

2026 Hudson Hot Air Affair Sponsorships
Presented by WESTconsin Credit Union of Hudson
February 6-8, 2026 • "Sky Walkers Return to Rock"

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 2026 sponsorship level:

- | | |
|--|--|
| _____ Commercial Balloon Sponsor: \$695 (\$745 after 11/10/25) | _____ Local Balloon Sponsor: \$495 (\$545 after 11/10/25) |
| _____ Brochure Sponsor: \$595 (\$645 after 11/10/25) | _____ Education Booklet Sponsor: \$395 (\$445 after 11/10/25) |
| _____ Event Sponsor: \$375 (\$425 after 11/10/25) | _____ Porta Potty Sponsor: \$375 (\$425 after 11/10/25) |
| _____ Coupon Sponsor: \$285/coupon (\$335 after 11/10/25) | _____ Torchlight Parade Sponsor: \$195 (\$245 after 11/10/25) |
| _____ Beverages & Bites Battle: \$100 / \$75 (\$150 after 11/10/25) | _____ Eat/Shop/Play Promotion: \$100 (\$150 after 11/10/25) |
| _____ Friends of Hot Air Affair: \$50 (or more donation) | |

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

The 2026 Early Bird deadline for sponsorship commitment with discounted prices is Nov. 10, 2025 and your full payment is due January 15, 2026!

Sponsorship forms may also be completed online at hudsonhotairaffair.com/sponsors
Payments can now be made online ***after December 1, 2025*** 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 715-544-7544.

To receive full coverage in all pre-event marketing materials, please submit this form by Nov. 10, 2025!

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February 6-8, 2026 • “Sky Walkers Return to Rock”

(All balloon flights are weather permitting and must be taken during the 2026 Hudson Hot Air Affair.)

COMMERCIAL BALLOON SPONSORSHIP: Early Bird-\$695 (\$745 after 11/10/25 commitment)

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

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

LOCAL BALLOON SPONSORSHIP: Early Bird-\$495 (\$545 after 11/10/25 commitment)

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

BROCHURE SPONSORSHIP: Early Bird-\$595 (\$645 after 11/10/25 commitment)

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

EDUCATION BOOKLET SPONSORSHIP: Early Bird-\$395 (\$445 after 11/10/25 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-\$375 (\$425 after 11/10/25 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

PORTA POTTY SPONSORSHIP: Early Bird-\$375 (\$425 after 11/10/25 commitment)

- Listed on publicity as a sponsor of the “Name a Porta Potty” contest. People vote for their favorite name.

COUPON SPONSORSHIP: Early Bird-\$285 per coupon (\$335 after 11/10/25 commitment)

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

TORCHLIGHT PARADE SPONSORSHIP: Early Bird-\$195 (\$245 after 11/10/25 commitment)

- **NEW: the Parade is extended to Commercial Street.** Listed on publicity as a sponsor of the Torchlight Parade.

BEVERAGES & BITES BATTLE: Early Bird-\$100 (\$150 after 11/10/25 commitment)

(or \$75 when combined with sponsorship of over \$200) • Bars and restaurants offer specially priced beverages and bites. Guests vote for their favorite. You could win the BEST OF HOT AIR AFFAIR title for beverages or bites).

EAT/SHOP/PLAY PROMOTION: Early Bird-\$100 (\$150 after 11/10/25 commitment)

- Join with other businesses in promoting a visit to your location. The popular Scavenger Hunt returns!

FRIENDS OF HOT AIR AFFAIR: Early Bird-\$50 (please make your donation commitment by 11/10/25)

- 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 November 10, 2025 and paid in full by January 15, 2026.

Sponsorship reservations are being accepted now, so please complete the sponsor 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 10, 2025 to assure inclusion in the advertising/marketing materials.