

Monroe Chamber of Commerce & Industry

2008 Balloon Rally Sponsorship Opportunities

Overall Monroe Rally Event Sponsor (Single sponsorship)

The Monroe Balloon Rally is offering a single Overall Event Sponsorship. The Monroe Balloon Rally activities will be promoted as being presented by the sponsor. The Overall Event Sponsor will have all the privileges available to a regular Balloon Sponsor, be included in 100% of promotional activities prior to and including the weekend, and be given the highest visibility on promotional items, print advertising and broadcasts.

Taste of Monroe Sponsor (Single sponsorship)

The Taste of Monroe is offering a single Taste of Monroe Sponsorship. The Taste of Monroe will be promoted as being presented by the sponsor. The Taste of Monroe Sponsor will have all the privileges available to a regular Balloon Sponsor, be included in 100% of promotional activities prior to and including the weekend, and be given highest visibility on promotional items, print advertising and broadcasts.

Arts & Crafts Sponsor (Single sponsorship)

The Arts & Crafts Show is offering a single Arts & Crafts Event Sponsorship. The two-day Arts & Crafts activities will be promoted as being presented by the sponsor. The Arts & Crafts Sponsor will have all the privileges available to a regular Balloon Sponsor, be included in 100% of the promotional activities prior to and including the weekend, and be given high visibility on promotional items, print advertising and broadcasts.

Car Show Sponsor (Single sponsorship)

The Car Show is offering a single Car Show Event Sponsorship. The Car Show activities will be promoted as being presented by the sponsor. The Car Show Sponsor will have all the privileges available to a regular Balloon Sponsor, be included in 100% of the promotional activities prior to and including the weekend, and be given high visibility on promotional items, print advertising and broadcasts.

Balloon Glow Sponsor (Two sponsorships)

The Monroe Balloon Rally is offering two Balloon Glow Sponsorships- one for Friday night and another for Saturday night. This is a unique opportunity to promote your business during one of the most popular events of the rally. The Balloon Glows take place at 8:30 on Friday and Saturday nights and are crowd-pleasing events.

Balloon Sponsor (Multiple sponsorships)

A Balloon Sponsorship is a great way to promote your local business and take part in Monroe's signature annual event. Balloon Sponsors are giving publicity on promotional items and in print, and have the opportunity to be air crew for one flight (weather permitting) and receive an invitation to attend all pilot activities including receptions, banquets and breakfasts.

For a detailed list of all benefits by level of sponsorship, please review the listings printed on the reverse side. If you have any questions concerning balloon sponsorship or any other category of sponsorship, please contact:

Patty James, Executive Director MCCI at (608) 325-7648

Monroe Chamber of Commerce & Industry 2008 Balloon Rally Sponsor Registration

June 12, 13, 14, 15 2008

Balloon Rally Sponsorship:

Chamber Members \$450

Non-Members \$650

_____ I would like to sponsor a Rally Balloon!

I was a sponsor last year yes/no

I would like the same pilot yes/no

Name of Pilot or Balloon Name _____

I would like to be a sponsor of _____
at \$ _____ sponsorship level *(Event or level)*

Name of Business: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____ Date: _____

The Monroe Chamber of Commerce and Industry will contact you with specific details relating to your sponsorship benefits and other information pertaining to being a sponsor. For your convenience, payments may be split into two equal amounts, due 5/1/2008 and 6/1/2008. Let us know if you need an invoice for the amount.

Please return this form to:

Monroe Chamber of Commerce and Industry, 1505 9th Street, Monroe, WI 53566.

We thank you for supporting this event and the community of Monroe!!

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Monroe Chamber of Commerce & Industry 2008 Balloon Rally Sponsorship Benefits

	Overall Sponsor \$5000	Taste Sponsor \$3500	Arts & Crafts Sponsor \$2000	Car Show Sponsor \$1500	Balloon Glow Sponsor \$1000	Balloon Sponsor \$450 Member, \$650 Non-Member
1. Sponsor name appears in promotion:						
• TV Advertising	•	•				
• Radio Advertising	•	•				
• Newspaper Advertising	•	•				
• Newspaper Special Section	•	•	•	•	•	•
• Posters	•	•	•	•	•	•
• Official Program	Text	Text	Text	Text	Text	Listing
• Listing in Pilot and Sponsor Packs	•	•	•	•	•	•
• On-Site Announcement	•	•	•	•	•	•
2. Signage opportunities						
• Stage Banners	Fairgrounds	Downtown				
• Site Banners	•	•	•	•	•	
• Fairground Posters	•	•				
• Reception Signage	•	•				
• Imprint on Rally T-Shirt	Logo	Logo	Logo	Logo	Listing	Listing
3. Opportunity for Air Crew (weather permitting)	•	•			•	•
4. Pilot Receptions	•	•	•	•	•	•
5. Attendance at Pre-flight Pilot Briefings	•	•	•	•	•	•
6. Complimentary Pancake Breakfast Tickets	10	8	6	6	4	2
7. Continental Breakfast Sat & Sun Mornings	•	•	•	•	•	•
8. VIP Parking at the Fairgrounds	•	•	•	•	•	•
9. Commemorative Pins & T Shirts	10	8	6	6	4	2
10. Appreciation Plaque or Certificate	P	P	P	P	P	C

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