

2022 Hudson Hot Air Affair Sponsorships

Presented by *WEST*consin Credit Union of Hudson
“S’Mores and More, Balloons Galore” February 4-6, 2022

PROMOTIONAL SPONSORSHIP–Early Bird–\$595 (\$625 after 11/15/2021 commitment)

Showcase your company with display advertising in the official HHAA event brochure. The brochure is the fulfillment piece for the thousands of visitor requests. About 20,000 are distributed throughout northwestern WI and eastern MN—share your message in the brochure!

LOCAL BALLOON SPONSORSHIP–Early Bird–\$450 (\$500 after 11/15/2021 commitment)

Your name and/or logo can be displayed on the side of a balloon basket for everyone to see and you will receive a balloon ride (app. \$300-350 value) for the passenger of your choice during the first flight of the 2022 Hudson Hot Air Affair. Your company will be included in publicity, including a photo in paid advertising. (Balloon flight weather permitting.)

EVENT SPONSORSHIP–Early Bird–\$350 (\$400 after 11/15/2021 commitment)

This level spotlights your business to be listed on all publicity as the sponsor of a specific live activity/event. Sponsors may display business banners, logos or other advertising during the live event.

COUPON SPONSORSHIP–Early Bird–\$235 per coupon (\$300 after 11/15/2021 commitment) The HHAA official brochure includes detachable coupons to redeem at your business. Coupons are printed on two sides. Coupons are available on a first come-first served basis.

TORCHLIGHT PARADE SPONSORSHIP–Early Bird–\$160 (\$200 after 11/15/2021 commitment) List your business on publicity as a sponsor of the popular Friday night downtown parade. Competitions include kazoo marching bands and “S’Mores and More, Balloons Galore” themed units. Offer special sales and incentives to bring people to your door and shoppers to your cash register.

EAT/SHOP/PLAY PROMOTION–Early Bird–\$50 (\$100 after 11/15/2021 commitment) Join with other local businesses in promoting a visit to your store, restaurant or other business. A sales incentive Hot Air Affair weekend gives visitors the opportunity to patronize your business. Printed and digital marketing will promote your participation and/or sponsorship of HHAA.

All levels of sponsorship will receive a promotional display poster, inclusion in printed and online marketing materials and an opportunity for website linking.

NOTE: All sponsorships are on a first come-first served basis. *Early Bird rate commitment by 11/15/2021 and paid in full by Jan. 15, 2022.* Reservations are being accepted now, so please complete the enclosed form and return it to Hudson Hot Air Affair, PO Box 744, Hudson, WI 54016.

Businesses wanting to pay sponsorship fees in 2021 or 2022 for business expense purposes should make prior arrangements with Carla Timmerman at 715-220-9550. Please respond by November 15, 2021 to assure inclusion in the advertising/marketing materials.