

August 10, 2022

City of Pueblo Mayors Office
Mayor Nick Gradisar,
President Heather Graham;

Re: Sponsorship of the Colorado High Balloon for the 2nd Annual Pueblo Chili Festival Balloon Festa.

The Pueblo Chili Festival has become such a flagship event for the city of Pueblo. We've recently added a Balloon Festa to simulate this great event even further. Balloons fly in the early morning, 7am-9am, so this will create a longer & greater experience for the locals and out of town visitors. The balloon festa will also help draw a different crowd that might not attend the event. We believe this will give people something to do earlier in the day & stay longer, increasing the tourism income to the city & community with sales tax revenues; a win-win for all! Over 150,000 people attend the Chili & Frijole Festival over the 3 days which spans over 10 city blocks.

We are looking to bring in strategic sponsorships for a few specific balloons for this years Balloon Festa. The Colorado High Balloon not only is the Colorado State Flag, it has also been associated with Pueblo since 1974. It would be fitting to have the Pueblo City Logo on the basket with the state flag flying above.

We are respectfully requesting a \$5,000 sponsorship to help the costs of bringing the balloon event to Pueblo.

Thank you for your consideration and support for this undertaking!



Bret Verna
719-250-3000
cbeyond@live.com



**2nd Annual Pueblo Chili Balloon Festa
September 23 – 25th, 2022
24th & High St**

All events are weather and wind permitting.

Friday, September 23rd 7:30 pm

Set-Up and preparations of Chili Ristra Balloon to Glow on the Riverwalk. Come see this 128' tall giant special shape hot air balloon inflate on the riverwalk and glow on the grassy knoll across from Brues Alehouse. Of course this is all weather permitting with especially gentle breezes.

Saturday, September 24

6:45 am - Balloon inflation and launch from 24th & High Street. Come watch over 10 hot air balloons inflate and launch from the fields just east of the Langoni Soccer Fields. Don't miss the coffee and treats available at the food trucks. The balloons will launch and fly where the winds take them over Pueblo.

7:00 am Chili Ristra balloon inflation. Come over and talk to the pilot.

Chili & Frijoles Festival!!

7:30 pm - Chili Ristra Balloon Glow on the Riverwalk. If you missed it the first night, you have one more chance to see this giant special shape balloon inflate on the riverwalk on the grassy knoll across from Brues Alehouse.

Sunday, September 25

6:45 am - Balloon inflation and launch from 24th & High Street. Come watch over 10 hot air balloons inflate and launch from the fields just east of the Langoni Soccer Fields. Don't miss the coffee and treats available at the food trucks. The balloons will launch and fly where the winds take them over Pueblo.

All of the flights are subject to weather and wind conditions. We need calm weather without storms & wind to fly. All balloon events are free and open to the public. Schedule subject to change.



September 23-25th, 2022
2nd ANNUAL PUEBLO CHILE BALLOON FESTA
SPONSORSHIP LEVELS

\$1,250 Level (only 3 left available)

- Hot air balloon ride for 2 people (weather permitting)
- Balloon Basket Banner (Sponsor Name)
- Advertising in Balloon Fest printed program & online publications
- Company Logo (small size) on Balloon Festa banners at main gates of the Chile Festival
- Friday night meet & greet with the balloon pilots & crew
- Saturday after flight tail-gate
- Pueblo Chile Balloon Festa t-shirts

\$2,500 Level (only 1 left available)

- Hot air balloon ride for 3 people (weather permitting)
- Balloon Basket Banner (Sponsor Name)
- Advertising in Balloon Festa printed program & online publications
- Company Logo (med size) on Balloon Festa banners at main gates of the Chile Festival
- Friday night meet & greet with the balloon pilots & crew
- Saturday after flight tail-gate
- Pueblo Chile Balloon Festa t-shirts & Pueblo Chile & Frijole Festival t-shirts
- Digital, Social Media, Radio and Print Advertising
- Logo included on Official Poster, Festival T-shirt & 75,000 Entertainment Guides

\$5,000 Level (only 1 left available)

- Hot air balloon ride for 4 people (weather permitting)
- Balloon Basket Banner (Sponsor Name)
- Advertising in Balloon Festa printed program & online publications
- Company Logo (large size) on Balloon Festa banners at the gates of the Chile Festival
- Friday night meet & greet with the balloon pilots & crew
- Saturday after flight tail-gate
- Pueblo Chile Balloon Festa t-shirts & Pueblo Chile & Frijole Festival t-shirts
- Digital, Social Media, Radio and Print Advertising
- Logo included on Official Poster, Festival T-shirt & 75,000 Entertainment Guides

2022 Pueblo Chile Balloon Festival



Ed Smith – Hot Air Therapy
Pueblo West, CO



Cory Tagtow – Marvin Martain
Colorado Springs, CO



Lu Toxvard – PEPSIWON
Beulah Valley, CO



Greg Wellens – Adventures Out West
Colorado Springs, CO



Shannon White – Mountain Breeze
Loveland, CO