

**2027 Hudson Hot Air Affair Sponsorships**  
**Presented by WESTconsin Credit Union of Hudson**  
**February 5-7, 2027 • "Tiki Glow in the Snow"**

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 2027 sponsorship level:***

- |                                                                       |                                                                      |
|-----------------------------------------------------------------------|----------------------------------------------------------------------|
| _____ <b>Commercial Balloon Sponsor: \$695</b> (\$745 after 10/31/26) | _____ <b>Local Balloon Sponsor: \$495</b> (\$545 after 10/31/26)     |
| _____ <b>Brochure Sponsor: \$595</b> (\$645 after 10/31/26)           | _____ <b>Education Booklet Sponsor: \$395</b> (\$445 after 10/31/26) |
| _____ <b>Event Sponsor: \$395</b> (\$445 after 10/31/26)              | _____ <b>Porta Potty Sponsor: \$395</b> (\$445 after 10/31/26)       |
| _____ <b>Coupon Sponsor: \$295/coupon</b> (\$345 after 10/31/26)      | _____ <b>Torchlight Parade Sponsor: \$195</b> (\$245 after 10/31/26) |
| _____ <b>Beverage Battle: \$100/\$75</b> (\$150 after 10/31/26)       | _____ <b>Eat/Shop/Play Promotion: \$100</b> (\$150 after 10/31/26)   |
| _____ <b>Friends of Hot Air Affair: \$50</b> (or more donation)       |                                                                      |

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

***The 2027 Early Bird deadline for sponsorship commitment with discounted prices is October 31, 2026 and your full payment is due January 15, 2027!***

Sponsorship forms may also be completed online at [hudsonhotairaffair.com/sponsors](http://hudsonhotairaffair.com/sponsors)  
Payments can now be made online ***after December 1, 2026*** at [hudsonhotairaffair.com/sponsors](http://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](mailto: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 October 31, 2026!***

**2027 Hudson Hot Air Affair Sponsorships**  
**Presented by WESTconsin Credit Union of Hudson**  
**February 5-7, 2027 • “Tiki Glow in the Snow”**

*(All balloon flights are weather permitting and must be taken during the 2027 Hudson Hot Air Affair.)*

**COMMERCIAL BALLOON SPONSORSHIP: Early Bird-\$695 (\$745 after 10/31/26 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 10/31/26 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 10/31/26 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 10/31/26 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-\$395 (\$445 after 10/31/26 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-\$395 (\$445 after 10/31/26 commitment)**

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

**COUPON SPONSORSHIP: Early Bird-\$295 per coupon (\$345 after 10/31/26 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 10/31/26 commitment)**

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

**BEVERAGE BATTLE: Early Bird-\$100 (\$150 after 10/31/26 commitment)**

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

**EAT/SHOP/PLAY PROMOTION: Early Bird-\$100 (\$150 after 10/31/26 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 10/31/26)**

- Businesses, or families who want to support HHAA with a donation of \$50 or more. 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 October 31, 2026 and paid in full by January 15, 2027.**

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 October 31, 2026 to assure inclusion in the advertising/marketing materials.***