

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, 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 -



Howell Area
Chamber
of Commerce



RECOGNITION

	PRESENTING \$22,000	BLUE SKY \$10,000	BALLOON LAUNCH \$7,500	FIREWORKS \$6,500	GLOW \$5,500
Recognition during live promotions, social media live videos, radio announcements	X	X	X	X	X
Event promoted as "Michigan Challenge Balloonfest presented by ___"	X				
Company name on collectors pin**	X				
Logo included in annual highlight reel video	X	X	X	X	X
Sponsor name announced throughout the weekend	X	X	X	X	X
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	Logo	Logo	Logo	Logo	Logo
Sponsorship recognition in event brochures/maps**	Logo	Logo	Logo	Logo	Logo
Sponsor banner provided by Michigan Challenge prominently displayed	X	X	X	X	X
Name and logo featured on table centerpieces at awards program	X				
3x3 Banner prominent displayed on fence					
Banner Ad on Michigan Challenge Website, artwork provided by business	X	X	X	X	X
Sponsor recognition in the Howell Chamber Advantage newsletter	Logo	Logo	Logo	Logo	Logo

PROMOTION

10 x 10 Corporate exhibit space provided on festival grounds	X	X	X	X	X
Hospitality golf cart signage and opportunity to support and interact with volunteers					
Space for one company provided cold-air inflatable at event site	X	X			
Opportunity to provide branded item to pilots	X	X	X	X	X

MEDIA

Opportunity to be included in on-site live promotions including TV, Social Media Livestream and Radio	X				
13 Minute radio spot(s) on WHMI during the Chamber's Howell Business Beat. Highlighted 15x per week Mon.-Sat.	4	3	2	2	1
Rights to use Michigan Challenge logo and name for promotion	X	X	X	X	X

AIRFIELD RECOGNITION

Entry of corporate balloon in the Challenge competition with premier positioning	X				
Balloon basket banner featuring your company name	X	X	X	X	X
Private VIP Meet & Greet w/pilots (1 hr. prior to public Meet & Greet)	X	X	X	X	X

COMPANY PERKS

Media Night private event passes, entertainment and photo opportunities	4	4	4	2	2
Launch field passes to allow sponsor/guest on the field during balloon inflation	4				
VIP Parking passes		20	15	15	10
VIP room passes	15	10	10	10	5
General hospitality passes					
Weekend festival passes	30	20	20	15	10

**If sponsorship committed by before publication date

MICHIGAN CHALLENGE
Balloonfest
SPONSORSHIP OPPORTUNITIES

	ENTERTAINMENT \$3,500	LANDING ZONE \$2,500	HOSPITALITY SPONSOR \$2,000	BALLOON BASKET \$1,000	BANNER SPONSOR \$500
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RECOGNITION

Recognition during live promotions, social media live videos, radio announcements	X				
Event promoted as "Michigan Challenge Balloonfest presented by ____"					
Company name on collectors pin**					
Logo included in annual highlight reel video					
Sponsor name announced throughout the weekend	X	X	X		
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	Logo	Name	Name	Name	
Sponsorship recognition in event brochures/maps**	Logo	Name			
Sponsor banner provided by Michigan Challenge prominently displayed	X	X			
Name and logo featured on table centerpieces at awards program					
3x3 Banner prominent displayed on fence					X
Banner Ad on Michigan Challenge Website, artwork provided by business	X	X	X	X	
Sponsor recognition in the Howell Chamber Advantage newsletter	Logo	Logo			

PROMOTION

10 x 10 Corporate exhibit space provided on festival grounds	X	Landing Zone - No Electric			
Hospitality golf cart signage and opportunity to support and interact with volunteers			X		
Space for one company provided cold-air inflatable at event site					
Opportunity to provide branded item to pilots	X	X	X	X	

MEDIA

Opportunity to be included in on-site live promotions including TV, Social Media Livestream and Radio					
13 Minute radio spot(s) on WHMI during the Chamber's Howell Business Beat. Highlighted 15x per week Mon.-Sat.	1	1			
Rights to use Michigan Challenge logo and name for promotion	X	X			

AIRFIELD RECOGNITION

Entry of corporate balloon in the Challenge competition with premier positioning					
Balloon basket banner featuring your company name	X	X		X	
Private VIP Meet & Greet w/pilots (1 hr. prior to public Meet & Greet)	X	X	X	X	

COMPANY PERKS

Media Night private event passes, entertainment and photo opportunities	2	2	2	4	
Launch field passes to allow sponsor/guest on the field during balloon inflation					
VIP Parking passes	10	4	4	4	
VIP room passes	5				
General hospitality passes		4	4	4	
Weekend festival passes	10				

**If sponsorship committed by before publication date

BALLOONS

And Brews



SPONSORSHIP OPPORTUNITIES

	BREW MASTER \$2,000	TASTING \$1,000	HOPS \$500	HOSPITALITY & GAMES \$250 <small>*Plus Trade Partnership</small>
RECOGNITION				
Digital recognition on the Michigan Challenge website, social media channels and Chamber website	X	X		
Business featured on event wristband	X			
Logo on souvenir cup for VIP guests	X			
Sponsor banner (provided) prominently displayed at beer tasting event	X	X	X	X
Logo on guest punch card tickets	X			
Sponsor recognition in the Howell Chamber Advantage newsletter	X	X	X	
2 Minute guest welcome/introduction	X			
DJ Mention	X	X	X	
Special social media highlight	2	1		
PROMOTION				
Display table at event	X	X	X	X
MEDIA				
60 Second vignettes personalized and played on WHMI promoting your business	2	1		
COMPANY PERKS				
VIP complimentary tickets to beer tasting	6	4	2	



Howell Area
Chamber
of Commerce
Foundation

HYP

Soaring To New Heights

Fundraiser to benefit the Fantasy of Lights