



**2012 Preakness Celebration Balloon Festival
Hosted By Turf Valley
May 10-12, 2012
Basket Banner Sponsorship 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 Five hundred and fifty dollar (\$550) fee, Sponsor will receive the following promotional rights:

- 2 tickets to the VIP Party on Thursday
- Basket Banner of approximate size 36" long by 32" high
- 1 Vendor Table
- 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 three 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 balloon during the three planned balloon launches and the one evening balloon glow at Turf Valley.

5. Turf Valley and Maryland Preakness Celebration, Inc. will publicize the Preakness Celebration Balloon Fest in various media. Press releases announcing the Balloon Festival will be distributed to local print, TV and

radio media outlets in the Baltimore/Washington area.

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

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

8. Balloon basket banner will be approx size 36" wide X 32" high. Sponsor artwork/graphic to be displayed on banner will be less than 75% coverage of total banner.

9. Basket 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

2012Ref: NLB Ballooningusa.com/preakness