favorites of the weekend...the fireworks on Friday night, and the Balloon Glow on Saturday night. Both of these are spectacular. Wonderful event that brings many businesses, nonprofits, organizations, and volunteers together to make happen!"

-Sandie -

This was our family's first time at the Balloonfest and we had a blast! A fun filled night with entertaining street performers, top notch live music, and more. The BEST part was the evening GLOW when the balloons inflated and the pilots turned on the fire to make them all a blaze!

- Mary -



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	PRESENTING \$22,000	BLUE SKY \$10,000	BALLOON LAUNCH \$7,500	FIREWORKS \$6,500	GLOW \$5,500	ENTERTAINMENT \$3,500	LANDING ZONE \$2,500	BALLOON BASKET \$600
<b>RECOGNITION</b>								
Recognition during live promotions, social media live videos, radio announcements	X	X	X	X	X	X		
Event promoted as "Michigan Challenge Balloonfest presented by ___"	X							
Company name on collectors pin	X							
Sponsor name announced throughout the weekend	X	X	X	X	X	X	X	
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name
Print recognition including group banners, event brochures/maps	Logo	Logo	Logo	Logo	Logo	Logo	Name	
Sponsor banner provided by Michigan Challenge prominently displayed	Launch Site & Downtown	Launch Site & Downtown	Launch Site	Fireworks Site	Glow Site	X	Landing Zone	
Name and logo featured on table centerpieces at awards program		X						
Sponsor recognition in the Howell Chamber Advantage newsletter			X	X				
<b>PROMOTION</b>								
10 x 10 Corporate exhibit space provided on festival grounds	X	X	X	X	X	X	Landing Zone - No Electric	
Space for one company provided cold-air inflatable at event site	X	X						
Sponsors banners, provided by sponsor, displayed at other locations on festival grounds and downtown area	X	X	X	X	X			
Opportunity to provide branded item to pilots	X	X	X	X	X	X	X	
<b>MEDIA</b>								
Opportunity to be included in on-site live promotions including TV, Social Media Livestream and Radio	X							
Company featured in event highlight reel	X							
10 Minute radio spot(s) on WHMI during the Chamber's Howell Business Beat. Highlighted 15x per week Mon.-Sat.	3	2	2	2	1	1	1	
Rights to use Michigan Challenge logo and name for promotion	X	X	X	X	X	X	X	
<b>AIRFIELD RECOGNITION</b>								
Entry of corporate balloon in the Challenge competition with premier positioning	X							
Balloon basket banner featuring your company name	X	X	X	X	X	X	X	X
<b>COMPANY PERKS</b>								
Launch field passes to allow sponsor/guest on the field during balloon inflation	2				2 for Glow			
VIP passes for parking and hospitality room	20	15	10	10	10	8	10	
Weekend passes	50	30	25	15	10	10		

# BALLOONS

And Brews



	BREW MASTER \$2,000	TASTING \$1,000	SCAVANGER HUNT \$1,000	HOPS \$500	FANTASY OF LIGHTS SIGN SUPPORTER \$100
<b>RECOGNITION</b>					
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	X	X	X	X	
Logo on souvenir cup for VIP guests	X				
Sponsor banner (provided) prominently displayed at beer tasting event	X	X		X	
Yard sign displayed at beer tasting and Fantasy of Lights parade				X	
Logo on guest punch card tickets	X				
Sponsor recognition in the Howell Chamber Advantage newsletter	X				
Logo on Goose Chase Scavenger Hunt mission page			X		
<b>PROMOTION</b>					
Display table at event	X	X	X		
<b>MEDIA</b>					
60 Second vignettes personalized and played on WHMI promoting your business	2	1	1		
<b>COMPANY PERKS</b>					
VIP complimentary tickets to beer tasting	6	4	4	2	



# HYP

Soaring To New Heights

Fundraiser to benefit the Fantasy of Lights