



2026 Sponsorship Opportunities

Dear Valued Community Partner,

My name is **Chris Jilek**, and I am honored to represent the Taste N Glow Balloon Festival in Wausau, Wisconsin. This cherished annual event brings families and friends together for a weekend of awe-inspiring hot air balloons, live music, exciting activities, and community celebration. We are thrilled to invite you to be a part of the magic in 2026!

The 2026 Taste N Glow Balloon Festival will take place on July 10-11, welcoming visitors from across Wisconsin and beyond. This incredible event features hot air balloons from all over the country, a dedicated kids' area, bounce houses, an art tent, live entertainment, and much more—all designed to create unforgettable memories for attendees of all ages. Each year, the festival attracts thousands of guests, offering exceptional exposure for sponsors and a meaningful opportunity to connect with the community.

Beyond bringing joy to our attendees, the festival is also committed to giving back. After a successful event, we proudly support local nonprofit organizations and volunteer groups who help make this festival possible. With your sponsorship, not only will you help make the 2026 event a success, but you will also be contributing to meaningful causes in our community.

Learn More

To learn more about the festival and see highlights from past years, please visit TasteNGlowFest.com. Additionally, we have included a document outlining our sponsorship opportunities, ranging from title sponsorships to road sign placements. We would love to discuss how we can tailor a sponsorship package to best suit your business.

If you're interested in a sponsorship opportunity or have any questions, I would love to connect. You can reach me at **chris.jilek@tastenglowfest.com** or **715-297-1688**

Thank you for considering this opportunity to support a beloved community tradition. We would love to have you join us in making the 2026 Taste N Glow Balloon Festival a soaring success!

Best regards,

Taste N Glow Balloon Festival
Wausau, Wisconsin



Taste N Glow Balloon Festival

July 10-11, 2026

www.tastenglowfest.com

Sponsorship Opportunities

The Taste N Glow Balloon Festival provides a wonderful and diverse family fun weekend. Thank you to our dedicated businesses and organizations who make the event a success!

- Balloon Flights & Glows – Attendants will be able to ask the pilots questions. See the balloons up close and personal.
- “Taste of Marathon County” – featuring local food trucks, non profits, caterers, etc. All sharing their flare with food!
- Bands – Rising Phoenix (Friday) and Grand Union (Saturday)
- Lumberjack Shows Friday & Saturday
- Badger Dirt Flingers (mini rods pull)
- Kids Activities
- Craft Show – Resale Market
- Car Show
- Lots of Parking

High Altitude Sponsor — \$15,000+

(Presenting Sponsor – limited to 3)

- Naming rights: “Taste N Glow Balloon Fest presented by [Sponsor Name]”
- Largest logo on all event signage, website, and promotional materials
- Recognition in press releases, radio, and stage announcements
- Premium booth space and banner placement at balloon field and concert stage
- 20 VIP passes and reserved parking
- Includes most items list in the levels below

Up, Up, & Away Sponsor — \$5,000

- Large logo on major signage, and website
- Mention during balloon launches and balloon glow events
- 10 VIP passes and reserved parking

- Option to sponsor a major feature (Such as the Glow Show, Music Stage, Lumberjack Show)
- Social media sponsor spotlight post
- Includes most items list in the levels below

Lift Off Sponsor — \$2,500

- Medium logo on event signage and website
- Recognition during on-site announcements
- 10 VIP passes and parking
- Vendor booth space in a prime location
- Option to sponsor a balloon team or family activity area
- Includes most items list in the levels below

Morning Breeze Sponsor — \$1,000

- Logo on shared sponsor board and website
- 5 VIP passes and parking
- Vendor booth space in festival area
- Recognition as a community sponsor during the event
- Includes most items list in the levels below

Skyline Sponsor — \$500

- Business name listed on sponsor board and website
- 2 VIP passes
- Recognition as a local supporter during the event
- Perfect for small businesses or first-time sponsors wanting to get involved

Please email sponsors@tastenglowfest.com if you are interested in being a sponsor!

We appreciate your consideration!

Visit us at www.tastenglowfest.com