

**2025 Hudson Hot Air Affair Sponsorships
Presented by WESTconsin Credit Union of Hudson
February 7-9, 2025 • “Staying Alive in 2025”**

Business Name: _____

Contact Person: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Billing Address: _____
(if different than above)

Telephone: _____ Cell: _____

email: _____

Website/Facebook: _____
Please complete in full to assure an accurate online listing.

Please select your 2025 sponsorship level:

_____ **Commercial Balloon Sponsor: \$695** (\$725 after 11/1/24) _____ **Local Balloon Sponsor: \$475** (\$525 after 11/1/24)

_____ **Brochure Sponsor: \$595** (\$625 after 11/1/24) _____ **Education Booklet Sponsor: \$395** (\$450 after 11/1/24)

_____ **Event Sponsor: \$350** (\$400 after 11/1/24) _____ **Coupon Sponsor: \$275/coupon** (\$325 after 11/1/24)

_____ **Torchlight Parade Sponsor: \$195** (\$250 after 11/1/24) _____ **Beverage Crawl: \$100 or \$75** (\$150 after 11/1/24)

_____ **Eat/Shop/Play Promotion: \$75** (\$125 after 11/1/24) _____ **Friends of Hot Air Affair: \$50** (\$100 after 11/1/24)

Request an event sponsorship or local balloon pilot (list event/pilot): _____

Remember: the 2025 Early Bird deadline for sponsorship commitment with discounted prices is Nov. 1, 2024 and your full payment is due January 15, 2025!

Sponsorship forms may also be completed online at hudsonhotairaffair.com/sponsors
Payments can now be made online **after Dec. 1, 2024** 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 our Sponsor Team via text or voicemail message at 715-575-1864.

To receive full coverage in all pre-event marketing materials, please submit this form by Nov. 1, 2024!

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(All balloon flights are weather permitting and must be taken during the 2025 Hudson Hot Air Affair.)

COMMERCIAL BALLOON SPONSORSHIP: Early Bird-\$695 (\$725 after 11/1/24 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-\$475 (\$525 after 11/1/24 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 11/1/24 commitment)

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

EDUCATION BOOKLET SPONSORSHIP: Early Bird-\$395 (\$450 after 11/1/24 commitment)

- Display company logo in the ballooning educational booklet distributed at schools participating in the education program about ballooning, weather and flying.

EVENT SPONSORSHIP: Early Bird-\$350 (\$400 after 11/1/24 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-\$275 per coupon (\$325 after 11/1/24 commitment)

- Coupon (to redeem at your business) in the HHAA official brochure (coupons are printed on two sides)

TORCHLIGHT PARADE SPONSORSHIP: Early Bird-\$195 (\$250 after 11/1/24 commitment)

- Business listed on publicity as a sponsor of the Torchlight Parade.

BEVERAGE CRAWL: Early Bird-\$100 (\$150 after 11/1/24) (or \$75 when combined with sponsorship of over \$200)

- Invite guests to fight off the “Coldies” with a warm beverage with your specially priced amazing offering.
- Guests vote for their favorite and you could win the BEST OF HOT AIR AFFAIR title.

EAT/SHOP/PLAY PROMOTION: Early Bird-\$75 (\$125 after 11/1/24 commitment)

- Join with other businesses in promoting a visit to your location.

FRIENDS OF HOT AIR AFFAIR: Early Bird-\$50 (\$100 after 11/1/24 commitment)

- Businesses, individuals and families who want to support HHAA with a donation. Special recognition online.

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 Nov. 1, 2024 and paid in full by Jan. 15, 2025.

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.

Please respond by November 1, 2024 to assure inclusion in the advertising/marketing materials.