



**Thursday, July 4 -
Sunday, July 7, 2024**

SPONSORSHIP GUIDE

43rd Annual Teton Valley Balloon Rally

www.tetonvalleyballoonrally.org

The Rally

The first Balloon Rally in Teton Valley took place in Driggs over Father's Day weekend in 1982. Two years later the event was moved to July 4th weekend in order to be a tourist draw to the Valley over the holiday. Since then, hot air balloons have graced the skies of Teton Valley over the Independence Day holiday weekend every year (with a few exceptions for extreme weather).

Both hosts of and attendance at the historic event have varied greatly over the decades. Now, over 40 years after the first July 4th Rally, the annual Teton Valley Balloon Rally continues to celebrate the history and magic of hot air ballooning while looking towards the future; The Rally is a 501(c)3 non-profit organization, supporting the future of hot air ballooning with a full scholarship for a Teton Valley middle or high school student to a Balloon Federation of America (BFA)'s Balloon Camp each year as well as a variety of programs for elementary schools, summer camps, and after school programs.

Mission Statement

"To respect and grow a grand local tradition which pertinently contributes to local and regional communities, inspires awe and wonder in a new generation, and promotes multi-generational interest in science and aviation by way of immersion and hands-on experience."

The Power of Festival and Tradition

Historically, the Teton Valley Balloon Rally drew up to 40 balloon pilots and their crews to eastern Idaho for anywhere from three days to over a week in early July. Over the past decade the Rally has focused on quality, not quantity, and has hosted 10-15 balloons at the annual.

In 2021 the historic event celebrated 40 years of ballooning in the Tetons, and hosted 25 pilots for four perfect days of flying. Similar pilot attendance was experienced in 2022, along with record-breaking numbers of campers at the balloon field. The Teton Valley has become a coveted flying destination for pilots, but the cost of attendances is a large hurdle. With sponsor support, we can expect a full field of 25-30 pilots in 2024.

The Rally brings thousands of regional and national visitors to Teton Valley to experience the magical morning launches, with RV camping at the balloon field booking to capacity in advance of the event. Volunteers and onlookers from Teton Valley, Jackson Hole, and the surrounding area also attend the Rally to enjoy the event's festivities.

The Sponsor Relationship

One thing that has remained consistent over the last four decades is the unique relationship that the Teton Valley Balloon Rally shares with its sponsors. Financial sponsorship has always been a stalwart of the Rally's success, and many sponsors have developed relationships with attending pilots over the years. The Rally has always provided unique opportunities for sponsor experiences and visibility, along with a broad demographic reach.

Current sponsorship options provide a wide range of benefits for sponsors with a variety of budgets, making participation in the Teton Valley Balloon Rally possible for businesses and organizations of all sizes.

The Teton Valley Balloon Rally provides a la carte sponsorship benefits OR cultivated inclusive sponsorship benefit packages. **Pick what works for you.**

Benefit inclusion in packages is indicated as show below. A la carte benefits may be added to packages.

COMMUNITY SPONSORSHIP (C)	\$5,000.00
TITLE SPONSORSHIP (T)	\$7,500.00
PRESENTING SPONSORSHIP (P)	\$10,000.00

BASELINE EVENT SPONSORSHIP (minimum buy-in) (C)(T)(P) **\$300.00**

- thanked via announcement as sponsor at a selected morning launch (1/4 days)
- thanked, tagged, and followed on social media
- named on the TVBR website with hyperlink
- 4-day event parking pass
- 30% off full priced merchandise

ADD-ON A LA CARTE BENEFIT SELECTIONS

balloon ride for one passenger of choice, \$100 upgrade for a 2nd passenger (weather permitting) (C)*	\$500.00
balloon ride for two (2) passengers of choice (weather permitting) (T)*	\$625.00
balloon rides for four (4) passengers of your choice* (weather permitting) (P)*	\$1,150.00
professional event images available for use in marketing and other applicable material (with photo credit)***	\$500.00
banner with logo on balloon basket at a selected morning launch (1/4 days - will correspond with announcement)	\$150.00
banner with logo on balloon basket throughout rally (C)(T)(P)	\$500.00
banner with logo at the info/merch booth throughout the rally (4 available) (T)(P)	\$750.00
banner with logo on camping boundary (C)(T)(P)	\$750.00
thanked via announcement as sponsor at every morning launch (C)(T)	\$200.00
recognized and thanked at all rally-related events, including invite to pilot welcome dinner (P)	\$350.00
named in all printed advertisements and all event banners	\$150.00
upgrade to logo on TVBR website with hyperlink	\$200.00
upgrade to logo on TVBR website home page with hyperlink (C)(T)(P)	\$500.00
logo on all printed advertisements and all event banners (C)(T)(P)	\$400.00
named as an event sponsor in all radio spots and interviews (T)(P)	\$350.00
name listed on appropriate 2022 annual merchandise (must register by May 1)	\$300.00
logo on appropriate 2022 annual merchandise (must register by May 1) (C)(T)(P)	\$500.00
business information or messaging included in pilot and crew packets (4 available. sponsor provides collateral - must not be political or religious in nature) (P)	\$400.00
booth space at the balloon field each morning, informational only (T)	\$1,000.00
booth space at the balloon field each morning, sales permitted (P)	\$1,500.00

*Sponsorship balloon ride(s) must be scheduled, and are only available at the Teton Valley Balloon Rally on Rally flight mornings. If sponsorship ride(s) are cancelled due to weather, every attempt will be made to reschedule but rescheduled rides cannot be guaranteed. It's a gamble!

In-kind sponsorships are embraced, and can provide a unique option for your business or organization. Necessary donations are valued at 100% and support of all kinds provides benefits. If you believe that you have a trade of value, please contact us to discuss details!

Register as a sponsor at
TETONVALLEYBALLOONRALLY.ORG/SPONSOR

Questions? Email hotcrew@tetonvalleyballoonrally.org



Thank you for supporting the Teton Valley Balloon Rally. Soft landings!