



## 2018 811 HOT AIR BALLOON COLLABORATIVE OPPORTUNITY

### Overview

Once again, Common Ground Alliance members will have the opportunity to join forces for a collaborative partnership to promote the 811 message of using the #811balloon for iconic messaging opportunities. During the 4<sup>th</sup> quarter of 2017, CGA pursued placement of the #811 balloon at several key balloon festivals throughout the country and it was deemed a remarkable success. Balloon festivals typically have built in marketing, are established in areas of the country that are conducive to inflations and attract large crowds of affected public.

Cox Utilities will continue its ongoing partnership of underwriting all travel expenses for the #811balloon and its crew. CGA is seeking funding to underwrite costs for entry fees into national balloon festivals and large scale events that will enable the balloon to display the 811 message to millions of potential diggers.

### Opportunity

To increase exposure for the #811balloon, CGA is seeking additional partners to assist in underwriting the cost of this public awareness initiative. A calendar of events is posted to [www.commongroundalliance.com](http://www.commongroundalliance.com) and an overview report will be distributed to sponsoring companies/organizations. Being involved in such prolific opportunities would be cost-prohibitive individually. Through these collaborative opportunities we have the advantage of sharing the fundamental costs, being a part of the promotion and ultimately watching our efforts in action.

In addition to the events listed below, opportunity sponsors will have the ability to host the balloon at events near the locations listed below and fly in it on non-committed event dates.

### Initiative Scope:

MARCH	5-9	Phoenix, AZ	CGA Conference
MARCH	16-18	Belen New Mexico	<a href="http://www.vfrsballoonclub.org/">http://www.vfrsballoonclub.org/</a>
APRIL	13-15	Long Beach, CA	Grand Prix of Long Beach
APRIL	26-28	Louisville	Kentucky Derby Balloon Festival
MAY	4-5	Foley, Alabama	Gulf Coast Balloon Festival
May	11-13	Howard County, Maryland	<a href="https://www.preaknessballoonfestival.com/">https://www.preaknessballoonfestival.com/</a>
May	26-27	Decatur, Alabama	<a href="http://alabamajubilee.net/">http://alabamajubilee.net/</a>
MAY	28 – June 3	Columbus, Ohio	The Memorial Golf Tournament
JUNE	16-18	Quechee, VT	<a href="https://www.quecheeballoonfestival.com/">https://www.quecheeballoonfestival.com/</a>
JUNE	22-24	Howell, Michigan	Balloonfest
JUNE	24 – July 7	Battle Creek, Michigan	Festival
JULY	14-15	Steamboat Springs, CO	<a href="https://www.steamboatchamber.com/signature-events/hot-air-balloon-rodeo">https://www.steamboatchamber.com/signature-events/hot-air-balloon-rodeo</a>
JULY	27-29	Longview, Texas	Great Texas Balloon Race

JULY	28 – AUG 5	Indianola, Iowa	National Balloon Classic
AUGUST	11	Michigan	TBD
AUGUST	17-19, 2017	Centralia, Illinois	Centralia Balloon Festival
AUGUST	24-26	Plainville, CT	Plainville Balloon Festival
SEPTEMBER	1-4	Plymouth, Indiana	Blueberry Festival
SEPTEMBER	18-20	Columbus, Ohio	Farm Science Review
SEPTEMBER	21-24	Queensbury, NY	Adirondack Balloon Festival
OCTOBER	6-14	Albuquerque, NM	Albuquerque Balloon Festival
OCTOBER	19-21	Natchez, MS	Great Mississippi Balloon Race
OCTOBER	26-28	Kennesaw, GA	Owl O Ween

**Sponsorship Fees/Benefits:**

- Lift-Off Sponsor:** This limited availability sponsorship includes two tickets to be passengers to ride in the #811balloon during mass ascension at the Albuquerque Balloon Festival this October. Dates will be coordinated, and passengers must be taller than 45 inches and total weight allotment for basket will be determined by the pilot. All travel costs will be incurred by the attendees. CGA will provide direction on accommodations and logistics. <http://www.balloonfiesta.com/>  
 \$3,900 per sponsorship that will be invoiced as 811 Collaborative Opportunity Sponsor. Payment must be received prior to event.

These events will place the 811 logo in front of more than 1 million potential diggers! All sponsors will receive a comprehensive slide deck/report for documentation purposes. [CLICK HERE to Sponsor](#)