

MAJOR BRAND SPONSORSHIP SAVE1HEART BALLOON & TOUR



Presenting SPONSOR / \$250,000

Our presenting sponsorship is key to generating tremendous brand awareness. As “The Save1Heart Balloon, presented by [Your Brand],” you will be included in all Save1Heart Balloon / Tour advertising, publicity and brand communications, and in most cases Exclusively.

You will benefit most from news coverage and publicity of the Save1Heart Balloon tour, which will amount to millions in paid advertising in North America alone. This magisterial sponsorship is custom designed to achieve your goals for brand awareness, hospitality, and product exhibit and sampling. In honor of this exclusive sponsorship, your brand’s logo will be embroidered on the lower skirt of the balloon, close enough for spectators to reach up and touch them, among many other distinguished & VIP benefits. **Your sponsorship will also provide over 25,000 disadvantaged families** an opportunity to add their loved one’s name to the balloon at no cost.

Soaring SPONSOR / \$50,000

Becoming a soaring sponsor of The Save1Heart Balloon gives you the right to associate, advertise and publicize your brand with ours. It also brings significant brand visibility before and during the event, with signage, website hotlink, and inclusion in all Save1Heart Balloon brochures and publicity. Sponsorship is custom designed to achieve your goals for brand awareness, hospitality, product exhibit, and sampling. Your company’s brand will appear in one foot lettering on the balloon’s skirt.

This Sponsorship provides interaction and ample visibility with guests and media, among many other distinguished & VIP benefits. **Your sponsorship will also provide over 5,000 disadvantaged families** an opportunity to add their loved one’s name to the balloon at no cost.

Ascending SPONSOR / \$25,000

A great sponsorship introduction to a monumental campaign with dynamic press, publicity, and patron interaction. This sponsorship allows you to participate in a monumental campaign at a fraction of the cost. We will work with you to tailor this sponsorship to your brand needs. **Your sponsorship will also provide over 1,000 disadvantaged families** an opportunity to add their loved one’s name to the balloon at no cost.



450,000

Names printed on the Balloon (who have died of cardiovascular disease)



2,900,000

people to market your brand or product (direct exposure)



500,000

Complimentary heart screenings throughout North America.



869

press representatives at the ABQ Int’l Balloon Fiesta



MILLIONS

in advertising exposure and press



60+

Tour dates (the Save1Heart Balloon will travel throughout North America).



850,000+

Attendees at the 2014 Albuquerque International Balloon Fiesta

To schedule your sponsorship opportunity, please contact:

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