

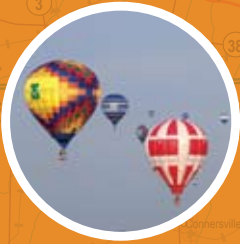
5 Great Ways TO PARTICIPATE



**U.S. BANK
GREAT
BALLOON
TOUR**



**U.S. BANK
GREAT
BALLOON
GLIMMER**



**U.S. BANK
GREAT
RUSH-HOUR
RACE**



**U.S. BANK
GREAT
BALLOON
GLOW**



**U.S. BANK
GREAT
BALLOON
RACE®**

Sponsored By

Contributing Sponsor



**KENTUCKY DERBY
FESTIVAL**
Road to Fun!
WWW.KDF.ORG

1001 South Third Street
Louisville, KY 40203
(502) 584-FEST
1-800-928-FEST (3378)
Fax (502) 589-4674



THIS BROCHURE
WAS PRINTED ON
RECYCLED PAPER.

U.S. Bank GREAT Balloon Fest



April 23 - 25

UP, UP AND AWAY!



**KENTUCKY DERBY
FESTIVAL**
Road to Fun!

WWW.KDF.ORG



Up, Up and Away!

Embrace the spirit of spring and follow the Road to Fun with the U.S. Bank Great BalloonFestSM!

These five great events take place the weekend before the Kentucky Derby and attract tens of thousands of spectators to the Kentucky Exposition Center and other locations throughout Greater Louisville. An average annual attendance of over 80,000 turn out for these family-friendly events.

Ever since the first Great Balloon Race[®] was held in 1973, the Kentucky Derby Festival has worked to expand and improve the selection of Great Balloon events. Balloon entrants and sponsors have benefited from the additional exposure as events like the Great Balloon Glow and the Great Rush-Hour Race have been added.

These events have come together to create a single, cohesive ballooning experience beloved by the entire community. In recognition of that special community feeling, we're officially designating this entire weekend as the U.S. Bank Great BalloonFestSM.

Be a part of some of the year's most anticipated events from Waterfront Park on the Ohio River to the Kentucky Exposition Center. We look forward to hearing from you, and we hope to see your balloon in 2009.

Travel the friendly skies of Louisville, KY!



CORPORATE ENTRANT AMENITIES

Corporate entrants will receive one of the most comprehensive race packages in the country, including the amenities listed below and exposure to more than 60,000 spectators.

TELEVISION EXPOSURE*:

- Local and regional news coverage in 197 stories, with a total media value of \$104,559 and a viewership of 8,953,678.
- National news coverage in 47 stories, with an estimated viewership of over 3 million.
- A one-hour special on the U.S. Bank Great Balloon Glow.
- Twenty-five (25) television spots promoting the balloon events on a local broadcast affiliate.
- Entrants who participate in the school visits program may receive additional exposure.

RADIO EXPOSURE*:

- Seventy (70) pre-recorded :30 second radio spots.
- Sixty-five (65) live liners.
- One hundred (100) promotional announcements.
- Radio stations broadcast live from the U.S. Bank Great Balloon Glow and Great Balloon Race.

ELECTRONIC MEDIA EXPOSURE:

- Your company will be listed on the KDF official website. (In 2008, the KDF website received more than 1 million page views between April and May, with 589,307 unique visitors in 2008.)

PRINT EXPOSURE:

(Your company will be listed in the following 2009 print publications.)

- The Derby Festival Supplement in *The Courier-Journal*. (Sunday edition in early April, 2009 (2008 Impressions: 3,517,800))
- Derby Festival Official Program. (2008 Impressions: 230,000)
- U.S. Bank Derby Festival Great BalloonFestSM Official Program. (Distribution: 10,000)
- Derby Festival They're Off![®] Luncheon Program. (Distribution: 2,000)
- Derby Festival Press Kits.
- Listing in numerous Derby Festival publications for corporate entrants.

PRIZES / AWARDS:

- Pilot Trophy and Cash Awards.
- Consecutive Year Awards Every Five Years.
- Complimentary 2010 Entry for 2009 Overall Winner.
- Recognition in the U.S. Bank Great BalloonFestSM Official Program, *The Courier-Journal*, the Derby Festival Media Guide and the Official Derby Festival website.

PACKAGES INCLUDE:

- Tickets to the various events/luncheons.
- Kentucky Derby Festival merchandise, (25) personalized corporate balloon pins, (15) Pegasus[®] Pins, (4) patches and stoneware.
- Hotel rooms.
- VIP Hospitality room open throughout the event for use by all entrants and pilots.
- Propane provided for each event.

*Television and radio exposure based on previous year figures and results. 2009 exposure may vary and is subject to change.

INVOICE

<input type="checkbox"/> U.S. Bank Great BalloonFest SM (includes all four events) <i>*pilot, balloon & banner fees not included</i> <i>Application and Fee Received by January 21, 2009</i>	\$2,000
<input type="checkbox"/> <i>Application and Fee Received After January 21, 2009</i>	\$2,250
<input type="checkbox"/> U.S. Bank Great Balloon Tour (FREE with participation in the events listed above)	FREE
<input type="checkbox"/> U.S. Bank Great Balloon Glimmer (includes hotel) Space is limited. First come, first served.	\$350
TOTAL:	

Official contracts will be sent immediately after your application has been received. Confirmation packets will be mailed out March 5, 2009.

- Check Enclosed (Payable to: Kentucky Derby Festival)
 Please Bill Me
 Credit Card: Discover MasterCard
 VISA American Express

Card # _____

Exp. Date _____

Name on Card _____

Signature _____

Date _____

PLEASE ATTACH A COLOR PHOTO OF THE BALLOON TO THIS APPLICATION.

THIS APPLICATION DOES NOT GUARANTEE ENTRY

into the U.S. Bank Great Balloon Tour, Great Balloon Glimmer, Great Rush-Hour Race, Great Balloon Glow, or Great Balloon Race[®]. Once accepted, the Kentucky Derby Festival will send an agreement to the Corporate Contact. A separate pilot addendum, to be provided by Derby Festival, must be forwarded to the balloon pilot.

When completed, please send this form to:

Kentucky Derby Festival
 Attn: Dodie Holderfield
 1001 South Third Street
 Louisville, KY 40203

U.S. BANK GREAT BALLOONFEST™ APPLICATION

Corporate Company Name
(This name will be listed in your contract.)

Company Balloon Name/Entrant Balloon Name
(This name will appear in all printed materials.)

Corporate Entrant Contact Name & Title
(This name will appear on contract & all correspondence information.
If a third party will be acting on the behalf of Corporate Entrant, a written
statement must be presented to the Festival Office.)

**CORPORATE ENTRANT CONTACT
COMPLETE ADDRESS**

Mailing/Delivery Address

City State Zip Code

Corporate Entrant Contact Business Phone Number

Corporate Entrant Contact Business Fax Number

Corporate Entrant Contact E-Mail Address

How many consecutive years have you, as the sponsor, participated
in this event (including 2008)? _____

PILOT INFORMATION (If known)

Name

Company

Address

City State Zip Code

Telephone

E-mail Address

How many consecutive years have you, as a pilot, participated in
this event (including 2008)? _____



Schedule of Events

THURSDAY, APRIL 23RD

U.S. Bank Great Balloon Tour • Location TBD
U.S. Bank Great Balloon Glimmer • Waterfront Park

FRIDAY, APRIL 24TH

U.S. Bank Great Rush-Hour Race • Kentucky Exposition Center
U.S. Bank Great Balloon Glow • Kentucky Exposition Center

SATURDAY, APRIL 25TH

U.S. Bank Great Balloon Race • Kentucky Exposition Center
Consecutive Year Awards Luncheon
Contingency Window for Races and Glows

SUNDAY, APRIL 26TH

Contingency Windows for Races only

(Detailed schedule will be provided with confirmation packet.)



2008 WINNER
UAW/FORD
Ray Donner - Pilot

