

Alabama's Original  
Hot Air Balloon Festival



Memorial Day Weekend  
Decatur, Alabama

**January 10, 2012**

Dear Friends:

The Alabama Jubilee Hot-Air Balloon Classic Committee has begun preparing for our next event. This upcoming year will be the 35<sup>th</sup> annual Alabama Jubilee held during the Memorial Day weekend; Saturday May 26<sup>th</sup> and Sunday May 27<sup>th</sup>.

We would like to invite you and your company to join us and become a sponsor for one of the Top 10 Alabama festivals for more than ten years running; and the **2010 Event of the Year** as named by the Decatur-Morgan County Convention & Visitors Bureau and The Morgan County Hospitality Association.

The Alabama Jubilee has experienced a spectator draw of between 30,000 and 60,000 people from all over the country to enjoy this two-day festival and unlike other top events around the state, it is **admission free!** Thanks to our sponsors from the past 35 years, the cost of this fun-filled, family-friendly event for our residents, visitors and your employees is covered up-front, and without your participation as a sponsor, this event would be not be possible.

**Sponsorships are available for all budget sizes:**

We have three package sponsorship levels your company can participate with:

- Balloon Sponsors - \$800
- Super Sponsors - \$2,000
- Event Sponsors - \$5,000+

Also available are specialty sponsorships, funding a single activity, location, or event:

- |  |                                |
|--|--------------------------------|
| Hotel Sponsor - \$15,000               | Fireworks Sponsor - \$8,000    |
| Stage Sponsor - \$5,000                | Balloon Glow Sponsor - \$7,500 |
| VIP/Hospitality Tent Sponsor - \$5,000 | Propane Sponsor - \$1,000      |

We welcome any and all inquiries to answer questions that you might have; and to discuss your involvement as well as the advertising opportunities that we plan to provide.

Along with the Morgan County Commission, the City of Decatur, Lynn Layton Chevrolet, 3M Corporation, Pepsi-Cola, Jimmy Smith Jewelers, Daikin and many, many more, please join us in our efforts to promote our local community.

**Robert Reid**  
2012 Jubilee Chairman  
Phone: (256) 353-0181  
Cell: (256) 566-9009  
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**Laura**

**Stewart**  
2012 Jubilee Balloonmeister  
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## Alabama Jubilee Sponsor Benefits

*The sponsorship levels listed below are typical sponsorship amounts and benefits. If you wish to participate in other capacities and / or wish to sponsor at a higher or lower level we would be happy to speak with you about a custom sponsorship package.*

### Balloon Sponsor Level

Amount: \$800.00

#### Balloon Sponsors will receive:

- Ad in the official ALABAMA JUBILEE publication
- 2'x3' banner with your company name and/or logo - banner to be displayed on the basket of the balloon (please provide a logo in digital format by e-mail, see below)
- Your sponsorship will be announced during the Balloomination (Balloon Glow), and other balloon tether times.
- Your sponsorship will be listed on the official ALABAMA JUBILEE website - [www.alabamajubilee.net](http://www.alabamajubilee.net) and receive a **text link** to your website (or an e-mail address).
- **Two** official ALABAMA JUBILEE t-shirts
- **Two** official ALABAMA JUBILEE collector lapel pins
- **Two** passes to the Friday evening Sponsor/Pilot reception
- **Two** passes to the VIP tent located on the balloon field for the duration of the weekend; including Saturday and Sunday lunch activities.

### Super Sponsor Level

Amount: \$2,000.00

#### Super Sponsors will receive:

- Prominent ad in the official ALABAMA JUBILEE publication
- Company name and/or logo to be included in all other advertising
- Company name and/or logo on the ALABAMA JUBILEE t-shirt
- 2'x3' banner with your company name and/or logo - banner to be displayed on the basket of the balloon (please provide a logo in digital format by e-mail, see below)
- Your sponsorship will be announced all **throughout** the weekend
- Your sponsorship will be listed on the official ALABAMA JUBILEE website - [www.alabamajubilee.net](http://www.alabamajubilee.net) and receive **your logo** linking to your website (or an e-mail address).
- **Six** official ALABAMA JUBILEE t-shirts
- **Six** official ALABAMA JUBILEE collector lapel pins
- **Six** passes to the Friday evening Sponsor/Pilot reception
- **Six** passes to the VIP tent located on the balloon field for the duration of the weekend; including Saturday and Sunday lunch activities.

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## Event Sponsor Level

Amount: \$5,000.00 +

### Event Sponsors will receive:

- Prominent ad in the official ALABAMA JUBILEE publication
- Company name and/or logo to be included in all other advertising
- A **large** company name and/or logo on the ALABAMA JUBILEE t-shirt
- 2'x3' banner with your company name and/or logo - banner to be displayed on the basket of the balloon (please provide a logo in digital format by e-mail, see below)
- Your sponsorship will be announced all **throughout** the weekend
- Your sponsorship will be listed on the official ALABAMA JUBILEE website - [www.alabamajubilee.net](http://www.alabamajubilee.net) and receive **your logo** linking to your website (or an e-mail address), and a '**logo balloon**' at the bottom of the main webpage.
- **Eight** official ALABAMA JUBILEE t-shirts
- **Eight** official ALABAMA JUBILEE collector lapel pins
- **Eight** passes to the Friday evening Sponsor/Pilot reception
- **Eight** passes to the VIP tent located on the balloon field for the duration of the weekend; including Saturday and Sunday lunch activities.

\* Terms of the Event Sponsorship package are still under revision; please contact us for the most up-to-date information on this sponsorship package and its included benefits.

***All sponsors are encouraged to participate in all ballooning activities throughout the weekend, both on-and-off of the balloon field and are also encouraged to come and fly with your balloon pilot!***

To obtain more information, please contact one of us below.

### Robert Reid

2012 Jubilee President

Phone: (256) 353-0181

Cell: (256) 566-9009

e-mail: [rlreid60@yahoo.com](mailto:rlreid60@yahoo.com)

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## Alabama Jubilee Sponsor Agreement Form

I would like to participate as an (check a sponsorship level):

Event Sponsor - \$5000     Super Sponsor - \$2000     Balloon Sponsor - \$800

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Cell / Alt. \_\_\_\_\_

E-mail: \_\_\_\_\_

Would You like your company website listed on [www.alabamajubilee.net](http://www.alabamajubilee.net)?    Yes     No

Web Address: \_\_\_\_\_

We request that all sponsorships be paid by **March 31, 2012**. If that is a problem, please contact Roy Hill at one of the numbers listed below to discuss. We want everyone who would like to participate to be able to do so.

10'x10' shade tents are available for an additional \$50 for those sponsors who wish to display information about their company and provide some sort of a children's activity or service. The tents will be located along the midway of vendor row to provide you the most exposure possible. Tents will be only be provided for sponsors who respond using this form.

### Please check the payment option you would like to use:

- My payment is **included** with this form for my sponsor level (checked above).
- I will **mail** my payment by **March 31, 2012**.
- Please **invoice** me for my sponsorship.

### Additional Options:

- I would like to participate at a higher sponsorship level, please contact me.
- I would like to have a shade tent provided on the midway. (**\$50 Additional Fee**)

To obtain more information, please contact one of us below.

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