

2023 Hudson Hot Air Affair Sponsorship Form
Hot Air Affair Celebrates 34 Years
“Experience the Magic” February 3-5, 2023

Business Name: _____

Contact Person: _____ Accts. Payable: _____

Address: _____

City: _____ State: _____ Zip: _____

Billing Address: _____
(if different than above)

Telephone: _____ Cell: _____

e-mail: _____

Website: _____
Please complete in full to assure an accurate website listing.

Please select your 2023 sponsorship level:

- Commercial Balloon Sponsor: \$595** (\$625 after 11/18/22)
- Local Balloon Sponsor: \$450** (\$500 after 11/18/22) **Brochure Sponsor: \$595** (\$625 after 11/18/22)
- Coupon Sponsor: \$235 per coupon** (\$300 after 11/18/22) **Event Sponsor: \$350** (\$400 after 11/18/22)
- Torchlight Parade Sponsor: \$160** (\$200 after 11/18/22) **Eat/Shop/Play Promotion: \$50** (\$100 after 11/18/22)

Request for event sponsorship (list event): _____

Remember: the 2023 Early Bird deadline for sponsorship commitment with discounted prices is November 18, 2022 and your full payment is due January 15, 2023!

Sponsorship forms may also be completed online at hudsonhotairaffair.com/sponsors
Payments can now be made online after Dec. 1, 2022 at hudsonhotairaffair.com/sponsors

Give your business even MORE exposure! The Hot Air Affair Committee welcomes volunteers!

Questions or comments: _____

Please return this form and your check to: Hudson Hot Air Affair, PO Box 744, Hudson, WI 54016 or email form to: HotAirAffair@gmail.com. All sponsorships are on a first come-first served basis. If you have questions about sponsorships, please contact Michelle Webb at 612-423-0177, Michele Delong at 715-821-4575. **To receive full coverage in all pre-event marketing materials, please submit this form by November 18, 2022.**

2023 Hudson Hot Air Affair Sponsorships
Presented by WESTconsin Credit Union of Hudson
“Experience the Magic”
February 3-5, 2023

(All balloon flights are weather permitting and must be taken during the 2023 Hudson Hot Air Affair.)

COMMERCIAL BALLOON SPONSORSHIP: Early Bird-\$695 (\$725 after 11/18/2022 commitment)

Commercial Balloons MUST have balloon envelope advertising (or banner advertising).

- Fly your commercial balloon or envelope banner
- Business included in publicity and paid advertising
- Multiple passenger rides for sponsor at sponsor discretion
- Photo of your balloon featured in local/regional advertising

LOCAL BALLOON SPONSORSHIP: Early Bird-\$450 (\$500 after 11/18/2022 commitment)

- One sponsor balloon ride (approx. \$300-350 value)
- Business included in publicity and paid advertising
- Business name/logo can be displayed on balloon basket
- Photo of your balloon in paid advertising

BROCHURE SPONSORSHIP: Early Bird-\$595 (\$625 after 11/18/2022 commitment)

- Business display ad in HHAA event brochure. (20,000+ distributed throughout northwestern WI and eastern MN)

EVENT SPONSORSHIP: Early Bird-\$350 (\$400 after 11/18/2022 commitment)

- Spotlights your business in HHAA publicity as the sponsor of a specific live activity/event
- Display business banners, logos or other advertising during the live event

COUPON SPONSORSHIP: Early Bird-\$235 per coupon (\$300 after 11/18/2022 commitment)

- Coupon (to redeem at your business) in the HHAA official brochure
- Coupons are limited and available on a first come-first served basis
- Coupons are printed on two sides

TORCHLIGHT PARADE SPONSORSHIP: Early Bird-\$160 (\$200 after 11/18/2022 commitment)

- Business on publicity as a sponsor of the Torchlight Parade.
- Parade competitions include kazoo marching bands and “Experience the Magic” themed units.

EAT/SHOP/PLAY PROMOTION: Early Bird-\$50 (\$100 after 11/18/2022 commitment)

- Join with other local businesses in promoting a visit to your store, restaurant or other business.
- Printed and digital marketing will promote your participation. **(Please complete the Eat/Shop/Play application)**

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

NOTE: *Early Bird rate commitment by 11/18/2022 and paid in full by Jan. 15, 2023.* 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. All sponsorships are on a first come-first served basis.

Businesses wanting to pay sponsorship fees in 2022 or 2023 for business expense purposes should make prior arrangements with Carla Timmerman at 715-220-9550.

Please respond by November 18, 2022 to assure inclusion in the advertising/marketing materials.