

# Highland Village Lions Balloon Festival



Sponsorship Opportunities  
For



# Highland Village Lions Balloon Festival

At Unity Park, 2200 Briarhill Road, Highland Village, Texas



## FACT SHEET

**DATES:**

August 16-18, 2019

**LOCATION:**

Details/Directions @ [www.LionsBalloonFest.com](http://www.LionsBalloonFest.com)

**TIMES:**

Friday 5:00 pm-10:00 pm

Saturday 6:00 am-10:00 pm

Sunday 6:00 am-10:00 am

**DEMOGRAPHICS:** Adults 25-54 with families

2017 Est. Attendance: 15,000 – 20,000

**Area Populations:**

Highland Village – 16,000 (built out – zero growth)

Lewisville – 102,000 (adding 15/week)

Flower Mound – 70,000 (adding 23/week)

Over 34,000 Married Couples with Children

Average Age – 31.7

Average Family Size – 3.27

Household Income – \$80,656

41% Post-secondary degree



## **EVENT OVERVIEW**

Celebrating 32 years of entertaining families, the Lions Foundation Balloon Festival at Highland Village has grown to be one of the largest scheduled events in Denton County.

This festival includes beautiful balloon ascensions and breathtaking flights providing a much photographed visual of dramatic color. Friday and Saturday evenings feature both balloons launching and balloons standing static throughout the Event grounds to Glow as giant colorful globes in gorgeous bursts of colors as the sun sets.

Vendors, Food, Exhibits, Kid's Zone, Car Show, Live Music.  
Petting Zoo (pending) and Entertainment round out this premiere event.

## **Who BENEFITS**

The Festival is organized by the Highland Village Lions Foundation (HVLF). HVLF federal tax identification number is 45-4850814. The HVLF also is a 501c(3) foundation. The Highland Village Lions Foundation, Inc. is an organization exempt from federal income tax as described in Section 501c(3) of the Internal Revenue Code.




The Lions are best known for helping the blind and visually impaired. Glasses of all sorts are collected throughout the event for later distribution to those in need. We also perform hearing and vision screenings free in Pre-schools and Day Care Facilities. Every dollar of proceeds raised in fundraisers, of which this event is their primary source, goes back into the community.

We need your help and the Lions Thank You for your support!

## **AREA OF IMPACT**

The Highland Village metro area includes the cities of Lewisville, Flower Mound, Denton, Grapevine, The Colony, Lake Cities, Carrollton, Lantana, Hickory Creek, Lake Dallas, Corinth, Argyle, and Bartonville. It is one of the fastest growing areas in North Texas. Highland Village is a beautiful community on the shore of Lake Lewisville Located in south Denton County.

## **EVENT DETAILS**

-  **Two morning Balloon Ascensions**
-  **Two evening Balloon Glows and Balloon Ascensions**
-  **Live Music and Entertainment**
-  **Tethered Balloon Rides**
-  **Car Show**
-  **Exhibits, Food, Vendors**
-  **Pancake Breakfast**
-  **Kid Zone & Petting Zoo (pending)**
-  **Vision Screening & Eyeglass Collection On-Site**
-  **Sunday AM After Balloon Ascension – Festival Closes 10:00AM**

# SPONSORSHIP LEVELS

Balloon Festival Event Branding:

- Stage – Fri or Sat or both nights*
- Glow/Ascension - Fri, Sat, Sun, or all*
- Tethered Balloon Rides - - Fri, Sat, or all*
- Vision Screening Area*
- Kid Zone Ride*

Branding First Right of Refusal for 2020

Balloon Ride or Tethered Balloon Rides

Festival Advertising:

- Facebook*
- Twitter*
- Instagram*
- Blogs*
- Website*

Name or Logo on Festival T shirt

*(if paid sponsor by June 1, 2019)*

Use of Official Festival Logo

Link on website to Sponsor site

Booth Space – (single space 10x10)

Custom Designed	\$2,500	\$1,500	\$1000	\$750	\$500
Both	1	1			
All	2	1	1		
All	2	1	1	1	
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes				
<b>1</b>	<b>1</b>	<b>1</b>			
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Negotiable	20 x 10	10x10*	10x10*	10x10*	10 x 10

\* Sponsors with 2 years or more at this level can optionally get an increased booth space.



## SUMMARY

The Highland Village Lions Foundation Balloon Festival  
Is a great way to increase the awareness for your business.

In Denton County

The proceeds from the event will be used to benefit Lions charitable endeavors including providing hearing & vision screenings and qualified children for eye exams and eyeglasses. This is a great way to make a difference in the lives of our children so they can properly see, read, learn and become productive members of the community. In the 2016-2017 school year 54 schools were supported and 5,210 hearing and vision screenings were performed.

“True happiness... is not attained through self-gratification  
but through fidelity to a worthy purpose.”

Helen Keller

***THANK YOU FOR YOUR SUPPORT!***

**SPONSORSHIP AGREEMENT**  
**Highland Village Lions Balloon Festival**  
**August 16-18, 2019**

**Sponsorship Funds Due by: June 1, 2019**  
**YOUR OPPORTUNITY TO JOIN OUR FESTIVAL FAMILY OF SPONSORS:**

AMOUNT PLEDGED: \$500 or \$750 or \$1000 or \$1500 or \$2500 or Custom

**Please Print**

Company: \_\_\_\_\_

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

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

Business #: \_\_\_\_\_ Cell #: \_\_\_\_\_

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

**Authorized Company /Signature:** \_\_\_\_\_

Do you desire to Brand a Balloon Festival Event? Yes or No (we will contact you for specifics)

Is booth space desired? Yes or No

**Please call your Lions Representative or Brenda Lentz @ 214-616-8494 to coordinate and/or ensure that we have provided for and met all expectations. A HV Lions Email @ [HVBALLOONFEST17@GMAIL.COM](mailto:HVBALLOONFEST17@GMAIL.COM) is available if you have further questions.**

**Please make checks payable to:**

Highland Village Lions Foundation  
Post Office Box 271228  
Flower Mound, Texas 75027-1228



Lion Representative Signature: \_\_\_\_\_ Telephone \_\_\_\_\_

Sponsor/Vendor its officers, and members shall hold harmless and defend the Highland Village Lions Foundation and Highland Village Lions Club its agents, officers, and volunteers from all liability, judgments, suites, costs and actions, including attorneys' fees and all cost of litigation of every kind and description brought or rendered against the Highland Village Lions Balloon Festival as a result of loss damage, or injury of persons or property by reason of any act of failure to act by its officers, members or volunteers that are a direct or indirect result of sponsor/vendor's participation in this event.

The Highland Village Lion's Club/Foundation, **at its sole discretion** reserves the right to cancel the event due to acts of nature including, but not limited to, heat, storms, lightning, floods or tornadoes, and accidents, acts of war or terrorism, military conflicts or riots for any reason that will affect the safety and security of event participants and attendees. In the event of such cancellation there will be no refund of entry fees or related purchases. This event cannot be rescheduled.

Sponsor/Vendor to furnish liability insurance if required at no cost naming the Highland Village Lions Club, Highland Village Lions Foundation and City of Highland Village as additional insured.

The Highland Village Lions Club/Foundation are not liable for any items left unattended, included items left overnight.

Sponsor/vendor gives consent to the Highland Village Lions Club/Foundation the right to photograph or videotape the event, attendees, for marketing, advertising, or other purposes determined by the Club and understand that they will not be paid compensation.