

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

Business Name: _____
(Please indicate how you would like your business listed in Hot Air Affair marketing)

Contact Person: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Billing Address: _____
(If different than above)

Work phone: _____ Cell: _____

email: _____

Website/Facebook: _____

Please complete this form in full to assure your accurate sponsor listing.

Please select your 2027 sponsorship level:

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

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 (with payment to follow before January 15, 2027). Invoices will be distributed in early December. 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.

Sponsorship forms may also be completed online at hudsonhotairaffair.com/sponsors
(Online form instructions: #1. Fill in your info. #2. Save completed form to your computer. #3. email your form to HotAirAffair@gmail.com)

Payments can now be made online *after December 1, 2026* at hudsonhotairaffair.com/sponsors

To receive full coverage in all pre-event marketing materials, please submit this form by October 31, 2026!

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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.