



Sponsorship Opportunities



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The Rossford Convention & Visitors Bureau and the City of Rossford Present:
2019 Glass City Balloon Race
Friday-Saturday, September 27 - 28, 2019
At the Crossroads in Rossford, Ohio

PROMOTIONAL OPPORTUNITES

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

- Naming Rights for the 2019 Event with 5-Year Option (Priceless!!)
- Your Logo in All Print Advertising, Posters & Named in Radio Advertising (\$6,000 Value)
- 2 Hot Air Balloon Ride Packages for Two plus Tethered Rides for 10 (\$1,700 Value)
- 500 VIP Tickets for Saturday Night – Includes Dinner, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension and Glows (\$12,500 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 2019 Glass City Balloon Race Map & Schedule (\$500 Value)
- Vendor Booth in Vendor Row (\$400 Value)
- Logo on T-shirts worn by volunteers plus T-Shirts for your Balloon Rides & Tethers (\$700 Value)
- Social Media Promotion prior to and during the event (\$2,500 Value)

#1 – “Concert Sponsor” - \$10,000 (SOLD)

- Your Logo in All Print Advertising Media (\$2,000 Value)
- 1 Hot Air Balloon Ride Package for Two plus Tethered Rides for Four (\$800 Value)
- 50 VIP Tickets for Friday Night – Includes Dinner, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension and Glows (\$1,250 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 2019 Glass City Balloon Race Map & Schedule (\$500 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers plus T-Shirts for your Balloon Ride & Tethers (\$700 Value)
- Social Media Promotion prior to and during the event (\$2,500 Value)

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

- Your Logo in All Print Advertising Media (\$2,000 Value)
- 1 Hot Air Balloon Ride Package for Two plus Tethered Rides for Four (\$800 Value)
- 50 VIP Tickets for Friday Night – Includes Dinner, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension and Glows (\$1,250 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 2019 Glass City Balloon Race Map & Schedule (\$500 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Logo on T-shirts worn by volunteers plus T-Shirts for your Balloon Ride & Tethers (\$700 Value)
- Social Media Promotion prior to and during the event (\$2,500 Value)

#3 – “Stage Sponsor” - \$5,000 (1 Available)

- Your Logo in All Print Advertising Media (\$1,200 Value)
- Tethered Balloon Rides for 6 with Event T-Shirts (\$350 Value)
- 30 VIP Tickets for Friday Night – Includes Dinner, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension and Glows (\$750 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 2019 Glass City Balloon Race Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Your Logo on T-shirts worn by all volunteers (\$300 Value)
- Social Media Promotion prior to and during the event (\$1,000 Value)

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

- Your Logo in All Print Advertising Media (\$1,200 Value)
- Tethered Balloon Rides for 6 with Event T-Shirts (\$350 Value)
- 30 VIP Tickets for Friday Night – Includes Dinner, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension and Glows (\$750 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 2019 Glass City Balloon Race Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Your Logo on T-shirts worn by all volunteers (\$300 Value)
- Social Media Promotion prior to and during the event (\$1,000 Value)

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

- Your Logo in All Print Advertising Media (\$600 Value)
- Tethered Balloon Rides for 4 with Event T-Shirts (\$250 Value)
- 20 VIP Tickets for Friday Night – Includes Dinner, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension and Glows (\$500 Value)
- Announcement of Sponsorship during Concerts & Glows (\$200 Value)
- Fence Banner, 3’x 8’ on Concert/Balloon Field (\$300 Value)
- Logo in 2019 Glass City Balloon Race Map & Schedule (\$200 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Your Logo on T-shirts worn by all volunteers (\$200 Value)
- Social Media Promotion prior to and during the event (\$500 Value)

#6 – “Festival Sponsor” - \$1,000

- Your Name in All Print Advertising Media (\$300 Value)
- 10 VIP Tickets for Friday Night – Includes Dinner, 2-Drinks per person, Pilot Meet & Greets, Seating on the Balloon Field for Balloon Ascension and Glows (\$250 Value)
- Announcement of Sponsorship during Concerts & Glows (\$100 Value)
- Vendor Booth in Vendor Row (\$200 Value)
- Name in 2019 Glass City Balloon Race Map & Schedule (\$100 Value)
- Your Name on T-shirts worn by all volunteers (\$200 Value)

Join Us For the 2019 Glass City Balloon Race

Friday-Saturday, September 27-28, 2019
In The Crossroads on Rt. 20 behind Meijer



Exclusive Sponsorship Opportunities Inside!

Some Facts & Figures from the 2018 Event:

- Brought an estimated 30,000 visitors to the Crossroads in Rossford during the three-day event.
- In less than seven months, the CVB and a committee of business volunteers organized one of the highest attended events in the city's history.
- Featured 20 hot air balloons, 20 food trucks, 32 business and craft vendors, helicopter rides, a 5K Run/Walk, Motorcycle Run, Kids Zone, Beer Garden, two regional bands and fireworks.
- Generated coverage from all local TV stations & newspapers.
- Online Advertising generated an average reach of over 58,000 with 327 ad shares.
- During the three-day event, 39 Facebook posts on the Rossford CVB Facebook page resulted in 32,087 impressions.

Comments from social media:

- *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.*



VISITROSSFORDOHIO.COM
FREE community event. [Learn More](#)
Glass City Balloon Race from July 13-15.

58,830 people reached

Bobbie Aspacher, Lenny Andrzejak and 434 others 37 Comments 327 Shares

