



1st Annual

MARSHALL

HOT AIR BALLOON

FESTIVAL

SEPTEMBER 11 - 12, 2026



Lift Marshall Higher

SPONSORSHIP GUIDE

LEARN MORE:

MARSHALLMOCHAMBER.COM



SPONSORSHIP AT A GLANCE

Tier	Price	VIP Passes	Tether Ride Vouchers	Logo Placement	Stage Mentions	Digital & Social
Presenting Sponsor	\$10,000	10	10	Premier/top placement	Yes (multiple)	Featured video + takeover
Sky Sponsor	\$5,000	8	5	Major	Yes	Dedicated highlight post
Pilot Sponsor	\$2,500	6	2	Large	Yes	Individual spotlight
Burner Sponsor	\$1,000	4	0	Medium	Yes	Group post
Crew Sponsor	\$500	0	0	Small logo	Yes	Sponsor reel
Community Sponsor	\$250	0	0	Name only	No	Facebook only

Thank you for considering a sponsorship for the 1st Annual Marshall Hot Balloon Air Festival.

If you're interested in sponsoring please contact us directly.



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2026 MARSHALL HOT AIR BALLOON FESTIVAL

Every great community tradition begins with a spark — and this festival is ours.

The 2026 Marshall Hot Air Balloon Festival will bring families, visitors, local businesses, and regional travelers together for a two-day celebration that lights up the sky and strengthens the place we call home.

FEATURING:

- Hot air balloons & tether rides
- Evening balloon glow
- Kids zone
- Live music (DJ Friday, band Saturday)
- Vendor marketplace & food trucks
- Beer garden (660 Lift-Off Lounge)
- VIP hospitality tent & pilot meet-and-greet
- Saturday morning flight (weather permitting)



WHY SPONSOR?

- High-Visibility, High-Impact Exposure
- Projected Attendance: 3,000 - 6,000+
- Regional Draw: Marshall, Sedalia, Boonville, Higginsville, Columbia, KC fringe
- Marketing Reach: Social media, print, radio, tourism boards, school networks, Chamber channels

SPONSORING HELPS MARSHALL:

- Boost local economy & tourism
- Support small businesses & vendors
- Build a positive, family-friendly annual tradition
- Create shared pride & memory-making for every generation

SPONSORSHIP TIERS



PRESENTING SPONSOR – \$10,000

“Marshall Hot Air Balloon Festival presented by _____”

Name included in official event title and media

Largest logo on all print, signage, crew shirts, web, posters, ads

High-visibility banner placement on the highway-facing fence + other entry points

20x20 premium vendor space (front-of-field placement)

10 VIP passes + pilot meet-and-greet + hospitality tent

SKY SPONSOR – \$5,000

Major logo placement on all event materials, + crew shirts

Logo featured on basket of hot-air balloon (2 banners)

High-visibility banner placement on the highway-facing fence + other entry points

8 VIP passes & 5 tether ride vouchers

Public recognition from the main stage

Featured spotlight post on social

Optional banner in VIP or stage area



PILOT SPONSOR – \$2,500

Logo on banners, posters, schedules, social graphics, + crew shirts

High-visibility banner placement on the highway-facing fence + other entry points

Stage mention both days

6 VIP passes & 2 tether ride vouchers

Social media spotlight



BURNER SPONSOR – \$1,000

Logo on banners, event map, website, and crew shirts

High-visibility shared banner placement on highway-facing fence + other entrances

Stage name recognition

4 VIP passes

Group sponsor thank-you post

COMMUNITY SPONSOR – \$250

Name listed on signage + event website

CREW SPONSOR – \$500

Name listed on sponsor banner, crew shirts + website

Included in high-visibility group banner on highway-facing fence + other entrances

Included in group stage recognition

Included in sponsor recap reel

Stage mention once per day

IN-KIND SPONSORSHIPS

fuel, lodging, food & beverage, stage/sound, media, signage, equipment, etc.