

THE ROSSFORD CONVENTION & VISITORS BUREAU
AND THE EVENT COMMITTEE PRESENTS:

2025 Rossford Balloon & Fireworks Fest!

FRIDAY-SATURDAY, JULY 18-19, 2025
IN THE CROSSROADS



PROMOTIONAL

OPPORTUNITIES



VisitRossfordOhio.com

Contact Beth Genson - Director
bethgenson@visitrossfordohio.com
419-308-7530

Light Up the Sky with Us for the **2025 Rossford Balloon & Fireworks Fest!**

We hope this finds you well and brimming with excitement for the sunny days ahead. While we enjoy summer of 2024, planning is underway for next year. We're thrilled to invite you to be a part of something truly magical: the **2025 Rossford Balloon & Fireworks Fest!**

Imagine the sky painted with vibrant balloons during the day and dazzling pyro musical fireworks displays lighting up the night. Sounds amazing, right? But we need your help to make this dream come true.

Why Your Support Matters:

1. **Community Spirit:** This festival isn't just about balloons and fireworks; it's about bringing our community together. Your support helps us create two fun-filled days that families and friends will cherish.
2. **Supporting Local Causes:** A portion of the money raised will benefit the **Wood County Firefighters Association**.
3. **Fun for All Ages:** From hot air balloon rides and spectacular firework shows to a kid's fun zone and evening concerts, there's something for everyone. Your contribution helps us provide a variety of activities and entertainment that everyone can enjoy.

How You Can Help:

- **Sponsor:** Ever dreamed of having a hot air balloon named after your business? A pyro musical fireworks show that you help bring to life? A live musical performance with your name? Now's your chance!
- **Donate:** Any amount helps. Your generous donation will directly support the festival's activities and local causes.
- **Volunteer:** Want to be part of the action? Join our team of amazing volunteers and help us run the event smoothly.

What's in It for You?

- **Exclusive Access:** Sponsors and donors will receive VIP passes to special viewing areas and events.
- **Recognition:** Get your name or business featured in our festival program, advertising, website, and social media shout-outs.
- **Feel-Good Vibes:** Knowing that you've contributed to an event that brings joy and benefits to the community is priceless.

We can't wait to share this unforgettable experience with you. Together, let's make the **2025 Rossford Balloon & Fireworks Fest!** A resounding success!

To donate, sponsor, or volunteer, please visit our website at VisitRossfordOhio.com or contact Beth Genson, bethgenson@visitrossfordohio.com or by phone; 419-308-7530. Your support will help us light up the sky in the most spectacular way possible.

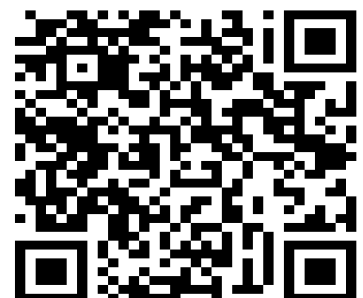
Thank you for being a star in our community!
Warmest regards,

The 2025 Rossford Balloon & Fireworks Fest Committee

Beth Genson, Executive Director & Committee Chair
Rossford Convention & Visitors Bureau
bethgenson@visitrossfordohio.com
419-308-7530 (cell)

P.S. Every contribution counts, and we appreciate your support in any form. Let's create memories that will soar as high as our balloons!

Scan the QR code
for Sponsorship,
Donation, and Volunteer
information.



PROMOTIONAL OPPORTUNITIES

Grand Event Sponsor with Naming Rights - \$25,000 (1 Available)

- **Naming Rights for the 2025 Event with 3-Year Option (Priceless!!)**
- Your logo as part of the branded event logo – (\$8,000 Value)
- Your Logo in All Print Advertising, Posters & Named in Radio Advertising (\$6,000 Value)
- Your Logo on All Hot Air Balloon Basket Banners (\$2,000 Value)
- 6 Hot Air Balloon Ride Packages for Two with event T-Shirts - (3 Friday/3 Saturday) & Tethered Rides for 10 - (5 Friday/5 Saturday) (\$2,900 Value)
- 6-person PyroMusical Tours each night with event T-Shirts – 30 minute tour and demo of pyromusical fireworks set-up and computerized control area (\$850 Value)
- 100 VIP Tickets - (50 Friday/50 Saturday) – Includes light meal, 2-Drinks per person, Pilot Meet & Greet, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$5,000 Value)
- Concert Stage Banner & VIP Tent Banner (\$1,500 Value)
- Announcement of Sponsorship during Concerts & Glows (\$500 Value)
- Fence Banner, 3'x 8' on Concert/Balloon Field (\$300 Value)
- Large Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$1,000 Value)
- Double Vendor Booth in Vendor Row (\$400 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$500 Value)
- Social Media Promotion prior to and during the event (\$2,500 Value)

#2 – “Friday Concert Sponsor” - \$10,000 (1 Available)

- Your Logo in All Print Advertising Media (\$2,000 Value)
- 2 Hot Air Balloon Ride Packages for Two on Friday night with Event T-Shirts (\$1,200 Value)
- 4-person PyroMusical Tour Friday night with Event T-Shirts – 30 minute tour and demo of pyromusical fireworks set-up and computerized control area (\$300 Value)
- 40 VIP Tickets for Friday night – Includes light meal, 2-Drinks per person, Pilot Meet & Greet, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$2,000 Value)
- Concert Stage Banner & VIP Tent Banner (\$1,500 Value)
- Announcement of Sponsorship during Concerts & Glows (\$500 Value)
- Fence Banner, 3'x 8' on Concert/Balloon Field (\$300 Value)
- Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$500 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$500 Value)
- Social Media Promotion prior to and during the event (\$2,500 Value)

#3 – “Saturday Concert Sponsor” - \$10,000 (1 Available)

- Your Logo in All Print Advertising Media (\$2,000 Value)
 - 2 Hot Air Balloon Ride Packages for Two on Saturday night with Event T-Shirts (\$1,200 Value)
 - 4-person PyroMusical Tour Saturday night with Event T-Shirts – 30 minute tour and demo of pyromusical fireworks set-up and computerized control area (\$300 Value)
 - 40 VIP Tickets for Saturday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greet, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$2,000 Value)
 - Concert Stage Banner & VIP Tent Banner (\$1,500 Value)
 - Announcement of Sponsorship during Concerts & Glows (\$500 Value)
 - Fence Banner, 3'x 8' on Concert/Balloon Field (\$300 Value)
 - Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$500 Value)
 - Vendor Booth in Vendor Row (\$200 Value)
 - Logo on T-shirts worn by volunteers and available as event merchandise (\$500 Value)
 - Social Media Promotion prior to and during the event (\$2,500 Value)
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#4 – “Friday Fireworks Sponsor” - \$10,000 (1 Available)

- Your Logo in All Print Advertising Media (\$2,000 Value)
- 2 Hot Air Balloon Ride Packages for Two on Friday night with Event T-Shirts (\$1,200 Value)
- 4-person PyroMusical Tour Friday night with Event T-Shirts – 30 minute tour and demo of pyromusical fireworks set-up and computerized control area (\$300 Value)
- 40 VIP Tickets for Friday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension, Glows & PyroMusical (\$2,000 Value)
- Concert Stage Banner & VIP Tent Banner (\$1,500 Value)
- Announcement of Sponsorship during Concerts & Glows (\$500 Value)
- Fence Banner, 3’x 8’ on Concert/Balloon Field (\$300 Value)
- Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$500 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$500 Value)
- Social Media Promotion prior to and during the event (\$2,500 Value)

#5 – “Saturday Fireworks Sponsor” - \$10,000 (1 Available)

- Your Logo in All Print Advertising Media (\$2,000 Value)
- 2 Hot Air Balloon Ride Packages for Two Saturday night with Event T-Shirts (\$1,200 Value)
- 4-person PyroMusical Tour Saturday night with Event T-Shirts – 30 minute tour and demo of pyromusical fireworks set-up and computerized control area (\$300 Value)
- 40 VIP Tickets for Saturday night – Includes light meal, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$2,000 Value)
- Concert Stage Banner & VIP Tent Banner (\$1,500 Value)
- Announcement of Sponsorship during Concerts & Glows (\$500 Value)
- Fence Banner, 3’x 8’ on Concert/Balloon Field (\$300 Value)
- Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$500 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$500 Value)
- Social Media Promotion prior to and during the event (\$2,500 Value)

#6 – “Friday GLOW Sponsor” - \$5,000 (1 Available)

- Your Logo in All Print Advertising Media (\$1,200 Value)
- 1 Hot Air Balloon Ride Package for Two Friday night with Event T-Shirts (\$600 Value)
- 20 VIP Tickets for Friday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$1,000 Value)
- Concert Stage Banner & VIP Tent Banner (\$600 Value)
- Announcement of Sponsorship during Concerts & Glows (\$300 Value)
- Fence Banner, 3’x 8’ on Concert/Balloon Field (\$300 Value)
- Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$300 Value)
- Social Media Promotion prior to and during the event (\$1,000 Value)



#7 – “Saturday GLOW Sponsor” - \$5,000 (1 Available)

- Your Logo in All Print Advertising Media (\$1,200 Value)
- 1 Hot Air Balloon Ride Package for Two Saturday night with Event T-Shirts (\$600 Value)
- 20 VIP Tickets for Saturday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greet, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$1,000 Value)
- Concert Stage Banner & VIP Tent Banner (\$600 Value)
- Announcement of Sponsorship during Concerts & Glows (\$300 Value)
- Fence Banner, 3’x 8’ on Concert/Balloon Field (\$300 Value)
- Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$300 Value)
- Social Media Promotion prior to and during the event (\$1,000 Value)

#8 – “Beer Garden Sponsor” - \$5,000 (1 Available)

- Your Logo in All Print Advertising Media (\$1,200 Value)
- Signage at all Beer distribution areas – (\$1,000 Value)
- 1 Hot Air Balloon Ride Package for Two on Friday Night with Event T-Shirts (\$600 Value)
- 20 VIP Tickets for Saturday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greet, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$1,000 Value)
- Concert Stage Banner & VIP Tent Banner (\$600 Value)
- Announcement of Sponsorship during Concerts & Glows (\$300 Value)
- Ad in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$300 Value)
- Social Media Promotion prior to and during the event (\$1,000 Value)

#9 – “Trading Cards Sponsor” - \$2,500 (1 Available)

- Your Ad on the back of 5,000 Trading Cards distributed by Pilots - (\$1,000 Value)
- Tethered Balloon Rides for 4 with Event T-Shirts (\$250 Value)
- 15 VIP Tickets for Friday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greet, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$750 Value)
- Announcement of Sponsorship during Concerts & Glows (\$200 Value)
- Logo in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$200 Value)
- Social Media Promotion prior to and during the event (\$500 Value)

#10 – “Kid’s Area Sponsor” - \$2,500 (1 Available)

- Your Logo in All Print Advertising Media (\$600 Value)
- Signage in Kid’s Area (\$1,000 Value)
- Tethered Balloon Rides for 4 with Event T-Shirts (\$250 Value)
- 15 VIP Tickets for Friday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greet, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$750 Value)
- Announcement of Sponsorship during Concerts & Glows (\$200 Value)
- Logo in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$200 Value)
- Social Media Promotion prior to and during the event (\$500 Value)



#11 – “Food Truck Sponsor” - \$2,500 (1 Available)

- Your Logo in All Print Advertising Media (\$600 Value)
- Signage on Food Truck Row (\$1,000 Value)
- Tethered Balloon Rides for 4 with Event T-Shirts (\$250 Value)
- 15 VIP Tickets for Friday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$750 Value)
- Announcement of Sponsorship during Concerts & Glows (\$200 Value)
- Logo in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers and available as event merchandise (\$200 Value)
- Social Media Promotion prior to and during the event (\$500 Value)

#12 – “Balloon Basket Sponsor” - \$1,500 (10 Available)

- Your Logo on one Hot Air Balloon Basket Banner (\$500 Value)
- 10 VIP Tickets for Friday or Saturday Night – Includes light meal, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension, Glows, & PyroMusical (\$500 Value)
- Announcement of Sponsorship during Concerts & Glows (\$100 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Name in **2025 Rossford Balloon & Fireworks Fest!** Map & Schedule (\$100 Value)
- Social Media Promotion prior to and during the event (\$200 Value)



Join Us For the
2025 Rossford Balloon & Fireworks Fest!
FRIDAY-SATURDAY, JULY 18-19, 2025
IN THE CROSSROADS



The Rossford Convention & Visitors Bureau invites you to join the
2025 Rossford Balloon & Fireworks Fest!
In the Crossroads of Rossford, Ohio on July 18-19, 2025

BUSINESS NAME _____

CONTACT PERSON _____

BUSINESS ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ E-MAIL ADDRESS _____

WEBSITE ADDRESS (if applicable) _____

PROMOTIONS – See attached Promotional Opportunities for Details – I am interested in:

-GRAND EVENT SPONSOR-

Naming Rights & All Perks \$25,000 _____

#2 - Friday Concert Sponsor - \$10,000 _____

#3 - Saturday Concert Sponsor - \$10,000 _____

#4 - Friday Fireworks Sponsor - \$10,000 _____

#5 - Saturday Fireworks Sponsor - \$10,000 _____

#6 - Friday GLOW Sponsor - \$5,000 _____

#7 - Saturday GLOW Sponsor - \$5,000 _____

#8 - Beer Garden Sponsor - \$5,000 _____

#9 - Trading Cards Sponsor - \$2,500 _____

#10 - Kid's Area Sponsor - \$2,500 _____

#11 - Food Truck Sponsor - \$2,500 _____

#12 - Balloon Basket Sponsor - \$1,500 _____

SIGNATURE _____ DATE _____

Return form to: Rossford Convention & Visitors Bureau, PO Box 60202, Rossford, Ohio 43460. Contact Beth Genson at 419-308-7530 or by email at bethgenson@visitrossfordohio.com for more details or an appointment.

As Sponsorship is limited, interest expressed on this form does not guarantee participation in the event. A letter of approval with additional registration materials will be provided upon acceptance.

Note: Many of the activities associated with sponsorships are weather dependent, such as balloon rides and fireworks. We reserve the right to cancel activities without recourse due to inclement weather conditions. The safety of the participants is our greatest priority.

It's Not Our First Rodeo...

Remember the Glass City Balloon Race

July 13-15, 2018

September 27-28, 2019



- **Brought an estimated 30,000 visitors to the Crossroads in Rossford the first year.**
- In 2018, in less than seven months, the RCVB and a committee of business volunteers organized one of the highest attended events in the city's history. The event repeated in 2019, and was planned for 2020 before COVID struck.
- Featured 15-20 hot air balloons, 16-20 food trucks, 32 business vendors, helicopter rides, a 5K Run, Motorcycle Run, Kids Zone, Beer Garden, two regional bands and several local bands, and fireworks.
- Generated media coverage from every local TV station and area newspapers. Paid advertising included radio, TV, newspaper, and billboards.
- Involved sponsorship totaling more than \$70,000.
- Online advertising campaign generated an average reach of 58,000 with hundreds of shares on social media.
- During the event in 2018, 39 Facebook posts on the Rossford CVB Facebook page resulted in 32,087 impressions.



Comments from social media and survey administered after the event:

- *So beautiful. Proud to be a sponsor!*
- *It was absolutely one of the best, well planned events I've seen in the greater Toledo area.*
- *Love the location! You guys did Amazing!*
- *Loved the balloons and fireworks! Great music, food, and kids' activities!*
- *Organized, location, parking, vendor options.*
- *A lot of room to spread things out. Loved the concert Friday.*
- *Promoted the city of Rossford. A beautiful, fun event*
- *So many families and people visiting our town. The night glow was amazing.*
- *A fun, free event, with tons of food vendors. The balloons were amazing, and the fireworks were a fun final touch to the evening*

