



Balloon Museum Pod Racing Sponsorship Opportunities

<i>Sponsorship Levels >></i> Sponsorship Benefits	Presenting Sponsor \$7,000 cash (3 Available)	BMPR Series Sponsor \$3,500 cash (3 Available)	Event Sponsor \$500/event Qty. Discount*	Exhibitor Sponsor \$100/event
<i># of BMPR Events included >></i>	All 12 events	All 12 events	Up to 10 events	Up to 12 events
RADIO Sponsor name included in all radio advertising through BMPR media sponsor	X			
RENTAL SPACE One Complimentary Event space at the Museum for up to 200 people based on availability	X			
One Complimentary Meeting space at the Museum for up to 40 people based on availability		X		
One 10'x10' promotional space at each event with opportunity for promotional material distribution, demonstration, and merchandise sales	X	X	X	X
BANNERS/SIGNS/ANNOUNCEMENTS Speaking opportunity during each awards ceremony	X			
Sponsor logo displayed on banners and course structures provided by BMPR	X			
Sponsor logo prominently displayed on BMPR series street banners	X	X		
Sponsor-provided banners displayed throughout program area	4	2	1	
Numerous PA announcements by emcee recognizing event sponsor throughout the race	X	X	X	X

PRINT PROMOTIONS Sponsor logo included on all print collateral, based on print production deadlines, not limited to posters, brochures, flyers, print ads, etc.	X	X		
Sponsor logo included in official event program	X	X	X	X
4-D THEATER, WEBSITE AND SOCIAL MEDIA Sponsor logo will appear in the BMPR series promotional video. The video will run in the Balloon Museum Theater which averages approximately 60,000 viewers per year. Promotional video will reach thousands more through Balloon Museum's website and social media channels	X	X		
Sponsor name, logo and company website link incorporated into the Museum's email marketing platform, Constant Contact. E-Blast announcements will be sent prior to each event. (Distribution is currently 7000)	X	X		
Sponsor will receive exposure through Balloon Museum's Facebook page, Twitter channel, Instagram, YouTube channel, and BMPR-focused Facebook page.	X	X		
Sponsor logo displayed on the Balloon Museum's BMPR Series event webpage	X	X	X	
ADMISSIONS/DISCOUNTS A 10% Discount to be used in the Balloon Museum Shoppe for the duration of sponsorship	X	X		
Museum Admission Tickets to attend BMPR (can be used for any BMPR event)	10/event	6/per event	4/per event	2/per event
Museum Admission Tickets to visit the Museum (can be used at any time)	20	10	4	2
MERCHANDISE Sponsor logo included on BMPR merchandise where other like sponsors are displayed	X	X		
BMPR-provided FPV Goggles for you to keep. Ideal for watching race action. Tune in to watch what the racers see!	2	1		
OctoPass: Provides racers with eight BMPR-related benefits including a complimentary lunch at each BMPR event, an official BMPR T-shirt and a custom Sport Pack	4	2	1	

*Multi-Event Rate Chart For “Event Sponsor” Category				
# of Events	Rate	Discount	Discounted Multi-Event Rate	Your Cost
10	\$5,000	40%	\$300	\$3,000
9	\$4,500	35%	\$325	\$2,925
8	\$4,000	30%	350	\$2,800
7	\$3,500	25%	375	\$2,625
6	\$3,000	20%	400	\$2,400
5	\$2,500	15%	425	\$2,125
4	\$2,000	10%	450	\$1,800
3	\$1,500	5%	475	\$1,425
2	\$1,000	0%	N/A	\$1,000
1	\$500	0%	N/A	\$500

CONTACT

To learn more and to become a sponsor, please contact **Linda Hubley**, Balloon Museum Events and Operations Manager, at **(505)-768-6020**, or by email, lhubley@cabq.gov.