

# 2019 NORTH IOWA FAIR

## “NEW HEIGHTS”

### HOT AIR BALLOON RALLY SPONSORSHIP

JULY 19-21 @ NORTH IOWA EVENTS CENTER

3700 4<sup>TH</sup> STREET SW

MASON CITY, IA 50401

*NORTH IOWA FAIR ASSOCIATION DBA NORTH IOWA EVENTS CENTER TAX ID#: 420441660*

2019 NORTH IOWA FAIR PLANNING IS UNDERWAY! THIS YEAR’S FAIR THEME IS “NEW HEIGHTS” WITH THE BALLOON RALLY SCHEDULED FOR JULY 19-21. TO ENHANCE THIS YEAR’S ANNUAL FAIR AND BRING UNIQUE, QUALITY ENTERTAINMENT TO NORTH IOWA WE ARE HOSTING OUR 4<sup>TH</sup> ANNUAL NORTH IOWA FAIR HOT AIR BALLOON RALLY. AN ESTIMATED 15 BALLOONS AND PILOTS WILL FLY AND OFFER EVENING GLOWS WITH DEMONSTRATIONS ON THE GREENSPACE FRIDAY, SATURDAY & SUNDAY AT THE FAIR. WE DRAW VISITORS FROM THROUGHOUT IOWA AS WELL AS MINNESOTA AND OTHER SURROUNDING STATES SO BRING YOUR SMARTPHONE AND DON’T MISS THE SIGHTS!

At this time, we are seeking sponsors for each of the balloons in the amount of \$500 per sponsor. This is an ideal opportunity to showcase your sponsorship in combination with promotions that include drawings or giveaways in your place of business. Consider employee recognition, loyal clients, or any adventure seeker you choose!

Your generous sponsorship in this amount will be highlighted in the following ways:

- Company name in meeting announcements and promotional materials
- Introductions by the announcer at the balloon rally events
- Signage in the form of a banner on the basket of your organization’s balloon (please provide logo)
- Acknowledgement in the program materials and fair book
- You may send a representative to the event for a sponsorship flight in your balloon! Sponsorship flights will be scheduled dependent on weather conditions. Every effort will be made to successfully provide these flights during the event. Friday, July 19 has been designated as the Sponsor Showcase for these flights.
- Your representative will also be invited to a pilot meet and greet as well as the send-off meal reserved for pilots, sponsors and fair board members.
- Communication and hospitality efforts for this event will be directed to the individuals that you assign below.

Your representative and any other members of your company are of course welcome to attend so we can thank you personally for your support. We sincerely appreciate your consideration, enthusiasm and support in our efforts to host a vibrant, successful 2019 North Iowa Fair!

\_\_\_\_\_ YES, I will be a sponsor for one balloon at the North Iowa Fair “NEW HEIGHTS” Rally for \$500.

COMPANY/ORGANIZATION NAME \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Names of Individual(s) Recipients of Sponsor Rides \_\_\_\_\_ Ph. \_\_\_\_\_

Other representatives (Meet and greet, balloon field , send-off) \_\_\_\_\_ Ph. \_\_\_\_\_

Additional Contribution (In-Kind Services/Materials or Additional Amount): \_\_\_\_\_