

S P O N S O R S H I P

O P T I O N S 2 0 2 6



JOIN US TO SUPPORT A LOCAL LEGACY
AT CENTRAL FIELDS IN FOREST PARK

The Glow

FRIDAY

Sept. 18, 2026



The Race

SATURDAY

Sept. 19, 2026



Why Choose GFPBR?



The Great Forest Park Balloon Race (GFPBR), presented by PNC Bank, is one of the longest running hot air balloon races in the country, and one of the only that takes place in a large metropolitan city. The tradition began in 1973 with a handful of hot air balloons and a few spectators. Now an internationally renowned event, GFPBR welcomes more than 50 of the nation's best hot air balloon pilots and thousands of spectators annually.



“WOW” Moments for tens of thousands of spectators

Attendance reaches 100,000+ during the event weekend: an estimated 80,000+ attend the Friday night Balloon Glow, and Saturday's Hare-and-Hound-style balloon race welcomes more than 35,000 to the launch field & festival. The beautiful hot air balloons continue their impact in the sky, wowing hundreds of thousands more across the St. Louis area as they soar above the horizon.



Free, Family Fun

The Great Forest Park Balloon Race does not charge for admission or parking, and relies on the support of sponsors to continue helping to make sure this can stay a free event for all to enjoy.



GFPBR WEEKEND BRINGS COMMUNITIES TOGETHER :

The Great Forest Park Balloon Race is proud to collaborate with our generous sponsors and the City of St. Louis to welcome such a large and diverse crowd from throughout the entire St. Louis region and beyond. This free festival gives everyone the opportunity to embrace joy - and we are committed to equity and inclusion across race, gender, age, religion, identity, and experience. GFPBR strives to offer a wide variety of activities, food and entertainment to help everyone feel welcome to create shared memories and experiences that resonate personally and bring smiles all around!



Kyna Williams, 41, brought her two daughters to the race to find “anything that brings the community together” and for “a family environment just to enjoy life.” This was her first time at the balloon race, and she drove here from Belleville, near where her husband works for the Air Force.

She said she liked how the balloon race brought together thousands of diverse people. The crowd included many young families and transplants from other parts of the U.S. who came here for work, as well as lifelong St. Louis residents. Several families chatted with each other in languages other than English.

**AN EXCERPT FROM A 2017 POST-DISPATCH ARTICLE
“ The popular balloon race in Forest Park a
salve for a fractured community”**

SPONSORS HELP CONTINUE THE TRADITION:

“For more than 50 years, the Great Forest Park Balloon Race has brought our community together and contributed to the vibrancy of our region. As a long-time sponsor of the event, all of us at PNC look forward to welcoming attendees to Forest Park each September.”



MATT CORCORAN,
PNC REGIONAL PRESIDENT
ST. LOUIS



A Local Legacy

The Great Forest Park Balloon Race was inducted into the permanent collection of the Library of Congress on May 23, 2000. This induction was part of the celebration of the bicentennial of our nation’s library. GFPBR was honored as a Local Legacy – a local event that has grown to be of great significance in the community. The race will be immortalized, complete with photos, programs, posters, videos and pins that will be in the library and digitalized for posterity.



SPONSORSHIP OPTIONS 2026

The Great Forest Park Balloon Race does not charge for admission or parking, and relies on the support of the sponsors to continue making this a free event for all to enjoy family fun in Forest Park.

PRESENTING SPONSOR | Let's Chat!

- Official GFPBR logo to include lock up with Presenting Sponsor logo event press releases
- Hot air balloon first to inflate at The GLOW with premier placement
- Designated exclusive honor of First in Flight "Hare" balloon status to kick of The Race
- **Naming rights to a premier landmark activity.** I.e. GLOW Fireworks
- VIP Hospitality Space for sponsor to host guests and/or clients
- Featured as presenting sponsor in PSA/ teaser production in conjunction with our media partner
- Premier activation placement for sponsor and/or sponsor charity partner
- Balloon & Sponsor Spokesperson participation in the Friday morning media event with additional opportunities for a spokesperson interview(s) related to support of GFPBR and the community.
- **PLUS** all of the Major Contributing and other sponsor level benefits listed below

DEADLINE: MAY 1

Major Contributing Sponsor | \$45,000

Starting at

- Premier logo exposure on all event materials
- Inclusion in event press releases
- Media & social media opportunities to include interview mentions or sponsor spokespersons + social media collaboration with GFPBR
- **Naming rights to a premier landmark activity** to include logo & listing on the Event Schedule & Map
- **PLUS** all of the contributing & participating sponsor benefits

DEADLINE: MAY 1

Contributing Sponsor | \$25,000

Starting at

- Participation in media events + bonus social media promos
- Opportunity to host a 30'x60' branded VIP Area (30'x30' tent with patio) adjacent to Launch Field
- **Naming rights to a landmark activity** to include logo & listing on the Event Schedule & Map
- **PLUS** all of the participating sponsor benefits

DEADLINE: MAY 1

Participating Sponsor | \$15,000

Starting at

- Logo recognition
- Four (4) customized social media posts
- Balloon Entry in the Great Forest Park Balloon Race
 - Custom 26'x16' logo balloon banner
 - Hot air balloon ride for one passenger on Race weekend
 - Balloon basket to feature a custom logo banner
- Sponsor hospitality tent tickets & sponsor parking passes - good for use at the Glow and on Race Day (Qty. based on sponsor level)
- Option to host a 10'x10' space on the #GFPBR Midway
 - Includes volunteer parking passes & vendor field access passes as appropriate, good for Friday & Saturday

DEADLINE: JUNE 15

EVENT ACTIVITY NAMING OPPORTUNITIES

Available to Major Contributing and Contributing Sponsors

- MINI GLOW EVENT
- SHAPED BALLOONS FEATURE
- HONOR FLIGHT

- EVENT MAINSTAGE
- THE U.S. ARMY GOLDEN KNIGHTS PARACHUTE TEAM
- FAMILY ENTERTAINMENT AREA
- PILOT/ BALLOON TRADING CARDS

- FAMILY PICNIC AREA
- ACCESSIBILITY VIEWING AREA
- MIDWAY
- FIELD/ LAND SPONSOR
- POWER & LIGHTS SPONSOR
- LED WALL SPONSOR

AND MORE... *the sky's the limit!* We love customizing sponsorships and naming opportunities to meet a sponsor's goals.

SPONSORSHIP

OPTIONS 2026



Starting at **Bannered Balloon* | \$12,500**

- Balloon Entry in the Great Forest Park Balloon Race, capable of carrying a 26'x 16' banner
 - Custom 26'x16' logo balloon banner
 - Hot air balloon ride for one passenger on Race weekend
 - Balloon basket to feature a custom logo banner
- Two (2) sponsor hospitality tent tickets & One (1) sponsor parking pass - good for use at the Glow and on Race Day
- Option to host a 10'x10' space on the GFPBR Midway
 - Exhibitor listing at greatforestparkballoonrace.com
 - Four (4) volunteer parking passes & one (1) vendor field access pass good for Friday & Saturday

**only 14 available*

DEADLINE: AUG 1



Starting at **Balloon with Basket Banner | \$7,500**

- Balloon Entry in the Great Forest Park Balloon Race
- Hot air balloon ride for one passenger on Race weekend
- Balloon to feature a custom logo basket banner
- Option to host a 10'x10' space on the GFPBR Midway
 - Exhibitor listing at greatforestparkballoonrace.com
 - Four (4) volunteer parking passes & one (1) vendor field access pass good for Friday & Saturday

DEADLINE: AUG 15



Starting at **Midway Exhibitor | \$2,500**

Opportunity to interact with more than 100,000 diverse event attendees.

- 10'x10' space on the GFPBR Midway
- Opportunity to present GFPBR approved samples and/or giveaways
- Exhibitor listing at greatforestparkballoonrace.com
 - Four (4) volunteer parking passes & one (1) vendor field access pass good for Friday & Saturday

DEADLINE: AUG 15

NEED A BIGGER SPACE?

Additional space available at \$2,000 per 100 sq. ft!

CUSTOMIZE YOUR SPONSORSHIP!

The sky's the limit! We'd love to customize a package to meet your goals.

NICK RIGGIN, Partner, The Great Forest Park Balloon Race

(314) 494-1456

nick.riggin@greatforestparkballoonrace.com

GREATFORESTPARKBALLOONRACE.COM



Community Support & Contributions

The Great Forest Park Balloon Race (GFPBR) and related activities directly and indirectly raise more than \$175,000 annually for local charities, the St. Louis City Department of Parks, Recreation and Forestry and the City of St. Louis.



Supporting Homeless Animals with The Humane Society of Missouri

Each year, during the GFPBR weekend, some of the best seats in the house can be found on Friday night at the Humane Society of Missouri's (HSMO) "Glow in the Park" event. This exclusive event allows HSMO to host St. Louis dignitaries, friends and donors for a one-of-a-kind evening - raising more than \$100,000 annually.

Proceeds from the evening benefit the Humane Society's Animal Cruelty Fund, which supports programs to investigate and prevent animal abuse, as well as provides treatment and care for the animals.



Providing funding for unserved youth sports with the St. Louis Police Athletic League (PAL).

The Great Forest Park Balloon Race is proud provide space to PAL and the St. Louis City Parks Department to support their annual fundraising efforts.

In conjunction with the St. Louis Metropolitan Police Department (SLMPD) and the St. Louis community, PAL funds more than 40 teams consisting of an average of 850 youth annually. PAL provides a positive and constructive environment through sports and activities for St. Louis youth to grow and develop, keep them safe, and ensure that they choose a positive path for their future.



THE GLOW

Forest Park will be abuzz with excitement in preparation for the Balloon Glow when dozens of hot air balloons will inflate and glow like giant lanterns. The balloons are accompanied by a variety of fun from our sponsors, inflatable activities, games, food trucks, other concessions and music. Weather permitting, guests are invited to walk among the balloons and meet the world-class pilots. The night's finale includes an incredible showcase from the U.S. Army Golden Knights Parachute Team and the fireworks finale - a fantastic way to celebrate a truly spectacular evening.



RACE DAY

On Saturday, more than 50 beautiful hot air balloons will launch from Central Fields and fly across the St. Louis skyline. Central Fields opens at 1 PM with festival foods, a variety of fun from our sponsors, inflatable activities, games plus music and performances on the event mainstage. The U.S. Army Golden Knights Parachute Team will help kick off opening ceremonies as the pilots prepare for the 51st annual Race!

WHERE WILL THEY LAND? It depends on the wind conditions on the day of the Race. GFPBR pilots love to wave hello to spectators all across the St. Louis Metropolitan Area.

HOW IS THE WINNER DETERMINED? Unlike a traditional race, GFPBR is not based on speed. It is a hare-and-hound-style race. The Presenting Sponsor "Hare" balloon leads the pack, getting a head start and landing first. The other balloons, called "Hounds" launch in waves shortly after in pursuit of the "Hare" balloon. Once the Hare balloon lands, the pilot and crew lay an "X" out on the ground as a target. The "Hound" balloon pilot who drops their birdseed/bean bag nearest the center of the target is the winner!

A Beloved Tradition

The Race, which celebrated it's 50th year in 2022, is widely considered one of the best in the country – it was even inducted into the Library of Congress and honored as a “Local Legacy” in 2000. But the event started as a small affair in 1973, featuring just seven balloons and about a dozen spectators on Cricket Field in the northern edge of Forest Park. Since then, it's grown to new heights. And, there's so much joy around these balloons – from the grandparent introducing their grandchildren to an event they've been attending for years, to a group of friends, or a couple on their first date, GFPBR brings smiles, "wow" moments, new experiences and memories that last a lifetime.

SAMPLE 2025 FESTIVAL MAP

EMERSON CENTRAL FIELDS FOREST PARK

BALLOON LAUNCH FIELD

MAIN STAGE

THE CHUTERS PARACHUTE TEAM
FRIDAY 9pm - SAT 3pm

DRURY HOTEL

BALLOON LAUNCHES

SPONSOR HOSPITALITY TENT AND PRIVATE EVENTS

FRIDAY
Humana Society of Missouri Glow in the Park
Glow Party with The Police Athletic League

SATURDAY
Sponsor Hospitality Tents

The GLOW — Friday, September 19

5pm	Festivities Begin Food trucks and concessions available + toast with friends at the Blue Moon Light Lounge & Miller Lite Beer Garden
6pm	Dance with DJ Reggie at the NewGround International Main Stage
Dusk	Balloon Glow until 9pm
9pm	The CHUTERS Parachute Team
9:15pm	PNC BANK Fireworks Finale

The RACE — Saturday, September 20

1pm	Festivities Begin
1:15pm & 2:30pm	Purina Pro Plan Performance Team performances
3pm	The CHUTERS Parachute Team
3:30pm	Opening Ceremonies at the NewGround International Main Stage
4:30pm	PNC BANK "Hare" Balloon Launches
4:45pm	"Hound" Balloons Launch*

*Launch within a 30-MPH band for wind conditions

Follow Us!
X @GFPBalloonRace
f GreatForestParkBalloonRace
@GreatForestParkBalloonRace

Free, family fun in Forest Park
www.GreatForestParkBalloonRace.com

Scan this QR CODE!
KNOW BEFORE YOU GO!
Scan to preview road closures, parking options and directions:
greatforestparkballoonrace.com/getting-around!

SPONSORSHIP FEATURES



MEDIA & PRINT

- On-field spots/interviews
- Featured print & digital content in local periodicals
- Sponsored radio tags
- Social media posts
- Event signage, maps & promotions



SPONSOR VIP EXPERIENCE

- Entertain customers, clients, employees or vendors with VIP viewing
- Private "best seats in the house" option for tent, private entrance & outdoor patio
- Catering booked separately



MIDWAY ACTIVATION

- Opportunity to interact with and/or provide samples to more than 100,000 spectators
- Space provided for the Glow & on Race Day
- GFPBR can assist with sponsor branded activation



BALLOON BANNER & RIDE

- Balloon included at the Glow & on Race Day
- Balloon, pilot, crew & support equipment provided
- Passenger ride included
- Sponsor logo banner affixed to balloon

SPONSORSHIP OPTIONS 2026



Sponsorship Levels

PRESENTING

Contact GFPBR
for customization
Deadline: May 1

MAJOR CONTRIBUTING & CONTRIBUTING

Contact GFPBR for customization
Deadline: May 1

PARTICIPATING

Contact GFPBR
for customization
Deadline: June 15

BANNERED BALLOON

Make a commitment
by submitting now!
Deadline: August 1

BALLOON WITH BASKET BANNER

Make a commitment
by submitting now!
Deadline: August 15

MIDWAY EXHIBITOR SIZE _____

Make a commitment
by submitting now!
Deadline: Aug. 15

- 10x10 space = \$2,500
- Additional space \$2,000 per 100 square feet

CONTACT INFORMATION

Name _____ Company _____

Address _____ City _____ State _____ ZIP _____

Phone _____ E-mail _____

Secondary Contact Name _____ E-mail _____

THE SKY'S THE LIMIT!

We would love to customize a sponsorship package to meet your goals.



NICK RIGGIN

PARTNER, The Great Forest Park Balloon Race

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