

JOIN US YOU'RE IN GOOD COMPANY 2016 sponsors included ...



Platinum

Chamber of Commerce serving Middletown, Monroe and Trenton*
City of Middletown*
Start Skydiving
Team Fastrax

Gold

Butler County Visitor's Bureau
Deceuninck
George E. Kuhn & Company
Journal-News
K99.1FM
Kroger
Meijer
Middletown Tube Works
Premier Health/Atrium Medical Center

Silver

Alliance Printing & Mailing Services
Bern's Garden Center & Landscaping
BioLife Plasma Services
Cincinnati State Technical Community College
Digital Visuals
GFS Market Place
Humana
Improve It Home Remodeling
Leaf Filter Gutter Protection
Miami University Regionals
Otterbein Senior Lifestyle Choices
Top Golf
US Army Recruiting Middletown

Booth Sponsors

Bath Fitters
Butler County Veterans Service Commission
Dayton VA Medical Center
State Farm

Bronze

Bud Light (Ohio Eagle)
Clark Schaefer Hackett
Cohen Recycling
Combs, Schaefer, Atkins & Little Law Firm
Hot Head Burrito
I-75 Pierson Automotive
The Kleingers Group
Middletown Ford
MillerCoors
Mount Pleasant Retirement Village
Summit Family Physicians
Vercruze Mexican Restaurant
Wilson-Schramm-Spaulling Funeral Home

Corporate Balloons

Bella Balloons / FlyBellaBalloons.com
Gentle Breeze / HotAirBalloonRides.com
Houser Asphalt & Concrete
GoBeyondMedicine.com
Jasper Engines & Transmissions
Selection.com

Special Thanks

Amatulli Produce
BCRTA
Jeff Couch's RV Nation
Lee's Famous Recipe
MiddletownUSA.com
Rumpke

GETTING IT DONE ...

Executive Committee:

Event Manager - Kathy Stites
Grounds Operations- Brad Short
Pilot Services
• Ginger Bruggeman
• Mark Frazer, M.D.
• Maria Langendorf
Shuttle Services - Joe Wittman
Site Logistics
• David Pearce
Treasurer - Scott Richardson

Committee Chairs:

Balloon Competition/FAA Liaison - Sean Askren
Business Office - Ed Dobrozsi & Evan Dobrozsi
Car Show - Don DeBorde & Dave Dietz
City Public Works Liaison - Ron Phelps & Donna Beauregard
Command Center/Communications - Doug Hale
Corporate Sponsors - Kathie Wassenich
Crafts Vendors - Lisa Pearce
Data Collection - Frances Sack
Food Vendors - Matthew Dixon
Guest Service Ambassador - Ann Mort
Hospitality - Carole & David Schul
Landowner Relations - Walter Leap & Mike Sheets
Parking - Jim Griffith
Signage - Debora Edwards & Jim Edwards/Digital Visuals
Skydivers - Gene Newsom, StartSkydiving & Team Fastrax
Warrior Weekend to Remember
• David Hart, Team Fastrax - Lead
• Dan Sack - Community Liaison

...and a host of dedicated Volunteers



THE
OHIO
CHALLENGE
MIDDLETOWN

Contact Us

c/o The Chamber of Commerce Office
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Middletown, Ohio 45044
513.435.6361 phone
Info@OhioChallenge.com email
www.ohiochallenge.com web

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PRESENTED BY



July 21-22-23, 2017

Hot Air Balloon Festival & Warrior Weekend to Remember www.OhioChallenge.com

Smith Park Middletown Regional Airport

Full Festival:

Friday & Saturday • 4:00 to 10:30pm

Special Events:

Saturday & Sunday • 7:00 to 11:00am

General Admission/Parking \$10: per vehicle

via Airport Entrance

Includes **FREE** admission for all vehicle occupants with

FREE shuttle to event

Handicap parking inside Smith Park (with valid permit)

On-Site Parking \$20: Limited Parking inside Smith Park

(includes **FREE** admission for all vehicle occupants)

Walk-In Entrances: Enter at Tytus Avenue or Wilbraham Road;

\$4 per adult -ages 12 & under **FREE** with paid adult

Early morning activities: Park inside Smith Park –

FREE Admission - No shuttle service during morning activities



We Connect People Who Care



Sponsorship and Promotional Opportunities

Gold Sponsor: \$1,500

- ❖ 8 lanyards for access to Ohio Challenge VIP Hospitality Events
- ❖ 8 VIP Premium Parking Passes
- ❖ 8 tickets for Tethered Hot Air Balloon Rides
- ❖ 4 General Parking Passes
- ❖ Recognition in Official Program Guide, on sponsor board, committee golf-carts and Ohio Challenge website
- ❖ Option for website links
- ❖ Balloon ride for one passenger on Friday night*
- ❖ Space for posting up to 3 company-provided banners
- ❖ Public Address sponsor announcements on-site
- ❖ Optional 10x10 Tent to promote your organization

Silver Sponsor: \$1,000

- ❖ 4 lanyards for access to Ohio Challenge VIP Hospitality Events
- ❖ 4 VIP Premium Parking Passes
- ❖ 4 tickets for Tethered Hot Air Balloon Rides
- ❖ 2 General Parking Passes
- ❖ Recognition in Official Program Guide, on sponsor board, and Ohio Challenge website
- ❖ Balloon ride for one passenger on Friday night*
- ❖ Space for posting up to 2 company-provided banners
- ❖ Public Address sponsor announcements on-site
- ❖ Optional 10x10 Tent to promote your organization

Bronze Sponsor: \$500

- ❖ 2 lanyards for access to Ohio Challenge VIP Hospitality Events
- ❖ 2 VIP Premium Parking Passes
- ❖ 2 tickets for Tethered Hot Air Balloon Rides
- ❖ 1 General Parking Pass
- ❖ Recognition in Official Program Guide, on sponsor board, and Ohio Challenge website
- ❖ Name in drawing for balloon ride for one passenger Friday night*
- ❖ Space for posting a company-provided banner
- ❖ Public Address sponsor announcements on-site

*Ohio Challenge Sponsor/VIP balloon rides are limited to Friday night, are weather-dependent, and may not be rescheduled due to competition restrictions.

POINTS TO PONDER

- Support one of the most popular family friendly summer events in SW Ohio
- Get your business name in front of potentially 50,000+ visitors to the event (plus pre-event & website exposure)
- Media exposure throughout the region via TV, newspapers, magazines, radio, websites, social media, etc.
- Extend marketing with in-house promotions
- Use free passes to enjoy the weekend with families or entertain customers
- Enjoy exclusive VIP Access & hospitality
- Consider sponsor levels that give you the opportunity to entertain in your own VIP tent
- Sponsor names are clearly visible on event signage
- Sponsor-provided banners are displayed ‘front & center’ between the mid-way, skydiver landing zone & balloon launch site
- Staff golf carts bear names of sponsors
- Upper level sponsors may promote their organization with a booth on-site
- Promotion and publicity extends beyond the event itself.

Two Day Festival Three Day Balloon Competition & Four Day Warrior Weekend to Remember

VIP Access for Sponsors

Arts & Crafts

5k & 10k Race/Walk (All Ages)

Balloon Launches

Balloon Glows

Balloon Rides

Bicycle Race/Ride: 12, 24, & 50-mile (all ages)

Charity Car Show

Entertainment

Festival Foods

Fireworks Display

Golf Outing

Laser/Pyro Show

Pancake Breakfast

Rides:

- Tandem Skydiving
- Helicopter
- Trackless Train
- Carnival Rides

Team Fastrax Skydiving Demonstrations

Tethered Balloon Rides

Booth Sponsor: \$750

- ❖ 2-VIP Lanyards, Ohio Challenge VIP Hospitality Events, 10x10 space includes tent, table, 2 chairs and 4 general parking passes.

Other Promotional Opportunities

We can work with you to customize a package that is flexible and tailored to your interests. A few ideas to consider . . .

- ❖ In-Kind Sponsorships - donate gift cards, merchandise, event tickets, or other items/merchandise in exchange for promotional opportunities

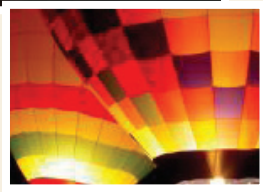
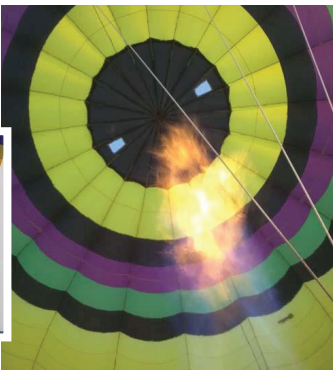
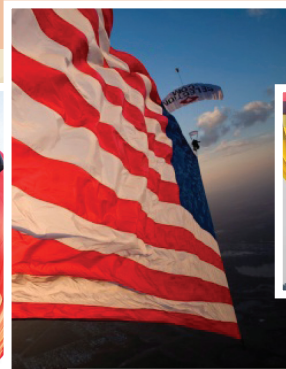
Enhance your Sponsorship & Support the Warrior Weekend to Remember

To enrich the lives of active duty and veteran service men and women injured in combat or training, an exciting combination of activities have been designed to take place in conjunction with The Ohio Challenge.

With the support of key organizers from Team Fastrax and Selection.com, up to thirty honorees and their sponsor hosts will participate in a variety of events throughout the community over a 4-day period.

Purple Heart - level sponsorships have been designed to help support the Warrior Weekend to Remember. Purple Heart sponsors will have the privilege of participating in events alongside Warrior honorees, while also enjoying benefits associated with The Ohio Challenge. **Ask us for details.**

It's more than just hot air....



2016 BY THE NUMBERS

\$2-2.5 million	Average economic impact
50-55,000	Average annual attendance
76%	Within one-hour drive time
24%	Beyond one-hour drive
94%	From Ohio
6%	From other states
50%	From Butler/Warren Counties
19%	From Montgomery County
7%	From Hamilton County