



**2012 Preakness Celebration Balloon Festival
Hosted By Turf Valley
May 10-12, 2012
Envelope Banner Renewal Agreement**

THIS AGREEMENT is made this ____ day of _____ 2012, by and between Turf Valley and _____ (“Sponsor”).

1. This Sponsorship Agreement confirms and establishes advertising that directly and indirectly exposes Sponsor to a local, regional and national audience.
2. For and in consideration of Sponsor’s payment to Turf Valley of a Twenty-one hundred dollar (\$2,100) fee, Sponsor will receive the following:
 - 2 tickets to the VIP Party on Thursday
 - Envelope Banner of size 22'long by 16' high
 - 1 Vendor Table
 - 1 balloon flight for two people during the festival
 - Press Mentions
 - Logo placed on all Collateral
 - Official Event Pin (Collectors' Item)
 - VIP Parking Passes
3. The term of this agreement is for the 2012 Preakness Celebration Balloon Festival commencing on May 10, 2012 and concluding May 12, 2012. The term covers four balloon launches and two evening balloon glows/standup. All events are weather permitting.
4. During the term, Sponsor’s professionally designed banner will be displayed on a private balloon for the launches and the evening glows at Turf Valley.
5. Maryland Preakness Celebration, Inc. and Turf Valley will publicize the Preakness Celebration Balloon Festival in various media including select tagging with the Maryland Jockey Club. Press releases announcing the Balloon Festival will be distributed to local print, TV and radio media outlets in the Baltimore/Washington area. Additionally, the event brochure will be included in 1,500 Preakness credential packets mailed to members of the National and International media.

6. Sponsor's logo will be placed on the official Preakness Celebration Balloon Festival website: www.BallooningUSA.com/preakness.

7. Subject to the completion of necessary insurance waivers, Sponsor will be given the opportunity to take a ride (for 2 people) in the balloon carrying the Sponsor's banner on Thursday evening or Friday morning.

8. Sponsor will be responsible for the sponsorship fee even if weather prohibits the flight or display of balloon.

9. Balloon banner will be size 22' wide X 16' high. Sponsor artwork/graphic to be displayed on banner will be less than 75% coverage of total banner. Additional print coverage will be at a higher cost.

10. Balloon banner remains the property of Turf Valley.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the date first stated above.

Sponsor: _____

Address: _____

Phone: _____

Signature _____

Print _____

Turf Valley

Signature _____

Print _____

Make check payable to Turf Valley and mail to:

Turf Valley

Attn: Regina Ford, Marketing Director

2700 Turf Valley Road, Ellicott City, Maryland 21042