



Erie Balloon Festival Sponsorships





ABOUT US

The Town of Erie, Colorado, is experiencing dynamic growth, and the **Erie Chamber of Commerce** is at the heart of this thriving community. We champion local businesses and work to ensure Erie maintains its unique blend of small-town charm and forward-thinking innovation.

We invite your organization to move beyond traditional advertising and join us as a true Strategic Partner. By sponsoring the Erie Chamber, your company publicly demonstrates its commitment to the people and progress of Erie.

Your investment directly supports the programs, events, and initiatives that drive local economic vitality, connect businesses with thousands of residents, and enhance our overall quality of life.

This is more than a donation; it's a commitment to shared success. Together, we will elevate your brand visibility and help shape the prosperous future of one of Colorado's best communities.

Ready to partner with us and connect with a dynamic, rapidly expanding market?





2026 EVENTS

The fastest way to grow your business in 2026 is by connecting with the core of the Erie community. The **Erie Chamber** offers unique, high-impact sponsorship opportunities to place your brand directly in front of thousands of potential customers.

Your partnership fuels our mission, allowing us to provide critical business services and showcase Erie's appeal through our highly attended public events.

The Power of Our Events:

Recognized for their quality, our special events are a highlight across the entire Front Range, offering a powerful platform for unmatched brand recognition and community goodwill.

Erie Chamber Sponsored Events:

- **Erie Town Fair** May 16th
25,000 attendees
Historic downtown venue with 280+ vendors
Kid's activities, music, and food
- **Erie Balloon Festival** July 10th, 11th and 12th
Hosts 25+ hot air balloons over three days
Attracting an average of 2,000 on-site viewers
13,000 + viewers on Saturday Night Glow
- **Summer Concert Series** July 25th & August 22nd
4,000 attendees
Family-friendly atmosphere
- **EB Erie Brewfest** October 3rd
25+ breweries, 1,000+ "tasters"
- **Parade of Lights.** December 4th
Over 6,000 attendees enjoying holiday festivities



ERIE BALLOON FESTIVAL

July 10, 11, and 12, 2026



Elevating Your Brand: Unique Sponsorship Opportunities at the Erie Balloon Festival

In a crowded marketplace, the Erie Balloon Festival offers the opportunity to literally rise above the competition. Align your brand with the most stunning visual spectacle in the region.

The Crown Jewel: Exclusive Naming Rights & Massive Reach

Sponsoring this event places your brand at the heart of an experience that is visually stunning and generates massive buzz:

- Proven Audience: The Festival draws over 12,000 engaged attendees annually.
- Beyond the Field: Be part of the incredible social media shares that extend your reach far beyond the festival grounds, turning attendees into your brand advocates



Aerial Marketing That Soars

Transform your message into a floating billboard visible for miles across the Colorado landscape.

- Unmatched Visibility: Market your brand from the sky to thousands across the Front Range
- VIP Exclusivity: Leverage the event's prestige with private VIP hospitality packages, creating the perfect environment for deepening relationships with key clients and employees



The Customization Advantage

We specialize in crafting partnerships that perfectly align with your specific marketing goals and budget. Your investment delivers exactly the high-level exposure and community engagement that drives your business forward.



It's time for your brand to soar.



ERIE BALLOON FESTIVAL

Platinum Sponsors - Customized Packages

	Naming Sponsor	Glow Sponsor	AM Launch Sponsor	Tether Sponsor	Pilot Cards Sponsor
Posters, Advertising, Chamber & Festival Website Coverage					
TV advertising, Social Media, Festival and Chamber Website Feature	●	●			
Business Logo on Event and Chamber home & event page			●		
Business Name on tether balloon				●	
Name on pilot cards					●
Balloon Rides					
Multiple Balloon rides and tether rides	●	●	●	●	
Two balloon and two tether rides					●
Balloon Banners					
Business Logo on Balloon Basket	●	●			
Business Name on Basket			●	●	
Business Logo on Cards					●
Erie Balloon Festival VIP					
On-site Parking Private Viewing Area Sponsor Dinner with Pilots and Event shirts	●	●	●	●	



ERIE BALLOON FESTIVAL

Traditional Sponsors – Standard Package

	Platinum \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$1,000	In Kind Donations
Posters, Advertising, Chamber Website					
Business Logo on home & event page	●	●			
Business Name on home & event page			●	●	
Name on marketing materials					●
Balloon Rides					
Two balloon rides and Two tether rides	●				
Two balloon rides		●			
Two tether rides			●		
Balloon Banners					
Business Name	●	●			
Erie Balloon Festival Limited Edition T-shirts					
Logo and Four shirts	●				
Logo and Two shirts		●			
Two shirts			●	●	●

ERIE CHAMBER SPONSORSHIP COMMITMENT

(enter as you would like it to appear in advertising)

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Balloon Festival Platinum Sponsorships – July 10th, 11th and 12th

- Naming Sponsor
- Glow Sponsor
- Morning Launch Sponsors
- Tether Ride Sponsor
- Pilot Card Sponsors

Balloon Festival Traditional Sponsorships

- \$5000
- \$2500
- \$1500
- In-Kind

Total Amount: \$ _____ I've Enclosed a Check Bill Me

Bill me: VISA MASTERCARD AMERICAN EXPRESS CARD

NUMBER: _____ EXP. DATE _____ 3 Digit Security Code _____

NAME ON CARD: _____ BILLING ZIP CODE: _____

SIGNATURE: _____

Mail your completed form to: Erie Chamber, PO Box 97, Erie CO 80516. Email to pat@eriechamber.org
Please email a high resolutions jpg logo and eps logo to: pat@eriechamber.org



THANK YOU

A Sincere Thank You: Investing in Erie's Future

On behalf of the Board of Directors and the entire membership of the Erie Chamber of Commerce, we extend our most sincere gratitude for your generous sponsorship and support this year.

Your investment, whether through a targeted event sponsorship or a general donation, is truly the fuel that powers our mission. It allows us to move beyond standard programming and deliver high-impact initiatives that directly benefit our local economy and enhance the quality of life in Erie.

Your Impact in Action

Because of your partnership, we were able to:

- Host the record-breaking 28th Annual Erie Town Fair and Parade of Lights, connecting thousands of residents with local businesses like yours
- Provide critical business education and networking resources to help our members grow and thrive in a dynamic market
- Publicly showcase your commitment to our community through events that foster civic pride and strong local connections

A Partnership Built on Shared Success

We recognize that your support is not simply a donation; it is an affirmation of your commitment to the long-term prosperity of the Town of Erie. We are deeply grateful for your vision and look forward to continuing this powerful partnership. We thank you again for being a vital cornerstone of our success. We wish you a prosperous year.

With Deep Appreciation,

Pat

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