

# Economic Impact of the Lincoln Art & Balloon Festival on Logan County

- Increase hotel, motel, & motor fuel revenue
- Full hotels, shops, & restaurants
- Non-profit groups rely on large crowds for annual fundraisers to support their missions
- Increase awareness of our community
- Over \$52,000 is spent in Festival preparation with local businesses and chamber members



# Lincoln Art & Balloon Festival

## Sponsorship Opportunities



**Enclosed you will find sponsorship opportunities. Please feel free to contact us to discuss sponsorship and any unique festival ideas you may have.**

Lincoln/Logan County  
Chamber of Commerce  
1555 5th Street  
Lincoln, IL 62656  
217/735-2385  
events@lincolnillinois.com

[www.lincolnillinois.com](http://www.lincolnillinois.com)

## Lincoln Art & Balloon Festival Sponsorship Agreement

*We would like to sponsor at the following level:*

- |  |   |
|--|---|
| <input type="checkbox"/> Title Sponsor   | <input type="checkbox"/> Special Shape Sponsor            |
| <input type="checkbox"/> Prime Festival Sponsor  | <input type="checkbox"/> Platinum Friends of the Festival |
| <input type="checkbox"/> Entertainment Sponsor <input type="checkbox"/> \$3000 <input type="checkbox"/> \$1000 | <input type="checkbox"/> Gold Friends of the Festival     |
| <input type="checkbox"/> Prime Balloon Sponsor   | <input type="checkbox"/> Silver Friends of the Festival   |
| <input type="checkbox"/> Balloon Sponsor   | <input type="checkbox"/> Bronze Friends of the Festival   |
| <input type="checkbox"/> \$1000 w/art bucks <input type="checkbox"/> \$900 w/ out art bucks                    | <input type="checkbox"/> Other Sponsorship                |
| <input type="checkbox"/> Advertising Sponsors  |   |

**Commitments are due by April 15, commitments need not be accompanied with payment.**

For your convenience we are offering the following payment options:

- |  |  |
|--|--|
| <input type="checkbox"/> Check Enclosed  | <input type="checkbox"/> Invoice for the entire amount |
| <input type="checkbox"/> Invoice for 2 installments on the following dates : _____ |  |
| <input type="checkbox"/> Other (please specify)                                    | <input type="checkbox"/> Please charge my credit card  |
| Credit Card #: _____ Exp. Date: _____ Security Code: _____                         |  |
| (must be paid in full by Aug. 1, 2011, or forfeit your sponsorship)                |  |

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
(including zip code)

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Signature of Contact Person: \_\_\_\_\_

If sponsoring a balloon would you like to keep same pilot:    Yes        No

Will you be providing crew? \_\_\_\_\_ How many? \_\_\_\_\_

Office Use: Acct# \_\_\_\_\_ Invoice # \_\_\_\_\_ Date Received: \_\_\_\_\_ Check # \_\_\_\_\_

# Sponsorship Opportunities

## Title Sponsor

Benefits:

- Naming Rights for the 2011 Festival
  - Two Official Festival Banners to display in business
  - Recognition in all Festival marketing and publications, including billboards, TV, and radio spots as the Title Sponsor
  - Logo on Festival signage
  - Business logo on volunteer t-shirts (400 plus)
  - 50 - 2011 Festival collector pins
  - \$500 worth of Art Bucks
  - Two hot air balloon rides during the festival
  - 50 - admissions wristbands
  - 20 - VIP dinner tickets
- Amount: \$20,000

## Prime Festival Sponsor

Benefits:

- Two hot air balloon rides during festival
  - Official Festival banner to display in your business
  - Two sponsor banners to be displayed on the basket of the hot air balloon
  - Logo on Festival signage
  - Recognition in all Festival publications
  - Business logo on volunteer t-shirts (400 plus)
  - 25 - 2011 Festival collector pins
  - \$200 worth of Art Bucks
  - 25 - admissions wristbands
  - 10 - VIP dinner tickets
- Amount: \$5,000



## Prime Balloon Sponsor

Benefits:

- Two hot air balloon rides during the festival
  - Official Festival banner to display in your business
  - Two sponsor banners to be displayed on the basket of the hot air balloon
  - Recognition in Festival publications
  - Recognition on volunteer t-shirts (400 plus)
  - 15 - 2011 Festival collector pins
  - \$150 worth of Art Bucks
  - 15 - admissions wristbands
  - Four - VIP dinner tickets
- Amount: \$2,500

## Balloon Sponsor

Benefits:

- Two hot air balloon rides during the festival
  - Official Festival banner to display in your business
  - Two sponsor banners to be displayed on the basket of the hot air balloon
  - Recognition in Festival publications
  - Recognition on the volunteer t-shirts (400 plus)
  - 10 - 2011 Festival collector pins
  - \$100 worth of Art Bucks (optional)
  - 10 - admissions wristbands
  - 10 - VIP dinner tickets
- Amount: \$1,000 w/ Art Bucks  
\$ 900 w/ out Art Bucks

## Advertising Sponsor

Benefits:

- Recognition in Festival Advertisement (radio, print, & television ads)
- Recognition in Festival publications
- Recognition on Festival signage
- Recognition on volunteer t-shirts (400 plus)
- Five - 2011 Festival collector Pins
- Five - admissions wristbands
- Two - VIP dinner tickets

Recognition for this sponsorship maybe customized to suit your needs. Contact the Chamber office today.

Packages range from \$2,500—\$5,000

## Entertainment Sponsor

Benefits

- Official Festival banner to display in your business
- Recognition in all Festival publications
- Recognition on volunteer t-shirts (400 plus)

	<u>\$3000 Level</u>	<u>\$1000 Level</u>
Admission Bands:	20	10
Festival Pins:	20	10
VIP Dinner Tickets:	6	2
Art Bucks:	\$150	None

## Friends of the Festival

### Platinum

Benefits:

- Official Festival sponsorship banner
  - Recognition on festive signage
  - Recognition on volunteer shirt (400 plus)
  - \$100 worth of Art Bucks
  - 10 - 2011 Festival collector pins
  - 10 - admissions wristbands
  - Two VIP dinner tickets
- Amount: \$1000

### Gold

Benefits:

- Official Festival sponsorship sign to be displayed in your business
  - Recognition on Festival signage
  - Recognition on volunteer t- shirts (400 plus)
  - Five - 2011 Festival collector pins
  - Five - admissions wristbands
- Amount: \$500

### Silver

Benefits:

- Official Festival sponsorship sign to be displayed in your Business
  - Recognition on Festival signage
  - Three - 2011 Festival collector pins
  - Three - admissions wristbands
- Amount: \$300

### Bronze

Benefits:

- Official Festival sponsorship sign to be displayed in your business
  - Recognition on Festival signage
  - One - 2011 Festival collector pin
  - One - admission wristband
- Amount: \$100

Do you have your own unique sponsorship idea?  
Contact the Chamber of Commerce to discuss opportunities and options!