

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 19 – 21 , 2025
ROSSVILLE, TENNESSEE



TO OUR PARTNERS

We are extremely excited to announce the Mid-South Balloon Festival will be returning again this September. The festival will offer hot air balloon rides, tethered rides, balloon glows, food vendors, arts/crafts vendors, live music, carnival, kids' zone, VIP tent, beer garden, and more. Last year we raised over \$150,000 to support the educational needs in our community.

We will host a private event on Friday, September 19th - Friday Night Lights for Special Needs Children and Adults. Thanks to sponsors and other donations, these families will be able to enjoy food, kids' zone, hot air balloon tethered rides, entertainment, and more all at no cost to the families. This will certainly be an annual event that gives back to the community.

Please help us make this another successful event. Several sponsorship levels are available. For more information email Danielle Stevens at dstevens@alstonco.com.

THE FESTIVAL

- Morning Balloon Launch
- Evening Balloon Glow
- Late Afternoon Tethered Balloon Rides (weather permitting)
- Carnival rides & midway games
- Live Music
- Kids' Zone with face painting, bounce houses and more
- Art Marketplace
- Informational booths
- And more...



SPONSOR LEVELS



PLATINUM SPONSOR

\$25,000

- Opportunity to speak and showcase products
- Include promotional item in pilot goody-bags
- Have employees volunteer as Balloon Crew
- Display banner on fence
- Display banner at VIP Tent

Recognition

- From stage during announcements
- In press releases
- On all marketing materials and social media

Tickets & Passes

- 50 VIP tickets for VIP admission & VIP tent
- 50 VIP parking passes
- 100 general admission tickets
- 50 tethered rides
- Balloon Ride for four (Sat or Sun)**

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 50 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 15 Festival event posters

STAGE SPONSOR

\$20,000

- Include promotional item in pilot goody-bags
- Showcase products at Festival
- Logo included on main sponsor banner
- Company banner displayed on the main stage

Recognition

- From stage during announcements
- In press releases
- On all marketing materials and social media

Tickets & Passes

- 40 VIP tickets for VIP admission & VIP tent
- 40 VIP parking passes
- 75 general admission tickets
- 25 tethered rides
- Balloon Ride for four (Sat or Sun)**

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 25 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 15 Festival event posters

VIP TENT SPONSOR

\$15,000

- Include promotional item in pilot goody-bags
- Showcase products at Festival
- Display banner at VIP tent
- Logo included on main sponsor banner

Recognition

- From stage during announcements
- In press releases
- On all marketing materials and social media

Tickets & Passes

- 25 VIP tickets for VIP admission & VIP tent
- 25 VIP parking passes
- 50 general admission tickets
- 20 tethered rides
- Balloon Ride for four (Sat or Sun)**

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 20 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 10 Festival event posters

SPONSOR LEVELS

PILOT SPONSOR

\$10,000

- Showcase products at Festival
- Display banner at pilot tent
- Include promotional item in pilot goody-bags
- Logo included on main sponsor banner

Recognition

- From stage during announcements
- In press releases
- On all marketing materials and social media

Tickets & Passes

- 10 VIP tickets for VIP admission & VIP tent
- 10 VIP parking passes
- 25 general admission tickets
- 10 tethered rides
- Balloon Ride for two (Sat or Sun)**

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 8 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters

SHIRT SPONSOR

\$10,000

- Showcase products at Festival
- Display banner at merchandise tent
- Include promotional item in pilot goody-bags
- Logo included on main sponsor banner

Recognition

- From stage during announcements
- In press releases
- On all marketing materials and social media

Tickets & Passes

- 10 VIP tickets for VIP admission & VIP tent
- 10 VIP parking passes
- 25 general admission tickets
- 10 tethered rides
- Balloon Ride for two (Sat or Sun)**

Merch & Misc

- Logo on sleeve of Volunteer t-shirt*
- Receive 8 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters

TICKET SPONSOR

\$8,000

- Showcase products at Festival
- Company name on all tickets
- Display banner & two feather pole flags at ticket tables
- Logo included on main sponsor banner
- Include promotional item in pilot goody-bags

Recognition

- From stage during announcements
- In press releases
- On some marketing materials and social media

Tickets & Passes

- 8 VIP tickets for VIP admission & VIP tent
- 8 VIP parking passes
- 16 general admission tickets
- 10 tethered rides

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 6 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters



SPECIAL SHAPE BALLOON SPONSOR

\$6,000

- Include promotional item in pilot goody-bags
- Logo included on main sponsor banner
- Company banner displayed on balloon basket

Recognition

- From stage during announcements
- On some marketing materials and social media

Tickets & Passes

- 5 VIP tickets for VIP admission & VIP tent
- 5 VIP parking passes
- 10 general admission tickets
- 8 tethered rides

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 4 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters

TETHERED BALLOON SPONSOR (2)

\$6,000

- Logo included on main sponsor banner
- Include promotional item in pilot goody-bags
- Provide company trucks/vans for tethered balloon rides

Recognition

- From stage during announcements
- On some marketing materials and social media

Tickets & Passes

- 5 VIP tickets for VIP admission & VIP tent
- 5 VIP parking passes
- 10 general admission tickets
- 8 tethered rides

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 4 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters

BAND SPONSOR (4)

\$5,000

- Include promotional item in pilot goody-bags
- Logo included on main sponsor banner
- Display banner on stage at Festival

Recognition

- From stage during announcements
- Social media when band is mentioned

Tickets & Passes

- 5 VIP tickets for VIP admission & VIP tent
- 5 VIP parking passes
- 10 general admission tickets
- 8 VIP tethered rides

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 4 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters

*Size and placement of company logo is based on level

**Weather Permitting

Additional sponsorship opportunities available ranging from \$150-\$1,500 as well as in-kind sponsorships. Benefits include logo on signage and/or website and limited to tickets to event and/or VIP Party. If you are interested in learning more about the partnership opportunities, please contact Danielle Stevens (dstevens@alstonco.com).

SPONSOR LEVELS

KIDS' ZONE SPONSOR

\$5,000

- Logo included on main sponsor banner
- Company banner displayed at Kids' Zone area
- Include promotional item in pilot goody-bags

Recognition

- From stage during announcements
- On some marketing materials and social media

Tickets & Passes

- 4 VIP tickets for VIP admission & VIP tent
- 5 VIP parking passes
- 8 general admission tickets
- 8 tethered rides

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 4 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters

BALLOON SPONSOR (25)

\$4,000

- Logo included on main sponsor banner
- Company banner displayed on balloon basket
- Include promotional item in pilot goody-bags

Tickets & Passes

- 4 VIP tickets for VIP admission & VIP tent
- 4 VIP parking passes
- 6 general admission tickets
- 6 tethered rides

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 4 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 2 Festival event posters

PHOTO SPOTLIGHT SPONSOR

\$3,000

- Showcase products at Festival
- Display banner at photo spot
- Include promotional item in pilot goody-bags

Tickets & Passes

- 4 VIP tickets for VIP admission & VIP tent
- 2 VIP parking passes
- 4 general admission tickets
- 2 tethered rides

Merch & Misc.

- Logo on back of Volunteer t-shirt*
- Receive 4 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters



FIRST AID TENT SPONSOR

\$3,000

- Logo included on main sponsor banner
- Include promotional item in pilot goody-bags
- Showcase products at festival

Tickets & Passes

- 4 VIP tickets for VIP admission & VIP tent
- 2 VIP parking passes
- 4 general admission tickets
- 2 tethered rides

Merch & Misc

- Logo on back of Volunteer t-shirt*
- Receive 4 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 4 Festival event posters

VOLUNTEER TENT SPONSOR

\$2,500

- Logo included on main sponsor banner
- Include promotional item in pilot goody-bags

Tickets & Passes

- 2 VIP tickets for VIP admission & VIP tent
- 1 VIP parking pass
- 4 general admission tickets
- 2 tethered rides

Merch & Misc.

- Logo on back of Volunteer t-shirt*
- Receive 2 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 2 Festival event posters

ATM SPONSOR

\$2,000

- Logo included on main sponsor banner
- Include promotional item in pilot goody-bags

Tickets & Passes

- 2 VIP tickets for VIP admission & VIP tent
- 1 VIP parking pass
- 4 general admission tickets
- 2 tethered rides

Merch & Misc

- Receive 2 Volunteer t-shirts
- Logo and link on event website
- 10 x 10 booth space
- 2 Festival event posters

*Size and placement of company logo is based on level

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MID-SOUTH
BALLOON
FESTIVAL

