



NORTHWEST

ART & AIR

FESTIVAL

**AUGUST 22-24
2025**



(541) 917-7777 | nwartandair.org

Festival Features

Main Stage Entertainment

Over the past twenty years, more than 250,000 individuals have attended the headliner concerts at Timber Linn Memorial Park. Little River Band (2008), Joan Jett & The Heartbreakers (2011), STYX (2012), FOREIGNER (2013), Daughtry (2015), and Goo Goo Dolls (2018), Billy Currington (2022), Little River Band (2023), and Wynonna (2024) have all performed under the stars.

Festival Stage & Family Entertainment

Northwest performers such as Curtis Salgado, The Coats, and Stone in Love have provided hours of entertainment during the run of the festival, including live music during the hot-air balloon Night Glow Celebration.

Hot Air Balloons

Hot-air balloons launch at dawn every morning from the fields in Timber Linn Park. The Night Glow, at dusk on Friday, attracts thousands of spectators.

Food Fair

The food fair provides a variety of menus guaranteed to delight!

Arts & Crafts Marketplace

More than 70 artists and crafters market their wares under the trees at Timber Linn Memorial Park.

Family Zone

The Family Zone includes hands-on art activities, a sensory area, a climbing wall, as well as physical activities to entertain and engage. We partner with community groups to provide experiences that will build imagination and creativity.



Sponsor Benefits

The Northwest Art & Air Festival will help your business or organization connect with potential target markets. The Festival attracts those who live in the Mid-Willamette Valley as well as visitors from outside our area. The Festival provides opportunities for you to make corporate contacts as you connect with fellow sponsors. The Northwest Air & Air Festival will give you the chance to build visibility and connect with customers and other businesses while helping to create an event that makes Albany a great place to live!

Specific forms of visibility and recognition that may be provided to your company include:

Site Signage

Colorful banners, gondola signage, and site signage will provide visibility for your company name and /or logo.

Custom Gift

Your company will be presented with a custom gift item commemorating the Northwest Art & Air Festival.

Sponsor Dinner

A VIP dinner will be provided at the top of the amphitheater with excellent seating for the concert that evening. Make corporate contacts while dining under the stars!

Advertising and Promotion

Albany Parks and Recreation engages in a comprehensive promotions campaign, utilizing television, movie screen, print, radio, and online/social media, to increase public awareness of the Northwest Art & Air Festival. Sponsors can also have a link from the festival's web site (nwartandair.org).

Night Glow Reception

Attend a special sponsor recognition reception held on Friday night during the Night Glow. Watch the balloons light up the night sky from your prime spot near the field, while enjoying some fabulous wine, beer, and food.

Other Benefits

From premium on-site booth presence to advertising, lawn signs, t-shirts, and premium parking, we will work with you to develop a marketing campaign that will highlight your involvement in the festival and that are commensurate with your sponsorship level.

Community Benefits

The Northwest Art & Air Festival offers

individual, community, and economic benefits. This event strengthens the bonds between families and friends while providing businesses with opportunities to create a positive image in the community and reach their target market. The Northwest Art & Air Festival generates thousands of dollars for the local economy by drawing visitors from outside the area that use our motels, restaurants, gas stations, and other businesses. It provides entertainment for people of all ages. As Albany and the Mid-Willamette Valley continue to grow, events like the Northwest Art & Air Festival improve the livability and quality of life. It feeds the imagination of children and offers exposure to cultural arts and the mysteries of flight. The Festival is produced by the City of Albany Parks & Recreation Department.

It is possible through the generous sponsorship of businesses and individuals like you!



@northwestartandairfestival



@albanyparksandrec

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nwartandair.org



EVENT PROFILE

A festival that is a celebration of creativity, flight, and entertainment, the Northwest Art & Air Festival continues to be Albany Parks & Recreation's biggest signature event. This event strengthens the bonds between families and friends while helping to make Albany a great place to live!

TARGET AUDIENCE	All demographic groups are represented with the average attendee between the ages of 24-55 years old, working class, married, with children.
ANTICIPATED ATTENDANCE	~50,000
2025 DATES	August 22-24
LOCATION	Timber Linn Memorial Park
COST	Free (\$10 parking charge)
ACTIVITIES	<ul style="list-style-type: none"> ▪ Hot Air Balloon lift-offs each morning at 6:30 a.m. ▪ Over 70 quality art and craft vendors ▪ 25 diverse food vendors; microbrew, and wine garden ▪ Family Zone with activities for children, teens, and young adults ▪ Night Glow Celebration on Friday evening with concert featuring Northwest Regional favorites ▪ Car show ▪ Live music on the Festival Stage ▪ Main stage concert on Saturday night featuring national performer ▪ VIP Night Glow Reception for sponsors on Friday evening ▪ VIP Dinner on Saturday evening
MARKETING OPPOTUNITIES	Radio, television, and print coverage On-site branded signage Event posters, fliers, and programs
SPONSORSHIP OPPORTUNITIES	Sponsorship options range from \$2,500 - \$35,000. We tailor sponsorships to meet the sponsor's needs.



SPONSOR LEVEL	Friend
FINANCIAL INVESTMENT	\$1,500

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion in program with name listing company as a friend sponsor ▪ Inclusion on festival website with name and link to your website
SIGNAGE	<ul style="list-style-type: none"> ▪ Inclusion on all branded signage throughout the event and at entrances as a friend sponsor
BENEFITS	<ul style="list-style-type: none"> ▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence

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SPONSOR LEVEL	Gold
FINANCIAL INVESTMENT	\$3,000

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion in program with logo as a gold sponsor ▪ Inclusion on festival website with logo and link to your website
SIGNAGE	<ul style="list-style-type: none"> ▪ Inclusion on all branded signage throughout the event and at entrances as a gold sponsor ▪ Balloon gondola banner with logo
BENEFITS	<ul style="list-style-type: none"> ▪ 2 Hot Air Balloon Rides ▪ 4 VIP Dinner Tickets <i>Saturday prior to main stage concert</i> ▪ 4 Night Glow Tickets <i>Friday during Night Glow</i> ▪ 2 VIP Parking Passes ▪ 2 Commemorative Festival T-shirts ▪ Reduction in rental of parks and facilities ▪ Receive sponsor exclusive festival gift
STAGE RECOGNITION	<ul style="list-style-type: none"> ▪ Acknowledged on main stage prior to concert, at morning balloon launches, at Night Glow celebration, and periodically throughout the festival on the balloon stage and the festival stage
EVENT ACTIVATION	<ul style="list-style-type: none"> ▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence

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SPONSOR LEVEL	Platinum
FINANCIAL INVESTMENT	\$6,000

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion in program with logo as a platinum sponsor ▪ Inclusion on poster with logo as a platinum sponsor ▪ Inclusion on festival website with logo and link to your website ▪ Inclusion on television ad ▪ Inclusion on movie screen ad
SIGNAGE	<ul style="list-style-type: none"> ▪ Inclusion on all branded signage throughout the event and at entrances as a platinum sponsor ▪ Balloon gondola banner with logo
BENEFITS	<ul style="list-style-type: none"> ▪ 2 Hot Air Balloon Rides ▪ 8 VIP Dinner Tickets <i>Saturday prior to main stage concert</i> ▪ 6 Night Glow Tickets <i>Friday during Night Glow</i> ▪ 4 VIP Parking Passes ▪ 4 Commemorative Festival T-shirts ▪ Reduction in rental of parks and facilities ▪ Receive sponsor exclusive festival gift
STAGE RECOGNITION	<ul style="list-style-type: none"> ▪ Acknowledged on main stage prior to concert, at morning balloon launches, at Night Glow celebration, and periodically throughout the festival on the balloon stage and the festival stage
EVENT ACTIVATION	<ul style="list-style-type: none"> ▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence

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SPONSOR LEVEL	Titanium
FINANCIAL INVESTMENT	\$10,000

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion in program with logo as a titanium sponsor ▪ Inclusion on poster with logo as a titanium sponsor ▪ Inclusion on festival website with logo and link to your website ▪ Inclusion on television ad ▪ Inclusion on movie screen ad ▪ Social media inclusions ▪ Logo included on Festival map ▪ Inclusion on Festival Schedule ▪ Included in all general and area specific advertising with logo as listed below: <ul style="list-style-type: none"> – Albany Democrat Herald – Corvallis Gazette Times – Eugene Weekly – MOM Magazine – Willamette Living Magazine – Activate Guide – River Rhythms Program
SIGNAGE	<ul style="list-style-type: none"> ▪ Feature signage with your logo ▪ Inclusion on all branded signage throughout the event and at entrances as a titanium sponsor ▪ Balloon gondola banner with logo ▪ May hang own banner on the Price Road fence ▪ Other signage may be negotiated
BENEFITS	<ul style="list-style-type: none"> ▪ 4 Hot Air Balloon Rides ▪ 8 VIP Dinner Tickets <i>Saturday prior to main stage concert</i> ▪ 2 Backstage Passes (if available) ▪ 8 Night Glow Tickets <i>Friday during Night Glow</i> ▪ 6 VIP Parking Passes ▪ 8 Commemorative Festival T-shirts ▪ Reduction in rental of parks and facilities ▪ Receive sponsor exclusive festival gift

STAGE RECOGNITION	<ul style="list-style-type: none">▪ Acknowledged on main stage prior to concert, at morning balloon launches, at Night Glow celebration, and periodically throughout the festival on the balloon stage and the festival stage
EVENT ACTIVATION	<ul style="list-style-type: none">▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence

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SPONSOR LEVEL	Presenting
FINANCIAL INVESTMENT	\$35,000

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion in program with logo in a prominent location as presenting sponsor ▪ Inclusion on poster with logo in a prominent location as presenting sponsor ▪ Inclusion on festival website with logo and link to your website in a prominent location ▪ Inclusion on television ad when available ▪ Social media inclusions ▪ Logo included on Festival map in a prominent location ▪ Inclusion on Festival Schedule in a prominent location ▪ Inclusion in radio advertising: <ul style="list-style-type: none"> - KRKT/KLOO - KGAL/KSHO ▪ Included in all general and area specific advertising with logo as listed below: <ul style="list-style-type: none"> - Albany Democrat Herald - Corvallis Gazette Times - Eugene Weekly - MOM Magazine - Willamette Living Magazine - River Rhythms Program
SIGNAGE	<ul style="list-style-type: none"> ▪ Custom made featured signage with your logo as presenting sponsor ▪ Inclusion on all branded signage throughout the event and at entrances in a prominent location as presenting sponsor ▪ 4 Balloon Gondola Banners with logo ▪ May hang own banner on the Price Road fence ▪ Other signage may be negotiated

BENEFITS	<ul style="list-style-type: none"> ▪ 6 Hot Air Balloon Rides ▪ 24 VIP Dinner Tickets <i>Saturday prior to main stage concert</i> ▪ 4 Backstage Passes (if available) ▪ 16 Night Glow Tickets <i>Friday during Night Glow</i> ▪ 8 VIP Parking Passes ▪ 24 Commemorative Festival T-shirts ▪ Reduction in rental of parks and facilities ▪ ½ page business ad in Activate for two issues (spring/summer) ▪ Receive sponsor exclusive festival gift
STAGE RECOGNITION	<ul style="list-style-type: none"> ▪ Recognized on main stage as the presenting sponsor and presented with limited-edition festival gift prior to the concert ▪ Acknowledged at morning balloon launches, at Night Glow celebration, and periodically throughout the festival on the balloon stage and the festival stage
EVENT ACTIVATION	<ul style="list-style-type: none"> ▪ Opportunity to interact with community leaders on site in a variety of ways including booth presence

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