

BRING A BALLOON TO THE BIG SKY

July 23rd - 26th, 2026 | Amend Park | Billings, Montana



MONTANA'S LARGEST RALLY

You and your business could help bring hot air balloons to Billings!

A Big Sky Balloon Rally sponsorship is a win-win for everyone; you get a fun and unique way to advertise your business, and we get to put on a family-friendly and fun event for the community.

Our expenses include event insurance, propane, lodging, preparing the field with facilities, bringing in a band for our Field Festival, and more.

GET INVOLVED

VOLUNTEER, ATTEND, SPONSOR & PROMOTE!

Our sponsors receive the true VIP festival experience. We have two sponsorship packages to choose from with various levels of advertising and involvement. Our sponsors are invited to a meet-and-greet with balloon pilots from across the world, and they may even receive hot air balloon rides as a sponsorship benefit!



SPONSORSHIP BENEFITS

Don't miss out on an opportunity to advertise your business in a very unique and awe-inspiring medium! Thousands of people watch the balloons launch, fly, and land at our event each year. Your logo can be a part of every aspect of the event.

- This event draws morning crowds of more than 1,000 people and an evening crowd of 10,000+. Think of the visibility for YOUR business!
- Crewing a balloon is a great team-building opportunity for your staff and/or family.
- We market our event and sponsors in print and social media leading up to the event.





BALLOON GLOW & FIELD FESTIVAL

Our balloon glow and Field Festival is a fantastic time for everyone! The evening starts with food trucks, a live band, and activities for kids. Then, around dusk and weather permitting, pilots will tether their inflated balloons to their chase vehicles for the crowd to get up close and view. The balloons light up like giant light bulbs. It's beautiful!

Some of the balloon pilots even have trading cards to hand out. All you have to do is ask the pilot or a crew member for one, and if they have any, they'll give you one.

SCHEDULE OF EVENTS

THURSDAY MORNING:

Special flight for sponsors

THURSDAY NIGHT:

Dinner at ZooMontana for sponsors & pilots

FRIDAY, SATURDAY & SUNDAY

MORNINGS:

Early morning flights

SATURDAY NIGHT:

Balloon Glow & Field Festival



WHO IS RESPONSIBLE FOR THIS EVENT?

The Big Sky Balloon Rally is a non-profit organization developed to maintain the excitement of hot air ballooning in the Billings area. Our board's goal is to maintain a fun, free event for the Billings community.

Through the generous support of sponsors like you, this annual event will continue without interruption for many years to come, just like it has for the past 20 years.

With the continued support of the community, we look forward to bringing more pilots and balloons to our event.

BIG SKY BALLOON RALLY

PO BOX 7205, BILLINGS, MT 59103 • BIGSKYBALLOONRALLY.COM

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FREQUENTLY ASKED QUESTIONS

IS MY DONATION TAX DEDUCTIBLE?

The Big Sky Balloon Rally is a 501(C)(3) non-profit organization. Your contribution is fully tax-deductible. (Tax ID# 61-1751880)

WHEN DO YOU FLY?

Weather permitting, we fly at sunrise when flights are more peaceful and the winds are great. We may even fly low enough to have a conversation with people on the ground. Crowds tend to converge at launches and landings to see what it's all about.

CAN I HELP SET UP THE BALLOON?

Yes! You are absolutely encouraged to join in the inflation process as your sponsored balloon comes to life. In fact, most people do. It's a wonderful memory!

CAN MY STAFF, FRIENDS, & FAMILY COME TO WATCH/CREW/HAVE FUN?

Yes, sharing your balloon adventure with staff, friends, and family is very popular. It can also be a great team building activity. They can tag along with the chase crew and shoot pictures of you, or roll up their sleeves and have fun, too. They are also invited to join the celebration afterwards.

WHAT IF THE WEATHER IS BAD?

There is a pilot briefing before each flight to check weather conditions. Sometimes we can be lucky enough to know the day before, but other times we have to cancel last minute, or even, unfortunately, at the launch site. Safety is our first priority.

HOW DO YOU STEER THE BALLOON?

We don't really "steer" the balloon; we go wherever the wind takes us. The pilots control the balloon's path upward and downward, but can not "steer" the balloon right or left. Sometimes the winds will blow in different directions at varying altitudes. If that happens, the pilot can climb or descend to the altitude with the most favorable wind.

HOW MANY PEOPLE CAN FIT IN THE BASKET?

That number is based on weight, temperature, size of the balloon, and size of the basket. Most baskets can carry two to three adults.

HOW FAR WILL WE FLY?

That depends on the winds. Since we fly with the winds, if the wind is 2 mph, we will fly about 2 miles. If the wind is 8 mph, we will fly closer to 8 miles.

WHERE DO WE LAND?

That is part of the excitement and adventure of ballooning! The pilot launches from the field where the wind takes you in a good direction for landing spots. Pilots could land in a large field, a cul-de-sac, or even in someone's front yard! The chase is sometimes as much fun as the ride.

WHAT HAPPENS AFTER WE LAND?

Firstly, the chase crew asks the landowner for permission to land on their property. Then, after packing the balloon back up in the chase vehicle, it's time to celebrate.

HOW DO WE GET BACK TO WHERE WE LAUNCHED?

Everyone appreciates the chase crew, especially after you land and realize you still have to get back to the field. Balloon chasing is a fun challenge and hopefully the chase crew will be there waiting on us, or will arrive shortly after the landing. Then we all drive back to the launch site together and say our goodbyes.

WHAT ARE THE BASKET AND BALLOON MADE OF? WHAT KIND OF FUEL IS USED?

Baskets are made from wicker with a weave similar to your household wicker furniture. They are reinforced with metal tubes or aircraft cables and a wood floorboard. The wicker weave is what gives a balloon its strength and flexibility at landing. Most hot air balloons are made from ripstop nylon, which is similar to the material used for parachutes. Balloon burners use liquid propane.

I AM READY TO BRING A BALLOON TO THE BIG SKY

PLEASE ACCEPT MY SPONSORSHIP REGISTRATION:

SPONSOR NAME: _____

CONTACT NAME: _____

CONTACT PHONE: _____

E-MAIL: _____

SPONSOR LEVEL: _____

SPONSORSHIP/PARTNERSHIP LEVELS



GONDOLA IN-KIND PARTNERSHIP - \$1000 minimum*

**This level is for in-kind donations only.*

- Balloon basket banner
- Name and logo "shout-out" on social media
- Recognition through sponsor announcements at the Glow
- 4 tickets to the Pilot and Sponsor Welcome Dinner
- A hot air balloon ride for 1 person* (valued at \$350)

BURNER SPONSORSHIP - \$2000

- Balloon basket banner
- Name and logo "shout-out" on social media
- Recognition through sponsor announcements at the Glow
- 6 tickets to the Pilot and Sponsor Welcome Dinner
- A hot air balloon ride for 2 people* (valued at \$700)

CROWN SPONSORSHIP - \$5000+

- 2 balloon basket banners and a banner on the field
- Booth at the Field Festival
- Name and logo "shout-out" on social media
- 10 tickets to the Pilot and Sponsor Welcome Dinner
- A hot air balloon ride for 4 people* (valued at \$1400)
- Recognition on all marketing items for the event

***groups of two or more riders may not end up in the same balloon on the same day*