

# Sponsorship and Promotional Opportunities

## Gold Sponsor: \$1,500

- ❖ 8 lanyards for access to Ohio Challenge VIP Hospitality Events
- ❖ 8 VIP Premium Parking Passes
- ❖ 4 General Parking Passes
- ❖ 3-5 mentions across the Ohio Challenge social media
- ❖ Recognition in Official Program Guide, on sponsor board, committee golf-carts and Ohio Challenge website
- ❖ Option for website links
- ❖ Balloon ride for one passenger on Friday night\*
- ❖ Space for posting up to 3 company-provided banners
- ❖ Public Address sponsor announcements on-site
- ❖ Optional 10x10 Tent to promote your organization

\*Ohio Challenge Sponsor/VIP balloon rides are limited to Friday night, are weather-dependent, and may not be rescheduled due to competition restrictions.

## Two Day Festival & Balloon Competition

### VIP Access for Sponsors

Arts & Crafts  
Balloon Launches  
Balloon Glows  
Balloon Rides  
Charity Car Show  
Entertainment  
Festival Foods  
Fireworks Display

### Rides:

Tandem Skydiving  
Helicopter  
Trackless Train  
Carnival Rides

### Team Fastrax Skydiving Demonstrations

### Tethered Balloon Rides

**It's more than just hot air....**



## Silver Sponsor: \$1,000

- ❖ 4 lanyards for access to Ohio Challenge VIP Hospitality Events
- ❖ 4 VIP Premium Parking Passes
- ❖ 2 General Parking Passes
- ❖ 2 mentions across the Ohio Challenge social media
- ❖ Recognition in Official Program Guide, on sponsor board, and Ohio Challenge website
- ❖ Space for posting up to 2 company-provided banners
- ❖ Public Address sponsor announcements on-site
- ❖ Optional 10x10 Tent to promote your organization

## Bronze Sponsor: \$500

- ❖ 2 lanyards for access to Ohio Challenge VIP Hospitality Events
- ❖ 2 VIP Premium Parking Passes
- ❖ 1 General Parking Pass
- ❖ 1 mention across the Ohio Challenge social media
- ❖ Recognition in Official Program Guide, on sponsor board, and Ohio Challenge website
- ❖ Space for posting a company-provided banner
- ❖ Public Address sponsor announcements on-site

## Booth Sponsor: \$750

- ❖ 2-VIP Lanyards, Ohio Challenge VIP Hospitality Events, 10x10 space includes tent, table, 2 chairs and 4 general parking passes.

## Other Promotional Opportunities

We can work with you to customize a package that is flexible and tailored to your interests. A few ideas to consider . . .

- ❖ In-Kind Sponsorships - donate gift cards, merchandise, event tickets, or other items/merchandise in exchange for promotional opportunities

## POINTS TO PONDER

- Support one of the most popular family friendly summer events in SW Ohio
- Get your business name in front of potentially 50,000+ visitors to the event (plus pre-event & website exposure)
- Media exposure throughout the region via TV, newspapers, magazines, radio, websites, social media, etc.
- Extend marketing with in-house promotions
- Use free passes to enjoy the weekend with families or entertain customers
- Enjoy exclusive VIP Access & hospitality
- Consider sponsor levels that give you the opportunity to entertain in your own VIP tent
- Sponsor names are clearly visible on event signage
- Sponsor-provided banners are displayed 'front & center' between the mid-way, skydiver landing zone & balloon launch site
- Staff golf carts bear names of sponsors
- Upper level sponsors may promote their organization with a booth on-site
- Promotion and publicity extends beyond the event itself.

## BY THE NUMBERS

\$2-2.5 million	Average economic impact
50-55,000	Average annual attendance
76%	Within one-hour drive time
24%	Beyond one-hour drive
94%	From Ohio
6%	From other states
50%	From Butler/Warren Counties
19%	From Montgomery County
7%	From Hamilton County



**JOIN US ...**  
**YOU'RE IN GOOD COMPANY**  
**2018 sponsors included ...**  
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**PLATINUM**

Chamber of Commerce serving  
 Middletown, Monroe, Trenton  
 City of Middletown  
 Start Skydiving

**GOLD**

Alliance Printing  
 Atrium Medical Center  
 Butler County Regional Transit  
 CMG-Journal News/K99.1FM  
 Deceuninck  
 • George E. Kuhn & Company  
 Key-Ads  
 Kettering Health Network  
 Middletown Tube Works  
 PAC Worldwide

**SILVER**

AT&T  
 Berns Garden Center & Landscaping  
 Butler County Visitors Bureau  
 Cincinnati State Technical Community  
 College  
 Digital Visuals  
 GFS Marketplace  
 Jeff Couch's RV Nation  
 Lee's Famous Recipe  
 Miami University Regional's  
 Otterbein Senior Lifestyle Choices  
 West Chester Corporate Photography  
 Wendy's

**BRONZE**

Breitenbach Anderson Funeral Home  
 Bud Light (Ohio Eagle)  
 Clark Schaeffer Hackett  
 Cohen Recycling  
 Combs, Schaefer, Ball &  
 Little Law Firm  
 Dominos Pizza  
 Franklin Equipment  
 Miller Coors  
 Ohio Living Mount Pleasant  
 Summit Family Physicians  
 The Kleingers Group-  
 Wilson Schramm Spaulding Funeral  
 Home

**SPECIAL THANKS**

MiddletownUSA.com • Ohio Military  
 Reserve

**General Admission/Parking \$15:** per vehicle  
 via Airport Entrance  
 Includes **FREE** admission for all vehicle occupants with  
**FREE** shuttle to event  
 Handicap parking inside Smith Park (with valid permit)  
**On-Site Parking \$25:** Limited Parking inside Smith Park  
 (includes **FREE** admission for all vehicle occupants)  
**Walk-In Entrances:** Enter at Tytus Avenue or Wilbraham  
 Road;  
 \$5 per adult -ages 12 & under **FREE** with paid adult  
**Early morning activities:** Park inside Smith Park –  
**FREE** Admission - No shuttle service during morning  
 activities



**Contact Us**  
 c/o The Chamber of Commerce Office  
 1500 Central Avenue  
 Middletown, Ohio 45044  
 513.435.6361 phone  
[Contact@OhioChallenge.com](mailto:Contact@OhioChallenge.com) email  
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**July 19-20, 2019**



**Hot Air  
 Balloon Festival  
 Smith Park  
 Middletown  
 Regional Airport**

**Full Festival:**  
 Friday & Saturday • 4:00 to 10:30pm  
**Special Events:**  
 Saturday • 7:00 to 11:00am  
[www.ohiochallenge.com](http://www.ohiochallenge.com)