



The central logo for the 'International Hot Air Balloon Festival'. It features a stylized hot air balloon with red and white stripes, set against a background of a green laurel wreath. The text 'Cathedral City' is written vertically on the left. The main text reads 'INTERNATIONAL HOT AIR BALLOON FESTIVAL' and '10th ANNIVERSARY' is written in large, bold letters across the bottom, with a blue banner graphic.





FEATURING

*LeAnn
Rimes*



M CATHEDRAL CITY
COMMUNITY AMPHITHEATER

LEANN RIMES

AN EVENING WITH

SATURDAY, NOVEMBER 23 • 5:00 PM

WWW.HOTAIRBALLOONFEST.COM



Sponsorship Opportunities in Cathedral City

2024 - 2025



Cathedral City

[DiscoverCathedralCity.com](https://www.DiscoverCathedralCity.com)



Title Sponsor Package – Sold



DiscoverCathedralCity.com

CATHEDRAL CITY
**SPECIAL
EVENTS**

Mission Statement

To provide quality, cultural, and diverse entertainment through the enlightenment and exchange of music, art, fashion, film, and cuisine for the betterment of the residents and visitors of Cathedral City.



City Council of Cathedral City



Mayor
Mark Carnevale



Mayor Pro Tem
Nancy Ross



Councilmember
Ernesto Gutierrez

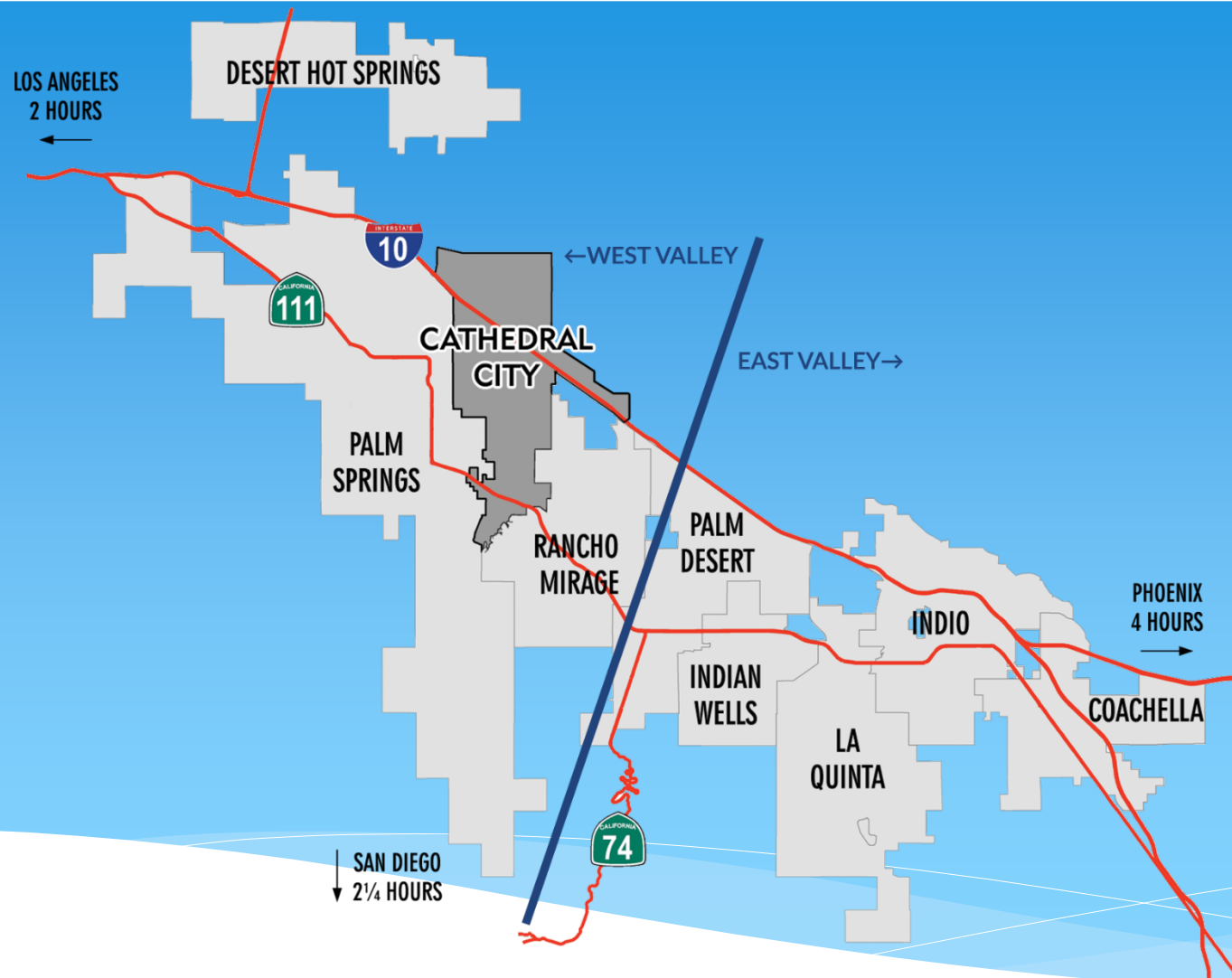


Councilmember
Raymond Gregory



Councilmember
Rita Lamb

Coachella Valley Map



Cathedral City Demographics

54,216

[Total Population]

Largest Population in the West Valley and Second largest in the whole Coachella Valley

36.9

[City Square Miles]

Our Growing City has room to expand. Cathedral City's North City is a blank canvas ready for Growth

156,975

[Population within 10 mile-radius]

Cathedral City has its share of fast food options but its large, value-oriented population is primed for reasonably family dining experiences.

17,451

[Number of Households]

A "household" includes all of the people who occupy a housing unit. One person in each household is designated as the "householder." In most cases, this is the person, or one of the people, in whose name the home is owned, being bought, or rented

27.1%

[Population Under 18 Years Old]

Whether hitting the local BMX track or playing soccer at the site of the AYSO statewide championships, Cathedral City is home to an active population of young athletes



[1 in 5 Persons working in the Building and Construction Trades]

A large base of workers providing home improvement, construction and gardening services for the entire region live in Cathedral City and want to buy hardware products close to home.

37.2

[Median Age]

With one of the youngest populations in the Coachella Valley, Cathedral City's residents are eager to take on projects that improve their homes & community.

63.1%

[Home Ownership Rate]

Young, hard-working homeowners share a desire to build a better future for their families in Cathedral City in a climate that provides year-round opportunity for home improvements.

3.1

[Average Household Size]

Cathedral City's percentage of family households far outstrips neighboring West Valley cities, making it a prime area for family style restaurants



21,080

[Number of Housing Units]

Sed portitor lectus nibh. Nulla portitor accumsan tincidunt. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a.



4

[High Volume Corridors]

Four of the region's top traffic corridors, with many thousands of vehicles, passing their prime intersections, bring customers by your doors all day, every day.



\$742

[Taxable Retail Sales] (million)

Retail sales not only help businesses survive, but also are a major source of revenue for cities. Shop local. Help local businesses and keep tax dollars in your city.

Gender Gap



49% 51%

Following the National Average, Men outnumber the Women, but not by much.

23

[Travel Time to Work]

With one of the youngest populations in the Coachella Valley, Cathedral City's residents are eager to take on projects that improve their homes & community.



2381

[Population per Square Mile]

Sed portitor lectus nibh. Nulla portitor accumsan tincidunt. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. 2010

78%

[Drive Alone to work]

When it comes to getting to and from work, the United States remains overwhelmingly an auto-dependent nation.



Benefits of Sponsorship

- Helps connect your business to the community through a shared event
- Logo placement opportunities on the Festival Lawn Billboard along HWY 111
- Booth space at events to interact with festival goers
- Direct hyperlink of festival website or DiscoverCathedralCity.com to your website
- City social media pages including Facebook, Twitter, and Nextdoor.com
- Tailor made promotions for greater awareness, visibility, and usage.





10th Annual Hot Air Balloon Festival November 22-24, 2024

- ***U.S. News & World Report: Top 14 Balloon Festivals in the World***
- **20,000-25,000+ annual visitors from across the globe**
- **Honored with the prestigious Palm Award for Visitor Experience by Visit Greater Palm Springs (2023)**
- **9 Successful years – starting with 15 balloons**
- **30 Hot Air Balloons including Special Shapes**
- **Picked as Westways' Magazine Top 5 "Worth the Drive" event**
- **Agua Caliente Casinos – Title Sponsor**
- **Westin Mission Hills – Platinum Sponsor for 8 years**
- **"Best of the Best" Festivals by Palm Springs Life**
- **Number 1 Invested Event by City Council**
- **55% of attendees come from outside of the Coachella Valley**



Cathedral City

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Cathedral City Hot Air Balloon Festival Scheduled Events for Public

- Three Morning Balloon Launches & Balloon Rides
- Balloon Glow and Groove Jazz at the Westin Mission Hills – Friday Night
- Custom Drone Show and Laser Light Show to Music
- Outdoor Art and Vendor Market
- Tethered Hot Air Balloon Rides – Downtown Cathedral City
- 30 Hot Air Balloon Glow to Music – Downtown Cathedral City – Saturday Night
- LIVE Musical Entertainment
- Banana Balloon Drop – Downtown Cathedral City – 10,000 Pieces of Candy – Saturday
- Kid Zone – Friday & Saturday





Balloon Fest Platinum Package – Sold

THE WESTIN

MISSION HILLS

GOLF RESORT & SPA



Host Hotel

DiscoverCathedralCity.com



Balloon Fest Platinum Package – Sold





Balloon Fest Gold Package - \$5,000

1. Secondary logo placement in the official program book
2. Mid-Level Logo placement on the following:
 - Electronic Billboards (shared slide)
 - Official Posters
 - News Release Announcing Sponsorship
 - Print Media
 - Social Media
 - Official T-shirt
 - Newspaper Ads (Desert Sun & El Informador Del Valle)
 - Event Banner
3. Logo link on HotAirBalloonFest.com
4. 10' x 10' Booth Space (includes table, 2 chairs)
5. Mid-Level post "thank you" in festival ad (Desert Sun)
6. 2 Hot Air Balloon Sponsor Rides (FAA & weather permitting)





Balloon Fest Silver Package - \$3,000

1. Secondary logo placement in the official program book
2. Lower-Level Logo placement on the following:
 - Official Posters
 - News Release Announcing Sponsorship
 - Print Media
 - Social Media
 - Official T-shirt
 - Event Banner
3. 10' X 10' Booth Space (Includes Table, 2 Chairs)
4. Lower-level Post "Thank You" In Festival Ad (Desert Sun)
5. 2 Hot Air Balloon Sponsor Rides (FAA And Weather Permitting)





Balloon Fest Bronze Package - \$1,500

1. Secondary logo placement in the official program book
2. Lowest-Level Logo placement on the following:
 - Official Posters
 - Social Media
 - Official T-shirt
 - Event Banner
3. 10' x 10' Booth Space (includes table, 2 chairs)
4. 4 Tethered Balloon Rides and 4 VIP passes to Food Truck Fiesta



Cathedral City

DiscoverCathedralCity.com



Balloon Fest Basket Logo Package – \$750 (20 Available)

1. Mention with logo in the official program book & social media
2. 10' x 10' Booth Space (includes table, 2 chairs)
3. 2 Tethered Balloon Rides and 2 VIP passes to Food Truck Fiesta





Balloon Fest Business Booth Rental

- 10' x 10' Booth Space – For Profit Business, \$300 (6' table, 2 chairs)
- 10' x 10' Booth Space – For Non-Profit Business, \$175 (6' table, 2 chairs)

- Canopy Rental, \$125 for booth
- Electricity – \$20

Program Souvenir Book

- Half Page \$500 (Specs 4.75 by 3.75)
- Full Page \$1,000 (Specs 5.75 by 8.75)





EVENT PARTICIPATION ENROLLMENT

Name of Event Cathedral City International Hot Air Balloon Festival	Date of the Event November 22-24, 2024	
Business Participating	Address	
Contact Person	Contact Phone	
Contact E-mail	Contact Fax	
Total Cost (list below):		
Payment Method		
Check	<input type="checkbox"/> Visa/MC <input type="checkbox"/> Am. Express	
Card #	Exp Date	CW#
Cardholder Signature		
<p>Please make checks payable to: Cathedral City Hot Air Balloon Festival 74181 Parosella St Palm Desert, CA 92260</p> <p><small>Note: Cathedral City reserves the right to change details without notice. All values will remain comparable should changes occur.</small></p> <p>Authorized by City Manager _____ Date: _____</p> <p>Payment in full must be received prior to any advertising or collateral material deadlines. Payment can be mailed (be sure to include a copy of this form) or scanned and emailed to: HotAirBalloonFest@gmail.com.</p>		

For details on benefits you will receive as a sponsor please see our Sponsorship Packages sheet. We will confirm your order via email, please make sure this section is complete.

For questions contact: **Cindy Wilkinson, Events Director,**
(760) 321-5154



**10TH ANNUAL CATHEDRAL CITY
INTERNATIONAL HOT AIR BALLOON FESTIVAL**

- BOOTH RENTAL CHECK-OFF FORM -

ORGANIZATION NAME: _____

DO YOU NEED ELECTRICITY? _____ **YES** _____ **NO**

DO YOU HAVE YOUR OWN CANOPY? _____ **YES** _____ **NO**
(IF NO, THEN \$100 CANOPY FEE IS REQUIRED)

ARE YOU SELLING ANY ITEM AT THE EVENT? _____ **YES** _____ **NO**
IF YES, THEN:

DO YOU HAVE A CITY BUSINESS LICENSE? _____ **YES** _____ **NO**
IF NO, THEN \$3.00 TEMPORARY BUSINESS LICENSE IS REQUIRED

Move-In and Parking Instructions:

The exact address for the Cathedral City Hot Air Balloon Festival is 68700 Avenida Lalo Guerrero, Cathedral City. You will be able to pull up to your location (see map) to unload during designated set-up period. The loading and unloading of equipment may begin as early as 7:00 am and must be completed by 10:00 am on Saturday, November 22, 2024. Once you are finished with unloading, you can park you in the parking garage or behind City Hall. All vendor vehicles must be parked in the designated sport by 10:15 pm, no exceptions. If you arrive after 10:00 am, please park elsewhere and handcart your equipment.

Operation Hours & Equipment:

Vendors must operate between 11:00 am to 8:00 pm at a minimum. Electricity will be available for your booths, but you must **BRING** your own extension cords with a minimum of 100 feet in length. You must supply your own interior lighting and table coverings for your booth. Each booth will be provided a table and two chairs. All vendors must remain in their designated spaces. You may not approach attendees outside of your designated space.

Restrooms:

The festival has permanent restrooms located at the Amphitheater Park for vendors and staff only. Portable toilets will also be available at the festival area.