

JOIN US . . .
YOU'RE IN GOOD COMPANY
2020 sponsors included ...



PLATINUM

Chamber of Commerce
 City Of Middletown
 Classic Country 105.9 FM WNKD
 Community Foundation
 Start Skydiving

GOLD

Atrium Medical Center
 Akers Packaging Service Group
 Butler County Regional Transit
 Deceuninck
 Geico
 George E Kuhn
 Kettering Health Network
 Key-Ads, Inc
 Middletown Tube Works
 Orthopedic Associates
 PAC Worldwide

SILVER

Alliance Printing & Mailing Services
 Berns Garden Center
 Butler County Visitors Bureau
 Cincinnati State
 Jeff Couch's RV Nation
 Miami University Regionals
 Primary Health Solutions
 Wendy's

BRONZE

Breitenbach Anderson Funeral Home
 Bud Light (Ohio Eagle Distributing)
 Clark, Schaefer Hackett
 Cohen Recycling
 Combs, Schaefer, Ball & Little
 Dominos
 Meijer
 Middletown Ford
 Otterbein Senior Life
 Summit Family Physicians
 Wilson-Schramm-Spaulding Funeral Home

SPECIAL THANKS

GFS Marketplace
 Lee's Famous Recipe

General Admission/Parking \$15: 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)
 No inside park shuttle service
On-Site Parking \$25: Limited Parking inside Smith Park
 (includes **FREE** admission for all vehicle occupants)
Walk-In Entrances: Enter at Tytus Avenue or Wilbraham
 Road;
 \$5 per adult -ages 12 & under **FREE** with paid adult
Early morning activities: Park inside Smith Park –
FREE Admission - No shuttle service during morning
 activities



Contact Us

c/o The Chamber of Commerce Office
 1500 Central Avenue
 Middletown, Ohio 45044
 513.435.6361 phone
Contact@OhioChallenge.com email
Sponsors@Ohiochallenge.com email
www.ohiochallenge.com web



Friday & Saturday
July 16th & 17th, 2021



Hot Air
Balloon Festival
Smith Park
Middletown
Regional Airport

Full Festival:
Friday & Saturday
6:00 to 10:30 pm

www.ohiochallenge.com



Sponsorship and Promotional Opportunities

Gold Sponsor: \$1,500

- ❖ 8 wrist bands for access to Ohio Challenge VIP Hospitality Events
- ❖ 8 VIP Premium Parking Passes
- ❖ 4 General Parking Passes
- ❖ 3-5 mentions across the Ohio Challenge social media
- ❖ Recognition in Official Program Guide, on sponsor board, committee golf-carts and Ohio Challenge website
- ❖ Option for website links
- ❖ Space for posting up to 3 company-provided banners
- ❖ Public Address sponsor announcements on-site
- ❖ Optional 10x10 Tent to promote your organization

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

Silver Sponsor: \$1,000

- ❖ 4 wrist bands for access to Ohio Challenge VIP Hospitality Events
- ❖ 4 VIP Premium Parking Passes
- ❖ 2 General Parking Passes
- ❖ 2 mentions across the Ohio Challenge social media
- ❖ Recognition in Official Program Guide, on sponsor board, and Ohio Challenge website
- ❖ 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 wrist bands for access to Ohio Challenge VIP Hospitality Events
- ❖ 2 VIP Premium Parking Passes
- ❖ 1 General Parking Pass
- ❖ 1 mention across the Ohio Challenge social media
- ❖ Recognition in Official Program Guide, on sponsor board, and Ohio Challenge website
- ❖ Space for posting a company-provided banner
- ❖ Public Address sponsor announcements on-site

Corporate Booths: \$750

- ❖ 2-VIP wrist bands, 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

WHY SPONSOR

- 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 & Balloon Competition

VIP Access for Sponsors

Balloon Launches

Balloon Glows

Charity Car Show

Music

Festival Foods

Fireworks Display

Rides:

Tandem Skydiving

Helicopter

Carnival Rides

Team Fastrax Skydiving Demonstrations

BY THE NUMBERS

\$2-2.5 million	Average economic impact
50-55,000	Attendance facts
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

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

