



National Balloon Classic

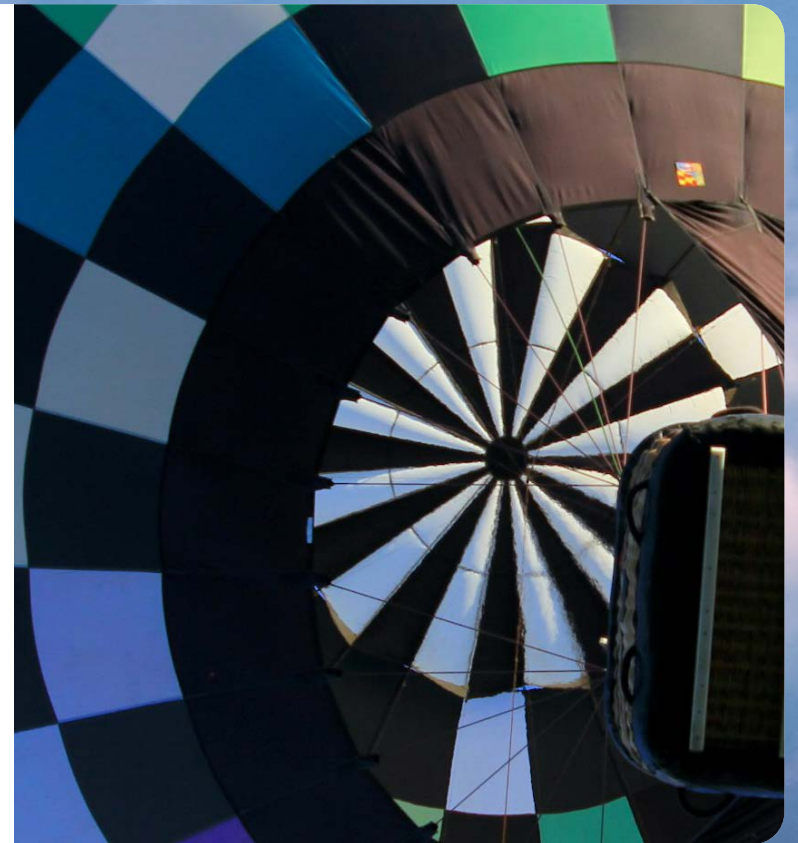
SPONSOR PROSPECTUS

A Spectacular Annual Event!

We Are So Glad YOU LANDED HERE!

YOU SEEK ADVENTURE AND CRAVE FIRST-RATE EXPERIENCES; something that fills your bucket list and your photo gallery: an unspoiled, out-of-the-ordinary place where the whoosh of a hot air balloon is felt and heard, where marvelous moments are waiting, and they whisper... take me away. And you go.

BUT YOU ALSO BELIEVE IN COMMUNITY-BUILDING; and opportunities for connecting, networking, brand promotion, and preserving cherished traditions. We are curators of fun where sky-high does not mean high price. Where people gather and where words like “enchancing” and “breathtaking” are still part of our daily vocabulary. We are the soul of Iowa, where nearly 100,000 guests choose to spend time with us every summer. A 501(c)(3) nonprofit organization, our event is over the top, but our community-minded mission has been firmly grounded for over 50 years.



Our Mission



National Balloon Classic MISSION:

To bring people together to experience the exhilaration of a premier competitive hot air balloon event, while fostering economic growth, community-building, and the sport of hot air ballooning.



**The National Balloon Classic is a 501(c)(3) nonprofit organization.
Thank you for supporting this cherished event!**

**National Balloon Classic
will fulfill its Mission by focusing
on five guiding principles.**

1 COMMUNITY

Significantly impact local, state, and regional economies by fostering community building and the involvement of all people. We will champion tourism and support the culture of hot air ballooning.

2 EXPERIENCES

Deliver unsurpassed experiences to our stakeholders, who trust us with their earned time, energy, and money while providing unique, family-friendly, value-driven, memorable moments.

3 STEWARDSHIP

Prioritize financial strength and economic sustainability by being fiscally and socially responsible and safeguarding the event to run indefinitely.

4 SAFETY

We will not waver from our promise to always put the safety of our pilots, crew, and guests first.

5 TRADITION

Respect our history and own the future. We embrace a collective understanding to honor our roots and the tireless dedication of the community while not letting the past impede us from future growth.



Economic Impact

Together, We Are REACHING NEW HEIGHTS!

YOUR SPONSORSHIP HELPS
BUILD COMMUNITIES!

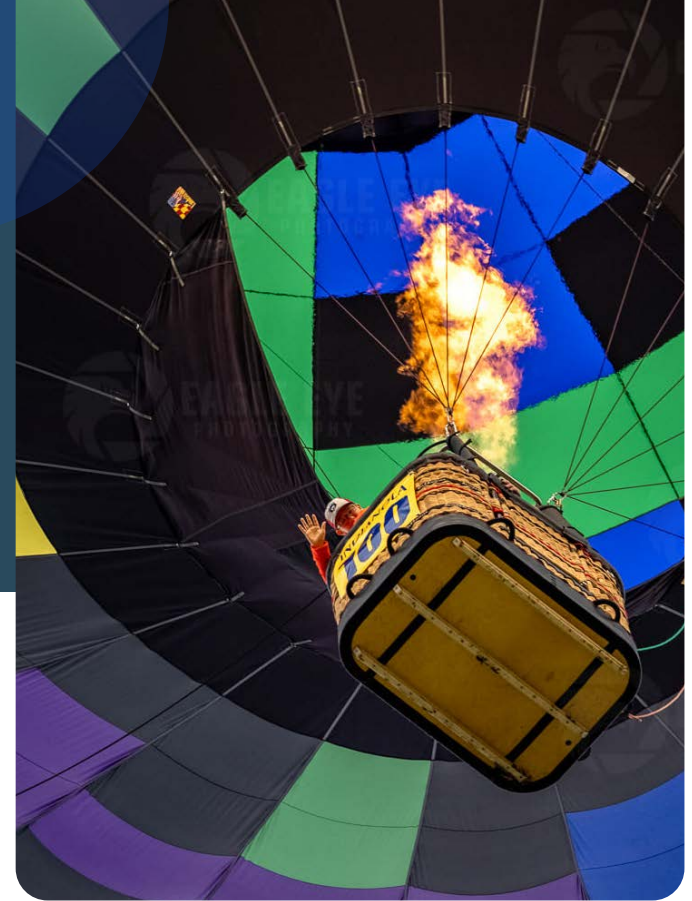
National Balloon Classic is an
export-driven event:

**\$4.4
MILLION** DRIVEN BY NON-LOCAL
PARTICIPATION INTO
THE METRO AREA
**+ \$900k in
Labor income**
(Excluding the Organization itself)



The Bottom Line

The Indianola area is capturing as much as the local community can absorb. Increased events at the Memorial Balloon Field have a direct and significant effect on regional businesses and communities and easily justify increased investment.



The National Balloon Classic
is a business development event:

**\$1.9
MILLION** SPENT OFF-VENUE
(RESTAURANTS, LODGING,
AND OTHER RETAIL)



Economic Impact



The Venue MEMORIAL BALLOON FIELD

Added Value

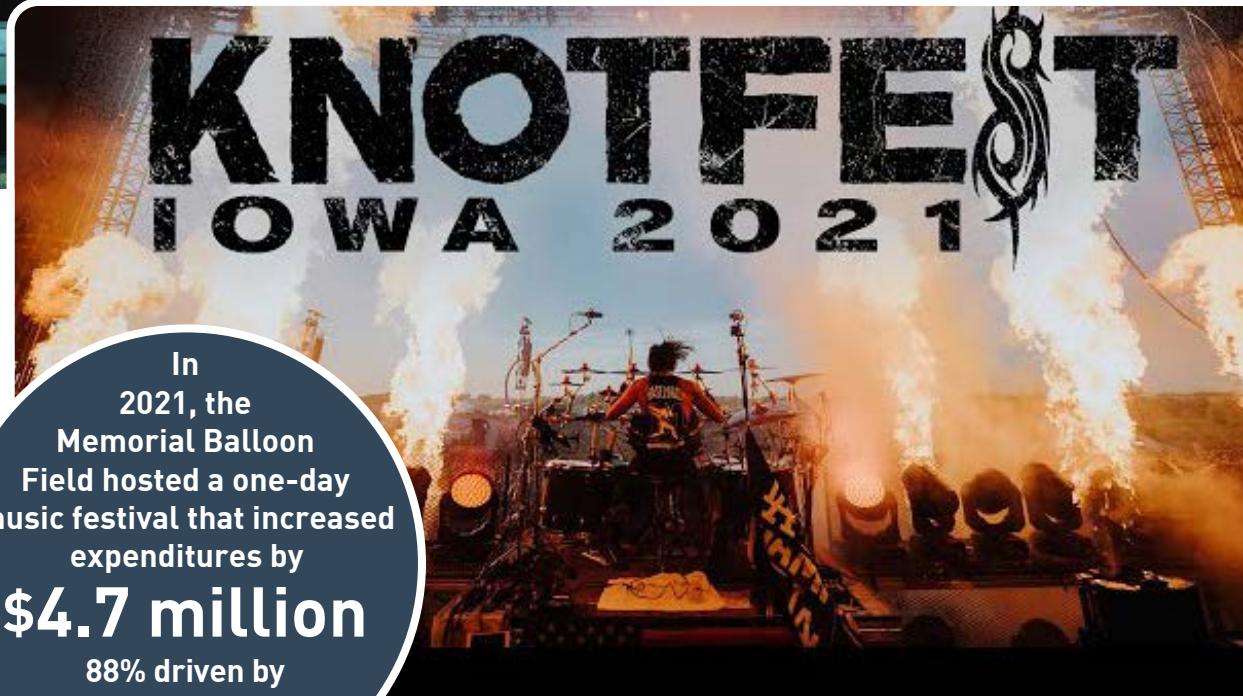
Events held at the Memorial Balloon Field significantly impact:

Community Engagement

Music and other events at the Memorial Balloon Field indicate a strong commitment to community involvement and cultural activities.

Community Development

Tourism plays a direct role in the development and well-being of the local community, including improved infrastructure, increased job opportunities, and a boost in overall community spirit.



In
2021, the
Memorial Balloon
Field hosted a one-day
music festival that increased
expenditures by
\$4.7 million
88% driven by
non-local
attendees.



Sponsorship Impact

Your Sponsorship IMPACTS YOUR BRAND



Be seen by thousands, build connections, and leave a lasting impact on the vibrant spirit of the community.

Brand Association

Your brand will be prominently featured, while fueling the passion for volunteerism, teamwork, and cause-related sponsorship.

Community Building

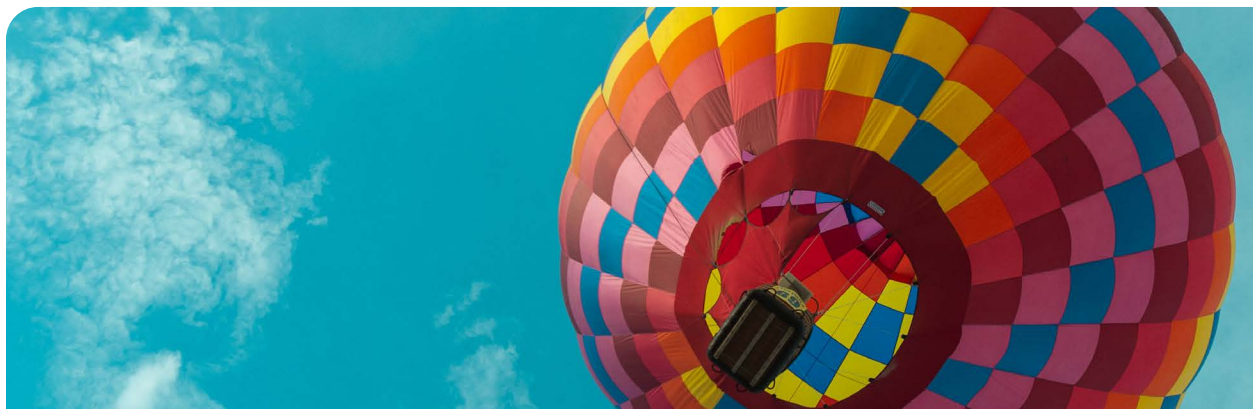
Network with colleagues, and build connections with families and friends. Sponsors leave a lasting impact on the sport of hot air ballooning, on the community, and tourism.

VIP Access

Enjoy breathtaking views from the best seats at the balloon field. Connect with business and community leaders, and create unforgettable, one-of-a-kind memories.

Exclusive Add-Ons

Placemaking at its finest. Craft the perfect one-of-a-kind experience with Add-Ons that customize and elevate your Sponsorship.



Social Media Impact at a Glance

2,064,612 People Reached

2,295,807 Impressions Earned

168,914 Post Engagements Received

72,425 Video Views Generated



Sponsorship Impact



SPONSOR BENEFITS & IMPACT OPPORTUNITIES



COMMUNITY BUILDING

Fuel the passion of dedicated volunteers, foster teamwork, and invest in the fabric of your organization.

Impact Opportunities:



Front Gate Hosting:
Rich 50 year history
of volunteering

Year Round Visibility

26,000+

SOCIAL MEDIA
FOLLOWERS
ANNUALLY



BRAND AWARENESS

Be seen by thousands, build connections, and leave a lasting impact on the vibrant spirit of the community!

Impact Opportunities:

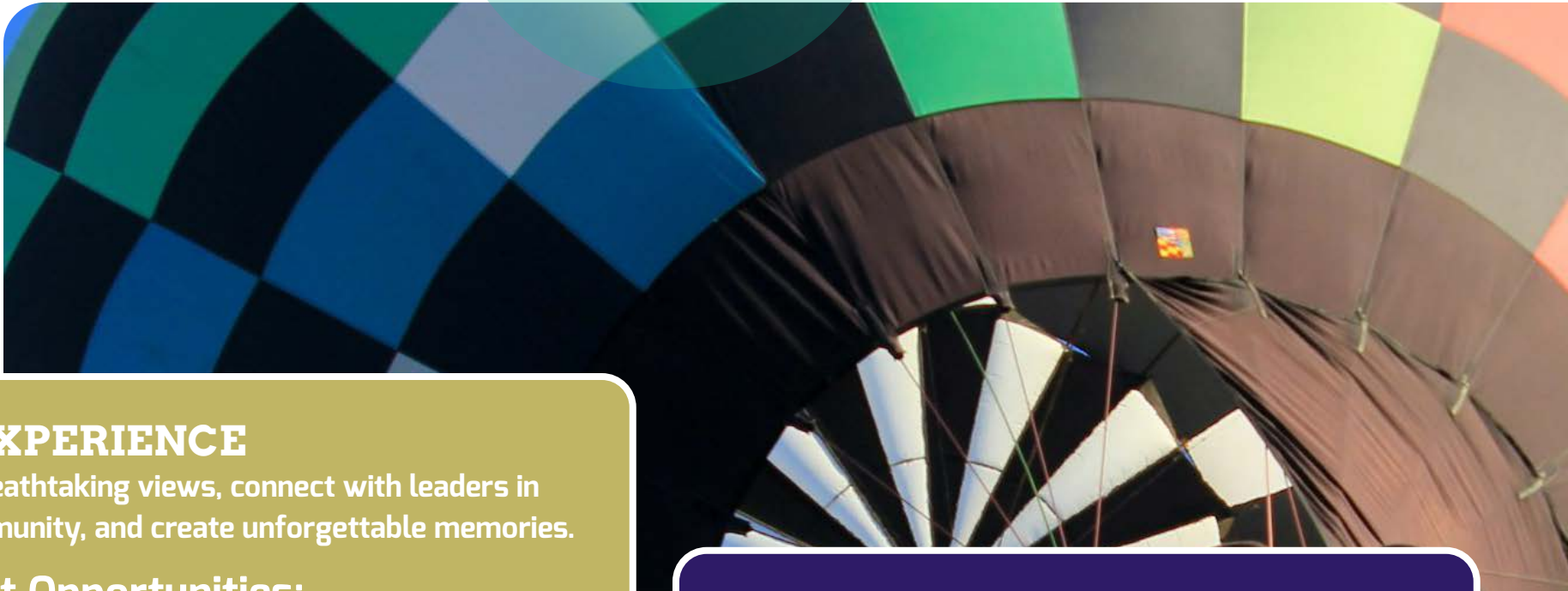
Exposure on NBC Website
1 MILLION+ IMPRESSIONS
ANNUALLY



Brand Awareness
NEARLY
100,000 VISITORS
ANNUALLY



Sponsorship Impact



VIP EXPERIENCE

Enjoy breathtaking views, connect with leaders in the community, and create unforgettable memories.

Impact Opportunities:

Exclusive Access:
Step up from General Admission Experience



Sponsor Perks:
Align with the most competitive Hot Air Ballooning event in the U.S.

EXCLUSIVE ADD-ONS

Craft the perfect experience with exclusive add-ons that support the event and leave a lasting impression.





DIAMOND SPONSOR

\$25,000

- Prominent Logo Placement on Back of Printed Ticket + Banner on Digital Ticketing Site
- Bottom Footer on Website
- Story Brand Spotlight in Guest Guide + Digital Platforms
- 2 Balloon Rides in the Official Ride Balloons
- Official Sky Suites Sponsor
- Custom Banner On Hot Air Balloon + Paid Commercial Pilot
- Customized Engagement Opportunities
- Recognition in Media Releases
- Title Sponsor of 1 Special Event (Pick 1 Exclusive Add-On)
- Color Logo + Link on Website And Digital Guest Guide
- Custom Towermercial (All 9 Days)
- Full-Page Ad In Guest Guide
- Opportunity for Front-Gate Hosting + Sharing Branded Items
- Two Social Media Spotlights (All Applicable Platforms)
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign
- Exclusive VIP Access: 14 Badges + 7 Premier Parking Passes



PLATINUM SPONSOR

\$12,500

- Custom Banner on Hot Air Balloon + Paid Commercial Pilot
- 2 Balloon Rides in the Official Ride Balloons
- Customized Engagement Opportunities
- Recognition in Media Releases
- Title Sponsor of 1 Special Event (Pick 1 Exclusive Add-On)
- Full-Page Ad In Guest Guide
- Prominent Logo Placement of Color Logo + Link on Website + Digital Guest Guide
- Custom Towermercial (All 9 Days)
- Opportunity for Front-Gate Hosting + Sharing Branded Items
- 1 Social Media Spotlight (All Applicable Platforms)
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign
- Exclusive VIP Access: 12 Badges + 6 Premier Parking Passes



GOLD SPONSOR

\$8,000

- Title Sponsor of 1 Special Event (Pick 1 Exclusive Add-On)
- Prominent Logo Placement of Color Logo + Link on Website + Digital Guest Guide
- Custom Towermercial (All 9 Days)
- 1/2-Page Ad In Guest Guide
- Custom-Designed Fence Banner at the Most-Photographed Locations
- Opportunity for Front-Gate Hosting + Sharing Branded Items
- 1 Social Media Spotlight (All Applicable Platforms)
- Main Gate And Sponsor Building Signage Listing
- Commemorative Yard Sign
- Exclusive VIP Access: 10 Badges + 5 Premier Parking Passes



SILVER SPONSOR

\$4,000

- 1/4-Page Ad in Guest Guide
- Custom-Designed Fence Banner at the Most-Photographed Locations
- Opportunity for Front-Gate Hosting + Sharing Branded Items
- 1 Social Media Spotlight (All Applicable Platforms)
- Prominent Logo Placement of B/W Logo + Link on Website + Digital Guest Guide
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign
- Exclusive VIP Access: 8 Badges + 4 Premier Parking Passes



BRONZE SPONSOR

\$1,750

- Opportunity for Front-Gate Hosting + Sharing Branded Items
- 1 Social Media Spotlight (All Applicable Platforms)
- Main Gate + Sponsor Building Signage Listing
- Listing on Website + Digital Guest Guide
- Commemorative Yard Sign
- Exclusive VIP Access: 6 Badges + 3 Premier Parking Passes



SUPPORTING SPONSOR

\$900

- Listing on Website + Digital Guest Guide
- Commemorative Yard Sign
- ExclusiveVIP Access: 4 Badges + 2 Premier Parking Passes



Sponsorship Packages



DIAMOND

PREMIUM SERVICES

- 2 Balloon Rides in the Official Ride Balloons
- Custom Banner On Hot Air Balloon + Paid Commercial Pilot
- Customized Engagement Opportunities
- Title Sponsor of 1 Special Event (Pick 1 Exclusive Add-On)
- Official Sky Suites Sponsor

VISIBILITY

- Custom Towermercial All 9 Days
- 2 Social Media Spotlights (All Applicable Platforms)
- Story Brand Spotlight in Guest Guide + Digital Platforms
- Opportunity For Front-Gate Hosting + Sharing Branded Items
- Recognition in Media Releases, highlighting your support and involvement

MEDIA BRANDING

- Logo on Back of Printed Ticket + Banner on Digital Ticketing Site
- Color Logo + Link on Website + Digital Guest Guide
- Full Page Ad in Guest Guide
- Bottom Footer on Website
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign

EXCLUSIVE ACCESS

- Admittance to the Sponsor Building
- Complimentary Food & Beverages
- Dedicated Restrooms
- 14 Badges + 7 Premier Parking Passes

Package
Value

\$25,000

The Ultimate Sponsor Experience

Elevate your brand to the highest level. A Diamond Sponsorship represents the pinnacle of sponsorship opportunities, offering unparalleled customization, exclusivity, and prestige for your brand. Partner with us to create an unforgettable experience that leaves a lasting impression that reinforces your position as an industry leader and community builder.



Sponsorship Packages



PLATINUM

PREMIUM SERVICES

- 2 Balloon Rides in the Official Ride Balloons
- Custom Banner On Hot Air Balloon + Paid Commercial Pilot
- Customized Engagement Opportunities
- Title Sponsor of 1 Special Event (Pick 1 Exclusive Add-On)

VISIBILITY

- Custom Towermercial All 9 Days
- 1 Social Media Spotlight (All Applicable Platforms)
- Opportunity For Front-Gate Hosting + Sharing Branded Items
- Recognition in Media Releases, highlighting your support and involvement

MEDIA BRANDING

- Prominent Placement of Color Logo + Link on Website + Digital Guest Guide
- Full Page Ad in Guest Guide
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign

EXCLUSIVE ACCESS

- Admittance to the Sponsor Building
- Complimentary Food & Beverages
- Dedicated Restrooms
- 12 Badges + 6 Premier Parking Passes

Package
Value

\$12,500

Exceptional Value

A Platinum Sponsorship offers supreme visibility, networking opportunities, and exclusive brand exposure allowing your company/business to showcase its commitment to the community and engage with key stakeholders in a meaningful and purposeful way.



Sponsorship Packages



PREMIUM SERVICES

- Title Sponsor of 1 Special Event (Pick 1 Exclusive Add-On)

VISIBILITY

- Custom-Designed Fence Banner at the Most Photographed Location
- Custom Towermercial All 9 Days
- 1 Social Media Spotlight (All Applicable Platforms)
- Opportunity For Front-Gate Hosting + Sharing Branded Items

Package
Value

\$8,000

MEDIA BRANDING

- Color Logo + Link on Website + Digital Guest Guide
- Half Page Ad in Guest Guide
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign

EXCLUSIVE ACCESS

- Admittance to the Sponsor Building
- Complimentary Food & Beverages
- Dedicated Restrooms
- 10 Badges + 5 Premier Parking Passes

VISIBILITY

- Custom-Designed Fence Banner at the Most Photographed Location
- 1 Social Media Spotlight (All Applicable Platforms)
- Opportunity For Front-Gate Hosting + Sharing Branded Items

Package
Value

\$4,000



SILVER

MEDIA BRANDING

- B/W Logo + Link on Website + Digital Guest Guide
- 1/4 Page Ad in Guest Guide
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign

EXCLUSIVE ACCESS

- Admittance to the Sponsor Building
- Complimentary Food & Beverages
- Dedicated Restrooms
- 8 Badges + 4 Premier Parking Passes



Sponsorship Packages



BRONZE

VISIBILITY

- 1 Social Media Spotlight (All Applicable Platforms)
- Opportunity For Front-Gate Hosting + Sharing Branded Items

MEDIA BRANDING

- Listing on Website + Digital Guest Guide
- Main Gate + Sponsor Building Signage Listing
- Commemorative Yard Sign

EXCLUSIVE ACCESS

- Admittance to the Sponsor Building
- Complimentary Food & Beverages
- Dedicated Restrooms
- 6 Badges + 3 Premier Parking Passes

Package Value **\$1,750**

SUPPORTER

MEDIA BRANDING

- Listing on Website + Digital Guest Guide
- Commemorative Yard Sign

EXCLUSIVE ACCESS

- Admittance to the Sponsor Building
- Complimentary Food & Beverages
- Dedicated Restrooms
- 4 Badges + 2 Premier Parking Passes

Package Value **\$900**



Add-Ons



Exclusive VIP ADD-ONS

Craft the perfect National Balloon Classic experience by adding one or more of these exclusive items.

In addition to your base Sponsorship package, we offer the opportunity to customize your experience further. Add Sponsor passes to your package, or boost your organization's visibility by adding a Floating Billboard or being a Naming Sponsor for an event. The sky's the limit!



**Your Custom
Envelope Banner**

Additional A la Carte Perks:*

Additional Sponsor Passes

Additional Single Day Sponsor Pass	\$100/ea.
Additional 9 Day Sponsor Pass	\$400/ea.

**Sponsor a
Special Shape!**



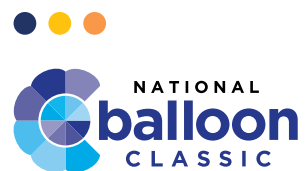
Exclusive Add-ons:

Starting At:

General Admission Tickets (Bundles of 10)	\$100
Target Sponsor (limit 4)	\$2,000
Pilot Meal or Balloon Bites Sponsor	\$2,500
Naming Sponsor for Band (limit 9)	\$3,000
Kids Land Sponsor	\$3,500
Naming Sponsor for Fireworks (limit 2)	\$4,000
Naming Sponsor for Nite Glow™ Extravaganza (limit 2)	\$4,000
Sponsor a Special Shape Balloon	\$5,000
Floating Billboard / Custom Envelope Banner (limit 5)	\$8,000
9-Day Sky Suite Sponsor (limit 1)	\$10,000
Stage & Sound Sponsor (limit 1)	Inquire

**A la Carte & Exclusive Add-Ons are available to Sponsors only.*





OFFICE

PO Box 346
Indianola, IA 50125
515-961-8415

office@nationalballoonclassic.com

MEMORIAL BALLOON FIELD

1136 150th Avenue
Indianola, IA 50125

