



We are excited to announce the

FALL RIVER FLIGHT FEST

**AUGUST 28 - 30, 2026
Hot Springs, SD**

New Name, New Dates, & An Even Bigger Adventure

Introducing the Fall River Flight Fest, formerly the Hot Air Balloon Fest, reflects our exciting growth and expanded lineup, featuring hot air balloons, skydivers, the ping-pong ball drop, live music, vendors, and family fun in the Kids Zone. With over 5,000 attendees each year, sponsoring the festival gives your brand prime exposure to an engaged audience while supporting one of the Region's most anticipated community events.

All balloon-related activities are weather permitting.

WHY SPONSOR?

This unique opportunity puts your Company's Name & Logo in front of thousands of potential consumers and increases awareness about your products or service to new or existing customers.

- Receive **extensive** publicity and advertising
- Our sponsorships offer exceptional value at different levels
- Support a free family-friendly event for all ages!

MAXIMIZE YOUR IMPACT!

Each sponsorship level comes with unique opportunities to highlight your brand, from select perks to a full array of benefits.

- Extensive advertising through numerous local and regional print media outlets.
- Digital advertising through multiple channels.
- Dedicated Social Media posts and E-blasts, including Facebook advertising and boosted posts.
- Your presence on the event's own unique website www.fallriverflightfest.com.
- Banners, signs, extensive commentary recognition and announcements during festival events.
- Hot Air Balloon Rides (*weather permitting*).
- Invitation to the Pilot Welcome Dinner.

Thank you for your consideration!

If you have any questions regarding sponsorship, please contact our Executive Director, Amber Sierra at (605) 745-4140 or email hschamberexecutive@gmail.com

SPONSORSHIP LEVELS

**All balloon related activities are weather permitting*

PLATINUM – \$5,000

- At the Platinum Sponsor level, you are assigned your own balloon to sponsor!
- You receive **four balloon rides for four passengers** (weather permitting).
- Your logo appears on a **Gondola banner on your sponsored balloon** at all airport launches and Night Glows Around Town (weather permitting).
- Your logo will appear on **all marketing materials**, print & digital; the official 2026 Fall River Flight Fest poster, and the Herald-Star special newspaper insert cover.
- Your logo will appear on **stand-alone banners** that will be displayed at the Hot Springs Airport and Centennial Park.
- Your logo will appear on the official 2026 Fall River Flight Fest T-Shirt.
- Your Digital Banner Ad will run on **fallriverflightfest.com home page** July - August 2026.
- Your Digital Banner Ad will run on the **Chamber of Commerce website (hotsprings-sd.com)** for six months from July - August 2026.
- You will receive a social media mention every week during July and August 2026.
- You will receive six tickets to the Pilot Welcome Dinner.
- You will be verbally recognized at the Pilot Welcome Dinner and all airport launches.

GOLD – \$3,000

- You receive **two balloon rides for two passengers** (weather permitting).
- Your logo will appear on a **Gondola banner** at all airport launches and Night Glows Around Town (weather permitting).
- Your logo will appear on **all digital** marketing materials, **some print** materials, the official 2026 Fall River Flight Fest poster, and the Herald-Star special newspaper insert cover.
- Your logo will be displayed on the designated **Gold Sponsor banners** that will be displayed at the Hot Springs Airport and Centennial Park.
- Your logo will appear on the official 2026 Fall River Flight Fest T-Shirt.
- Your Digital Banner Ad will run on **fallriverflightfest.com Sponsor page** July - August 2026.
- You will receive eight social media mentions during July and August 2026.
- You will receive four tickets to the Pilot Welcome Dinner.
- You will be verbally recognized at the Pilot Welcome Dinner and all airport launches.

RACE SPONSOR – \$2,500

(only 1 Race Sponsorship available)

- The Race Sponsor receives **balloon rides for two passengers** (weather permitting).
- Your logo will be displayed on **stand-alone banners** that will be displayed at the Hot Springs Airport and Centennial Park.
- Your logo will appear on the "target" for the Hare and Hound Race.
- Your logo will appear on **all digital** marketing materials, **some print** materials and the official 2026 Fall River Flight Fest poster.
- Your Logo will appear on **fallriverflightfest.com home page** July - August 2026.
- You receive a social media mention every week in August 2026.
- You receive two tickets to the Pilot Welcome Dinner.
- Your business will be verbally recognized at the Pilot Welcome Dinner and all airport launches.

SILVER – \$2,000

- At the Silver Sponsor level, you receive **one balloon ride for one passenger** (weather permitting).
- Your **business name** will be listed on the designated **Silver Sponsor banners** that will be displayed at the Hot Springs Airport and Centennial Park.
- Your business name will be listed on **all digital** marketing materials and the official 2026 Fall River Flight Fest poster, and your logo on the Herald-Star special newspaper insert.
- Your logo will appear on the **fallriverflightfest.com Sponsor page** July - August 2026.
- You will receive six social media mentions between July and August 2026.
- You will receive two tickets to the Pilot Welcome Dinner.
- Your business will be verbally recognized at the Pilot Welcome Dinner and airport launches.

BRONZE – \$1,000

- At the Bronze Sponsor level, you receive **one balloon ride for one passenger** (weather permitting).
- Your **business name** will be listed on the designated **Bronze Sponsors banner** at the Hot Springs Airport and Centennial Park.
- Your business name will be listed on Facebook digital marketing materials.
- Your business will be listed on the **fallriverflightfest.com Sponsor page** July - August 2026.
- You will receive four social media mentions between July and August 2026
- Your business will be verbally recognized at the Pilot Welcome Dinner and all airport launches.

COPPER – \$500

- At the Copper Sponsor level, your business name will be listed on the designated **Copper Sponsors banner** at the Hot Springs Airport and Centennial Park.
- Your business will be listed on the **fallriverflightfest.com Sponsor page** July - August 2026. You will receive two social media mentions between July and August 2026.
- Your business will be verbally recognized at the Pilot Welcome Dinner and all airport launches.

If you would like to join us as a sponsor, kindly return the attached sponsorship agreement as soon as possible to the Chamber of Commerce at the address below or email it to hschamberexecutive@gmail.com

PLEASE RESPOND BEFORE JULY 24, 2026



CHAMBER OF COMMERCE

Mail: PO Box 342 • Hot Springs, SD 57747
hotsprings-sd.com • fallriverflightfest.com



FALL RIVER FLIGHT FEST

Sponsor Agreement

Business Name: _____

Mailing Address: _____

Contact Person: _____ Telephone: _____

Email Address: _____

I/We would like to sponsor the 2026 Hot Springs Chamber of Commerce Fall River Flight Fest at the level indicated below. In return for this sponsorship, we will receive the benefits corresponding to our chosen level.

☐ Platinum Sponsor - \$5,000

☐ Gold Sponsor - \$3,000

☐ Silver Sponsor - \$2,000

☐ Race Sponsor - \$2,500

☐ Bronze Sponsor - \$1,000

☐ Copper Sponsor - \$500

TOTAL 2026 SPONSORSHIP COMMITMENT

\$ _____

Signed: _____

Date: _____

☐

Payment is attached.

☐

Please invoice us for our Sponsorship