

4 One 2 Cares
PO Box 412
Wayland, MI 49348
616-378-0204



To Whom it May Concern,

On behalf of 4 One 2 Cares, I am excited to invite you to join us in sponsoring our 6th Annual Wayland Balloonfest, a community tradition that brings families, friends, and visitors together in celebration. This year's event will take place September 11th-13th 2026 at Calkins Field and is expected to welcome thousands of attendees.

The Wayland Balloonfest is more than just a colorful display of hot air balloons - it is a festival that represents unity, joy, and community spirit. Through 4 One 2 Cares, we are proud to connect this cherished event with our mission of promoting mental health awareness, suicide prevention, and community support.

Your sponsorship will not only highlight your business as a strong supporter of our community, but it will also help us continue important programming that spreads hope, provides resources, and uplifts individuals in need.

We offer several sponsorship levels, each with valuable benefits such as:

- Logo placement on event banners, marketing materials, and social media promotions
- Recognition during festival announcements and media coverage
- Opportunities to engage directly with thousands of attendees
- And most importantly, the chance to make a lasting impact in our community

We would be honored to partner with you in making this year's Wayland Balloonfest a success. Enclosed you will find a sponsorship packet outlining opportunities at every level.

Thank you for considering this meaningful opportunity to celebrate with our community while supporting the mission of 4 One 2 Cares. If you have any questions or would like to discuss custom sponsorship opportunities, please feel free to contact me at 616-378-0204, 4one2cares@gmail.com

Together, we can rise above stigma, celebrate community, and create a brighter future.

With gratitude,

Nissa Smith

President

4 One 2 Cares

2026 Wayland Balloonfest Sponsorship Levels



Title Sponsor | \$7000 (FILLED)

- Logo in all advertising with mention as title sponsor (print, radio, TV, billboard).
- Logo and link on home page and sponsor page of website as title sponsor.
- Logo on all printed materials on-site
- Dedicated social media posts highlighting sponsor participation.
- Logo on all flyers posted, mailed or emailed.
- Recognition from the stage emcee as Title sponsor.
- Prime Booth space in vendor area
- Main Logo on Banner for Balloon Baskets
- Balloon Flight during the Festival for 2 (weather permitting)
- 20 weekend wristbands

Sky High Sponsor | \$5000

- Logo on Balloon Banners & Banner on Stage
- Logo on all printed materials on-site including welcome signs and informational signs.
- Dedicated social media posts highlighting sponsor participation.
- Logo and link on sponsor page of website.
- Logo on flyers posted, mailed, or emailed
- Balloon Flight during the Festival for 2 (weather permitting)
- Prime Booth Space in Vendor Area
- 15 weekend wristbands

Envelope Sponsor | \$3000

- Logo on Balloon Banners
- Logo on all printed materials on-site including welcome signs and informational signs.
- Dedicated social media posts highlighting sponsor participation.
- Logo and link on sponsor page of website.
- Logo on flyers posted, mailed, or emailed
- Booth Space In Vendor Area
- Balloon Flight during the Festival (weather permitting)
- 10 weekend wristbands

Basket Sponsor | \$1500

- Logo on Balloon Banners
- Logo and link on sponsor page of website.
- Dedicated social media posts highlighting sponsor participation.
- Recognition from the stage emcee during balloon glow
- Booth Space in Vendor Area
- Balloon Flight during the Festival (weather permitting)
- 5 weekend wristbands

Burner Sponsor | \$1000

- Banner with logo
- Logo and recognition as sponsor on website and t-shirts
- Dedicated social media posts highlighting sponsor participation.
- Booth Space in Vendor Area
- 5 weekend wristbands

Soft Landings Sponsor | \$700

- Logo and recognition as sponsor on website and t-shirts
- Dedicated social media posts highlighting sponsor participation.
- Booth Space in Vendor Area
- 5 weekend wristbands

Splash N Dash Sponsor | \$500

- Logo and recognition as sponsor on website and t-shirts
- Dedicated social media posts highlighting sponsor participation.
- 2 weekend wristbands

Friend of the Fest | \$200

- Logo and recognition as sponsor on the website.
- Dedicated social media posts highlighting sponsor participation

Bike Giveaway Sponsor | \$100

- Logo on Bike & Mentioned During Giveaway
- Business Mentioned on Website

***Custom Sponsorship Opportunities are available.
Please contact Nissa at 616-378-0204 or
4one2cares@gmail.com for more information***

2026 Sponsorship Form

Sponsorship Levels -- Please Check One

\$7,000 _____ Title Sponsor

\$5,000 _____ Sky High Sponsor

\$3000 _____ Envelope Sponsor

\$1500 _____ Basket Sponsor

\$1000 _____ Burner Sponsor

\$700 _____ Soft Landings Sponsor

\$500 _____ Splash N Dash Sponsor

\$200 _____ Friend of the Fest Sponsor

\$100 _____ Big Bike Giveaway Sponsor

We (I) would like to make an in kind donation of _____

Would you like to add a bike for our Big Bike Giveaway? \$100 commitment per Bike _____

Name of Company/Organization: _____

Name of Contact Person (s): _____

Address: _____

Phone: _____ Email: _____

Website: _____

Name of Authorized Sponsor: _____

Signature of Authorized Sponsor: _____ Date: _____

*****PLEASE EMAIL A JPEG OF LOGO TO 4ONE2CARES@GMAIL.COM*****

Please Mail and Return this form with payment to:

4 One 2 Cares

ATTN: Balloon Fest

PO Box 412

Wayland, MI 49348