

**JOIN US . . .**  
**YOU'RE IN GOOD COMPANY**  
 2023 sponsors included...



**PLATINUM**

Chamber of Commerce  
 City Of Middletown  
 Community Foundation

**GOLD**

Atrium Medical Center  
 Akers Packaging Service Group  
 105.9 The Oasis  
 BioLife Plasma Services  
 Butler County Regional Transit  
 CBI Middletown  
 Cleveland-Cliffs  
 Cronin Ford North  
 Essity  
 Jake Sweeny Automotive  
 Key-Ads, Inc  
 Miami Valley Propane  
 Molson Coors Beverage Company  
 Ohio Eagle Distributing  
 Otterbein Senior Life  
 Phillips Tube Group  
 Vandervort Media

**SILVER**

Cincinnati State  
 Renewal by Andersen  
 Packaging Corporation of America  
 Everdry Waterproofing  
 WhiteWater Express Car Wash

**PRIMARY**

Arlington Pointe  
 Miami Valley Gaming  
 Jeff Couch's RV Nation  
 BelFlex Staffing Network  
 Leafilter Gutter Protection  
 Travel Butler County  
 Concerned Veterans For America

**BRONZE**

Wilson-Schramm-SpaULDing Funeral Home  
 Combs, Schaefer, Ball & Little  
 St John XXIII Catholic School  
 Butler Tech  
 Breitenbach Anderson Funeral Home  
 Cohen Recycling  
 Art's Rental Equipment  
 Kwik Kuts  
 Dominos

**BOOTH**

Edward Jones  
 Mentoring Partners

**SPECIAL THANKS**

GFS Marketplace  
 Lee's Famous Recipe  
 Ohio Military Reserve  
 Needlers Fresh Market



\*\* Ability to display a 15 second company supplied Commercial ad for an Additional \$250.00



THE  
**OHIO**  
 CHALLENGE  
 MIDDLETOWN

**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  
[Sponsors@Ohiochallenge.com](mailto:Sponsors@Ohiochallenge.com) email  
[www.ohiochallenge.com](http://www.ohiochallenge.com) web



**Friday & Saturday**  
**July 19th & 20th, 2024**



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

**Full Festival:**  
**Friday & Saturday**  
**5:00 to 10:30 pm**

[www.ohiochallenge.com](http://www.ohiochallenge.com)

# Sponsorship and Promotional Opportunities

Your sponsorship of the Ohio Challenge Hot Air Balloon and Skydiving Festival is a great way to promote your business while partnering with Middletown's premier family event. The event attracts nearly 25,000 visitors to the area coming from across Ohio and the tri-state region and generates over \$1 million in economic impact to the city.

## **GOLD SPONSORSHIP \$1,750**

- ❖ Recognized as a Balloon Sponsor with a balloon basket banner
- ❖ Company supplied 30 second Commercial played on Jumbo Video Board
- ❖ Company name listed on Jumbo Video Board banner
- ❖ Optional event supplied 10x10 tent to promote your business
- ❖ 8 VIP Premium Parking passes and 4 general parking passes
- ❖ 8 Passes to VIP Hospitality Tent

## **SILVER SPONSORSHIP \$1,250**

- ❖ Company name listed on Jumbo Video Board
- ❖ Optional event supplied 10x10 tent to promote your business
- ❖ 4 VIP Premium Parking passes and 2 general parking passes
- ❖ 4 Passes to VIP Hospitality Tent
- ❖ Ability to purchase a Company supplied 30 second Ad played on the Jumbo Video Board for \$250

## **BRONZE SPONSORSHIP \$500**

- ❖ 2 VIP Premium Parking passes and 1 general parking pass
- ❖ 2 passes to VIP Hospitality Tent
- ❖ Ability to purchase a Company supplied 30 second Ad played on the Jumbo Video Board for \$250

## **Specialty Sponsorships - Naming Rights and Gold Status**

- ❖ Fireworks Show - \$10,000
- ❖ Tethered Rides - \$3,000
- ❖ Balloon Key Grab - \$3,000
- ❖ Kids Carnival - \$2,000

## **VENDOR BOOTHS \$750**

- ❖ Set up a booth and interact with the crowd
- ❖ Bring your own tent or we will provide one
- ❖ Benefits include exposure on social media, website, event program
- ❖ 2 General Parking passes
- ❖ 2 Passes to VIP Hospitality Tent
- ❖ Ability to purchase a 30 second Ad played on the Jumbo Video Board

## **ALL SPONSORSHIPS/BOOTHS INCLUDE THE FOLLOWING:**

- ❖ Digital promotion on Video Board
- ❖ Mentions on social media
- ❖ Precognition on Website & Event Program
- ❖ Event to post company supplied sign

## **BY THE NUMBERS**

25,000 people in attendance  
173,000 Facebook reaches  
30,900 Facebook page views  
264 Twitter Followers  
1,100 Followers on Instagram  
\$1,000,000 Economic Impact  
80% within one hour drive  
97% from Ohio  
3% from other states

## **Two Day Festival & Balloon Competition**

### **VIP Access for Sponsors**

### **Balloon Launches**

### **Balloon Glows**

### **Kids Area**

### **Craft Vendors**

### **Charity Car Show**

### **Music**

### **Festival Foods**

### **Fireworks Display**

### **Rides**

Tandem Skydiving (contact Start Skydiving in advance)  
Plane Rides  
Tethered Balloon Rides  
Carnival Rides

### **Team Fastrax Skydiving Demonstrations**

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

