

## Sponsorship sales officially open for 2010 balloon race

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By [ThisIsReno](#)



*Companies, families and organizations are invited to support this legacy event*

SUBMITTED NEWS RELEASE

The nation's largest free hot-air balloon festival, [The Great Reno Balloon Race](#), takes flight September 10, 11 and 12, 2010 at Rancho San Rafael Regional Park. The event, which began with just 20 balloons in 1982, has grown to showcase more than 100 balloons and pilots from as far away as New Zealand and Switzerland. On average, 150,000 spectators from all over the world come to share in the wonder of this three-day event.

Those who sign up as a sponsor by March 1, 2010 will receive \$100 off the sponsorship fee, as well as logo or name recognition as an early sponsor in the Balloon Race e-newsletter and on the [Balloon Race Web Site](#).

Sponsors provide vital financial support for this beloved non-profit community event, which the Balloon Race relies on each year. Sponsorships are a great way to show client or employee appreciation, celebrate a birthday or anniversary, or to promote team-building. They are the only way to fly during the event and range in price from \$899 to more than \$10,000, depending on benefits. Many businesses use event sponsorships as an employee relations program, VIP client hosting opportunity and community outreach.

"We are so grateful that many of our sponsors return year after," Dixie Craig, event manager said. "We value their loyal support; they value the many promotional opportunities, and the entire community benefits. It's a win-win situation."

Unfortunately, some of the event's long-time sponsors have been unable to return in recent years, so the event is looking for some new sponsors to fill those gaps, Craig said. For more information about sponsorships, the 2010 event or to make a donation, call the Balloon Race hotline at (775) 826-1181 or visit [www.renoballoon.com](http://www.renoballoon.com).

*Thanks to the continued support of generous sponsors, The Great Reno Balloon Race continues as a free event for its 29th year. This year's major sponsors include: Wells Fargo Bank, Wilbur D. May Foundation, Silver Legacy Resort Casino, Peppermill Hotel Casino, Harrah's Reno, City of Reno, Jack in the Box, The Dixie May Foundation, Great Basin Internet Services, Communications Installation Services Inc. (C.I.S.) of Reno, News Talk 780 KOH, Bonanza Casino, Reno-Sparks Convention and Visitors Authority. With a special thanks to our Founding Sponsors: Circus Circus, IGT, Sands Regency Casino Hotel, Muckel Anderson CPAs and the University of Nevada, Reno.*