

Color The Skies Hot Air Balloon Festival, 2011
Levels of Altitude Partnership Opportunities

Out of This World Official Event Sponsor \$20,000

Recognition in news media coverage (radio/tv/newspaper)
Corporate logo & acknowledgement in event program (5,000 copies)
corporate logo on official festival tshirt
logo and link on color the skies website
30 ft hot air balloon banner to be displayed at festival
Hot Air Balloon Ride for 4 at Festival
tickets and parking passes for festival
color the skies celebration dinner reservations for 10
commemorative wine magnum
tour and lunch at children's hospital central california

Above The Clouds \$15,000

Recognition in news media coverage (radio/tv/newspaper)
Corporate logo & acknowledgement in event program (5,000 copies)
corporate logo on official festival tshirt
logo and link on color the skies website
hot air balloon basket banner to be displayed at festival
Hot Air Balloon Ride for 2 at Festival
tickets and parking passes for festival
color the skies celebration dinner reservation for 8
commemorative wine magnum
tour and lunch at children's hospital central california

Wind Rider \$10,000

Recognition in printed news media
Corporate logo & acknowledgement in event program (5,000 copies)
corporate logo on official festival tshirt
logo and link on color the skies website
hot air balloon basket banner to be displayed at festival
Hot Air Balloon Ride for 2 at Festival
tickets and parking passes for festival
color the skies celebration dinner reservation for 4
commemorative wine bottle
tour and lunch at children's hospital central california

Off The Ground \$5,000

Corporate acknowledgement in event program (5,000 copies)
Hot Air Balloon Basket Banner to be displayed at festival
corporate logo on official festival tshirt
logo and link on color the skies website
tickets and parking passes for festival

Color The Skies Hot Air Balloon Festival, 2011
Special Event Naming Opportunities

RISE.SHINE.GIVE.RUN.	Taco Bell
Pancake Breakfast	Save Mart PG&E
Patriots Jet Team Passenger Ride & Stage Announcements \$5,000 ea.	
The Party Panda Special Shaped Hot Air Balloon	\$5,000
Center Stage / 2 days of performances	\$5,000
Schedule of Events Program / 5,000 design and print	Stanislaus Magazine
Kaleid-o-tainment / Free interactive exhibit for all ages	\$1,000
Volunteer T-Shirts / 288 shirts with corporate sleeve logo \$1,200	
Zumba Stage / 2 day Zumbathon	\$2,500
Chuggabug Train / train on wheels for all ages	Soroptimist of Ripon
Clown Shows / Sparkles & Ravioli	\$1,200
Wild Life Show / Saturday only	\$2,000
Kite Show / Featuring interactive kite racing	Duarte Nursery
Bounce House Lane / 3 houses & 2 bungees	Brocchini Farms
Change Drive	Oak Valley Community Bank

color The Skies Hot Air Balloon Festival, 2011
Event Program Pricing & Guidelines

The Color The Skies Festival Program is a souvenir booklet that not only tells our story, but the story of the thousands of children and families that have been helped by the services they've received at Children's Hospital Central California. Our partners will be appreciated and acknowledged, our entertainment outlined and local businesses highlighted.

The Children's Hospital Central California Patient Ambassador is always a special guest! The Ambassador's story will be featured in the program, and the program will be widely distributed as a promotional item used for 2012 as well! 5,000 Event Programs will be printed for Color The Skies 2011!

Pricing:

- \$350 Sponsor a full page, color advertisement that may be used for your company or a personal greeting.
- \$200 Sponsor a half page, color advertisement that may be used for your company or a personal greeting.
- \$175 Sponsor the Children's Hospital Central California Patient Ambassador Story.

Advertising Guidelines:

- Black & White ads and full color ads will be the same rate – as the program will be printed in 4 color format – no bleed.
- Please send high resolution artwork as a PDF
- For PDF: Be sure the artwork is Press Optimized and that the fonts are embedded. Use the PDF X/1A setting to create PDFs.
- These specific file types cannot be accepted for ads: Word, Publisher, Powerpoint
- If the advertiser is adding the hospital to their ad, please make sure it reads as follows: Children's Hospital Central California. No "of" in the middle.

Ad Sizes: Finished size

Full Page: 4.675"(w) x 7.675" (h)
NO BLEED

Half Page: 4.675" (w) x 3.75"

No other sizes will be accepted. All advertisements must be submitted digitally, and the sponsors are responsible for the development of their ads. The ads must be complete and print-ready per these specifications or they will be returned.

Please email artwork to Jessica@colortheskies.com All color logos need to be CMYK Press Ready!

Color The Skies Hot Air Balloon Festival, 2011
Event Partnership Form

Color The Skies Hot Air Balloon Festival 2011
Partnership Information Form
(209) 599-4483 FAX (209) 599-6504
Jessica@colortheskies.com

Company/Organization: _____

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Contact: _____

Address: _____

City: _____ State: _____ Zip
Code: _____

Email: _____

URL: _____

Phone: (work) _____

(cell) _____

Recognition: (Please be specific)

PAYMENTS DUE JULY 1, 2011

Event Program Partnership Levels

Full Page: \$350 _____

Half Page: \$200 _____

Ambassador Story: \$175 _____

Event Partnership

\$20,000 _____ Out of This World

\$15,000 _____ Above The Clouds

\$10,000 _____ Wind Rider

\$ 5,000 _____ Off the Ground

Event Naming Partnership: Description :

Amount: _____

Total Amount Enclosed: \$ _____ Payable to Color The Skies, Inc.

Nonprofit Federal Tax Id #20-8174657

Color The Skies Hot Air Balloon Festival, 2011

Raffle Item(s) for Reception Dinner

Color The Skies Hot Air Balloon Festival 2011

Partnership Information Form

(209) 599-4483 FAX (209) 599-6504

Jessica@colortheskies.com

Company/Organization: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip
Code: _____

Email: _____

URL: _____

Phone: (work) _____
(cell) _____

Recognition: (Please be specific)

Raffle Item(s): Nonprofit Federal Tax Id #20-8174657

Item	Description	Value

PICK UP _____ DROP OFF _____ Sending certificate _____ Needs certificate
