



**RE/MAX<sup>®</sup>**  
*The Group*  
**BALLOON CASPER**  
**ROUNDUP**



Presented by **GAPWEST**  
BROADCASTING  **PARKWAY PLAZA**  
HOTEL & CONVENTION CENTRE



**2011 Sponsor Package**





**J**oin us for the 2011 Casper Balloon Round-Up in Casper, Wyoming! Approximately 20 balloon pilots from around the Rocky Mountain region and the western half of the United States travel to Casper, July 22nd through 24th.

### **You don't want to miss this spectacular weekend!**

The weekend begins with Media Flights on Friday, July 22nd. On Saturday, July 23rd, we will have all balloons launch from Balloon Fest Park at the Murane Playing Fields at Casper College.

On Sunday we conclude the Casper Balloon Round-up weekend with a Mass Launch and free tethered balloon rides will be given to children from one of our hot air balloons.



### **The "Casper Balloon Round-Up" Tentative Events Schedule**

**Friday, July 22 - 6:00 am - Media Day**  
**6:00 pm - VIP Event: Pilot Meet & Greet Cocktail Party**

**Saturday, July 23 - 6:00 am - Mass Launch**  
**4:00 pm - VIP EVENT: Sponsor Appreciation Barbecue**  
**8:00 pm - Candles In The Night**

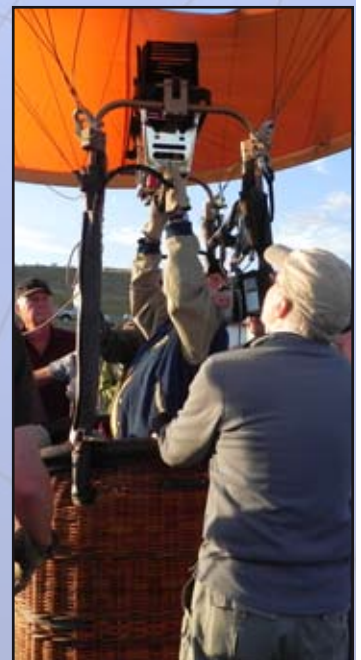
**Sunday, July 24 - 6:00 am - Mass Launch**  
**7:30 am - Tethered Balloon Rides for Kids**

**Join us in this wonderful community event by sponsoring a hot air balloon.**

## Balloon Sponsorship

The dream of many...the chance of few. A Balloon Sponsorship will give you, your clients, friends, family or employees a chance to ride in your sponsored Hot Air Balloon. Not only will it be a ride, it will also be a memory. Thousands of spectators will see your banner on the balloon basket. Our guests will always remember the Casper Balloon Roundup, the balloons they see, and which companies supported their presence. The recognition you receive will be well deserved.

**Gold Balloon - \$700 - Weekend Balloon Sponsor**  
**Silver Balloon - \$400 - One Day Balloon Sponsor**



An aerial photograph of a residential neighborhood with green trees and houses. Two hot air balloons are visible: one in the foreground with a yellow, orange, and red striped envelope, and another in the background with a similar color scheme. The balloons are partially obscured by a semi-transparent white overlay containing text.

# Balloon Sponsorship

As a **Gold Balloon Sponsor**, you or your organization will receive the following:

- Balloon ride for approximately two people at both launches
- Recognition as a Gold Balloon Sponsor on all promotional efforts.
- Sole sponsorship of a specific balloon for the entire weekend
- A banner which will hang on the basket of your sponsored balloon.
- VIP Parking
- Company logo in all print and mentioned in all radio advertising
- Recognition in the RE/MAX Real Estate Source Magazine
- Invitation to VIP Parties
- Additional exposure through all promotional efforts
- Posters to hang in your business and various spots around Casper to support the event
- **Your Investment \$700 per balloon**

As a **Silver Balloon Sponsor**, you or your organization will receive the following:

- Balloon ride for approximately two people at one launch
- Recognition as a Silver Balloon Sponsor on all promotional efforts.
- Sole sponsorship of a specific balloon, for one specific day (day will be based on availability),
- A banner which will hang on the basket of your sponsored balloon.
- VIP Parking
- Company logo in all print and mentioned in all radio advertising
- Recognition in the RE/MAX Real Estate Source Magazine
- Invitation to VIP Parties
- Additional exposure through all promotional efforts
- Posters to hang in your business and various spots around Casper to support the event
- **Your Investment \$400 per balloon**



# Event Sponsorship

## Balloon Sponsorship

Investment: Gold - \$700 Silver - \$400

Please make checks payable to RE/MAX The Group

Name of Business: \_\_\_\_\_

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

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

Phone # : \_\_\_\_\_ Fax #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

How do you want your basket banner to read? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Logo Available? Yes No

Owner/Manager Signature

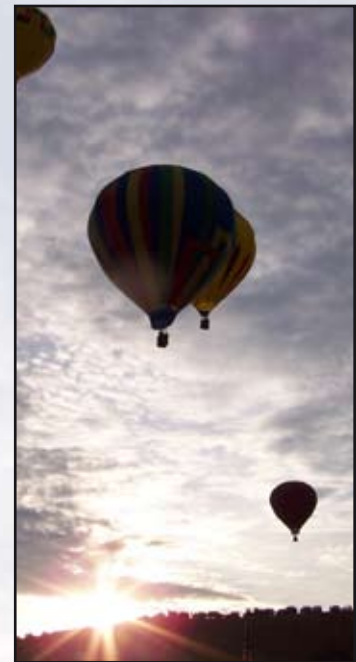
\_\_\_\_\_ Date \_\_\_\_\_

Please Sign and return to:  
Casper Balloon Round-Up  
350 W. "A" St. Suite 100  
Casper, WY 82601

By signing this document you agree to pay The Casper Balloon Round-Up the above amount to be recognized as a "Balloon Sponsor" of the 2011 Casper Balloon Round-Up.

**Sponsor also understands that inclement weather may occur and during these times, hot air balloons may not fly.**

**NO REFUNDS WILL BE GIVEN** and sponsor agrees to not hold the Balloon Round-Up, RE/MAX The Group or any other major sponsors of the Casper Balloon Round-Up liable for the investment.





## Event Leadership



### **Mike Nighswonger - Event Director**

Mike has been the Executive Director of the Casper Balloon Roundup since it's inception. He is responsible for the overall operations of the event.

E-mail: [mike@wythegroup.com](mailto:mike@wythegroup.com)

Phone: 307-473-8307



### **Lacey Harper - Event Coordinator**

Lacey has been the Event Director for the past two years. She coordinates all balloons, communicates with all pilots, and assists in the operation of the event.

E-mail: [laceyjane1386@hotmail.com](mailto:laceyjane1386@hotmail.com)



## 2011 Planning Committee Members

Mike Nighswonger  
Lacey Harper  
Vernon Frederiksen  
Aileen Harris  
Jerry Ressler  
Michelle Alexander  
Sue Glover  
Steve Gibson  
Ashley Eaton  
Shirley Eaton

Townsquare Media  
Jason DeWitt

