



*Canton Convention & Visitors Bureau
147 North Union Street
Canton, MS 39046
601-859-1307 • 800-844-3360
Jana Padgett, Executive Director*

Dear Friends:

We are excited to announce that Canton Convention and Visitor's Bureau will be hosting the 32nd Annual Mississippi Championship Hot Air Balloon Festival, June 29th-July 2nd. The Convention and Visitor's Bureau has recently taken on the responsibilities for the event. Through this event we will be able to attract thousands of visitors to the Canton and the Madison County area.

Now that this event is run and operated by the Convention and Visitor's Bureau, we have met with several partners to grow this event, and restore quality, family-oriented, and community traditions that the Mississippi Championship Hot Air Balloon Festival was founded on.

The information enclosed outlines sponsorship opportunities available and hope that you will find one of them a perfect fit. With the generous support of people like you, we can take this event to the next level and continue to expand our community partnerships as well.

We sincerely appreciate your consideration of support.

Sincerely,

Jana Padgett Dear
Executive Director
Canton Convention & Visitors Bureau

"Making History on Canton's Historic Square"



2017 Sponsorship Opportunities

\$20,000 Title Sponsor- 1 Available

- Named as Title Sponsor of Balloon Fest in Canton with corporate name/logo on all promotional items and in all advertising.
- Large banner recognition at Festival in Canton
- Banners on two hot air balloon baskets
- Full Page Advertising on the Canton Tourism Website in the Balloon Fest tab (ad copy to be provided by sponsor)
- Listed in all news releases
- Logo on Canton Tourism website with link to your website
- Access to our VIP tent during the Balloon Fest in Canton
- Balloon Flight for up to eight people during the Balloon Fest weekend (weather permitting)
- Corporate message broadcast on -site during the Saturday Event
- Banner recognition at Balloon Fest in Canton
- 5 Prominent signage positions at Balloon Fest in Canton (signage provided by sponsor)
- Prime Market Place exhibit space
- Authority to use Balloon Fest logo/images in your advertising
- Free registration for your commercial hot air balloon (if your company owns one)
- Fifteen passes to the Pilot and Crew VIP Tent in Canton; which includes Thursday evening dinner at Launch Party, Saturday morning breakfast, and Saturday evening dinner
- Sponsor listed on Balloon Crew shirts
- Sponsor Souvenir Pack

\$15,000 Main Stage- 1 Available

- Named Sponsor of Balloon Fest Main Stage in Canton with corporate logo on all marketing and advertising material
- Corporate logo prominent on the main stage
- Access to our VIP tent during the Balloon Fest in Canton
- Banner on one hot air balloon basket
- Balloon Flight for up to six people during the Balloon Fest weekend (weather permitting)
- ½ Page Advertising on the Canton Tourism Website in the Balloon Fest tab (ad copy to be provided by sponsor)
- Listed in all news releases
- Logo on Canton Tourism website with link to your website
- Banner recognition at Balloon Fest in Canton
- Two additional signage positions at Balloon Fest in Canton (signage provided by sponsor)
- Prime Market Place exhibit space in Canton
- Authority to use Balloon Fest logo/images in your advertising
- Free registration for your commercial hot air balloon (if your company owns one)
- Twelve passes to the Pilot and Crew VIP Tent in Canton; which includes Thursday evening dinner at Launch Party, Saturday morning breakfast, and Saturday evening dinner
- Sponsor Souvenir Pack

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2017 Sponsorship Opportunities

\$10,000 Balloon Flight Sponsor

- Sponsor name included in the title of event : “Saturday morning Balloon Flight presented by (Name of Company)”
- Banner on one hot air balloon basket
- Sponsor name included on promotion and advertising for the Balloon Flight
- Listed in all news release
- Logo on Canton Tourism website with link to your website
- Banner recognition at Balloon Fest in Canton
- Two additional signage positions at Balloon Fest in Canton (signage provided by sponsor)
- Prime Market Place exhibit space in Canton
- Authority to use Balloon Fest logo/images in your advertising
- Free registration for your commercial hot air balloon (if your company owns one)
- Balloon Flight for up to four people during the Balloon Fest weekend (weather permitting)
- Eight passes to the Pilot and Crew VIP Tent in Canton; which includes Thursday evening dinner at Launch Party, Saturday morning breakfast, and Saturday evening dinner
- Sponsor Souvenir Pack

10,000 Balloon Glow Sponsor/- Only 1 Available

- Sponsor name included in title of event: “Saturday Balloon Glow presented by (Name of Company)”
- Sponsor name included in all marketing and printed advertising for Balloon Glow
- Banner on one hot air balloon basket
- Sponsor name included on promotion and advertising for the Balloon Glow
- Listed in all new releases
- Logo on Canton Tourism website with link to your website
- Banner recognition at Balloon Fest in Canton
- Two additional signage positions at Balloon Fest in Canton (signage provided by sponsor)
- Prime Market Place exhibit space in Canton
- Authority to use Balloon Fest logo/images in your advertising
- Free registration for your commercial hot air balloon (if your company owns one)
- Balloon Flight for up to four people during the Balloon Fest weekend (weather permitting)
- Eight passes to the Pilot and Crew VIP Tent in Canton; which includes Thursday evening dinner at Launch Party, Saturday morning breakfast, and Saturday evening dinner
- Sponsor Souvenir Pack



2017 Sponsorship Opportunities

5,000 Balloon Fest Kids Zone- Only 1 Available

- Named Sponsor of the Balloon Fest Kids Zone in Canton with sponsor name included in all marketing and printed advertising
- Banner on one hot air balloon basket
- Listed in all new releases
- Logo on Canton Tourism website with link to your website
- Authority to use Balloon Fest logo/images in your advertising
- Banner recognition at Balloon Fest in Canton
- Free registration for your commercial hot air balloon (if your company owns one)
- Balloon Flight for up to three people during the Balloon Fest weekend (weather permitting)
- Four passes to the Pilot and Crew VIP Tent in Canton; which includes Thursday evening dinner at Launch Party, Saturday morning breakfast, and Saturday evening dinner
- Sponsor Souvenir Pack

\$3,500 Special Shapes Balloon Sponsor- 3 Available

- Logo on Canton Tourism website with link to your website
- Banner recognition at Balloon Fest in Canton
- Banner on the basket of the sponsored hot air balloon for the entire weekend
- Balloon Flight for two people on the sponsored balloon during the Balloon Fest weekend (weather permitting)
- Two passes to the Pilot and Crew VIP Tent in Canton; which includes Thursday evening dinner at Launch Party, Saturday morning breakfast, and Saturday evening dinner
- Sponsor Souvenir Pack

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2017 Sponsorship Opportunities

\$2,500 Supporting Sponsor

- Sponsor name included in all marketing and advertising
- Logo on Canton Tourism website with link to your website
- Banner recognition at Balloon Fest in Canton
- Balloon Flight for up to two people during the Balloon Fest weekend (weather permitting)
- Two passes to the Pilot and Crew VIP Tent; which includes Thursday evening dinner at Launch Party, Saturday morning breakfast, and Saturday evening dinner
- Sponsor Souvenir Pack

\$1,000 Hot Air Balloon Sponsor (10 available)

- Logo on Canton Tourism website with link to your website
- Banner on one hot air balloon basket
- Banner recognition at Balloon Fest in Canton
- Balloon Flight for two people during the Balloon Fest weekend (weather permitting)
- Sponsor Souvenir Pack



2017 Sponsorship Form

Sponsorship levels— please check one:

- \$20,000 Title Sponsor
 - \$15,000 Main Stage Sponsor
 - \$10,000 Balloon Flight Sponsor
 - \$10,000 Balloon Glow Sponsor
 - \$5,000 Balloon Fest Kids Zone Sponsor
 - \$3,500 Special Shapes Balloon Sponsor
 - \$2,500 Supporting Sponsor
 - \$1,000 Hot Air Balloon Sponsor
- In Kind Donation We (I) would like to make an in kind donation of \$ _____

Name of Company/Organization: _____

Name of Contact Person: _____

Address: _____

Phone: _____ **Email:** _____

Website Name/address: _____

Facebook or Other Social Media/URL address: _____

Name of Authorized Sponsor: _____

Signature of Authorized Sponsor: _____ **Date:** _____

Please sign and return this form to Canton Convention & Visitors Bureau

MAIL TO: Canton Convention & Visitors Bureau
 Attn: Balloon Fest
 P.O. Box 53
 Canton, MS 39046

Fax: **601-859-0346**

Phone: 601-859-1307

