The Rose of the Shires Balloon

Molly Mae
BALLOONING



The Rose of the Shires Balloon
Designed in Northamptonshire, flown by Northamptonians!

We at Molly Mae Ballooning are thrilled to present your company with a unique and highly visible advertising opportunity in our new balloon, The Rose of the Shires, a locally based hot air balloon. This iconic balloon will represent Northamptonshire's finest, offering the opportunity to elevate brand visibility through an innovative strategy as the county's premier marketing hot air balloon. Designed to celebrate the rich history and heritage of Northamptonshire, this balloon will become a striking visual symbol for the county while also providing a powerful promotional opportunity for local sponsors.

With a rose at the heart of the project, our slogan, “Let Your Company Bloom Above Northamptonshire”, perfectly encapsulates the spirit of the project. We pride ourselves on being community-oriented and promote an ethical approach to aerial marketing, ensuring longevity of service within ballooning.
We’re immensely proud of our design, as revealed below. We believe it proudly presents Northamptonshire and adopts its heritage from the maroon and gold colour often worn by our sports teams, black representing our leather industry, the cross signifying the county’s location as a crossroads in England, and the rose long being a symbol of the county. The balloon will proudly showcase twelve dedicated sponsor panels, each strategically placed to ensure maximum visibility and professionally designed to integrate seamlessly with the balloon’s heritage-inspired design. The balloon will become a flying ambassador for Northamptonshire, and we invite you to join us in this venture.



Why Aerial Marketing?

Flying for nearly twenty years, our goal at Molly Mae Ballooning is to make hot air balloon advertising accessible, cost-effective and unforgettable - helping brands rise above the noise with impactful campaigns which capture attention and spark imagination.

Unlike conventional advertising, hot air balloons offer an eye-catching, conversation-starting medium that appeals to all ages. They offer striking visuals and memorability; hot air balloons are large, colourful and difficult to ignore. Their size and uniqueness make them a natural attention-grabber, engraving a brand into the minds of the consumers watching.

Balloons are a spectacle which is seen by thousands whenever they fly or are tethered; people all around enjoy the sight of balloons in the sky, whether they be a special shape or a traditional round balloon. Positively, this increases the photographic reach of your brand with images of the balloon being shared across social media platforms and local media reaching massive audiences.



Sponsorship Package - £5,000 for 3 Years

For a one-time investment of £5,000, your business will enjoy a full 3-year sponsorship, a low-cost, accessible entry into a highly sought-after area of marketing. Throughout the entire sponsorship, this equates to £1,666 per year and less than £100 per flight/appearance. A huge discounted cost to enter the ballooning industry!

This investment includes an exclusive advertising space (logo/branding) being displayed on one of twelve panels on the balloon - visible both in flight and on the ground. There will be no conflicts with your business, being the only one of its type to be displayed. This benefits your brand while providing a unique networking opportunity with other businesses on the balloon.

Throughout the three-year enterprise, we guarantee a minimum of 20 flights/appearances per year, including showcases at the local balloon festival, community events and regional shows. In conjunction, we will actively promote your business across our social media channels to further maximise brand exposure.
Sponsorship includes a premium balloon flight for two, valued at £750, offering an unforgettable way to experience the balloon firsthand.

The project funding period is from now until January 2027, but it is a first-come, first-served promotion; we are not allowing multiple businesses of the same type to sponsor, so be quick to get in touch! The three-year period will commence from the launch date.



Why Partner with The Rose of the Shires?

- A never-before-seen cost-effective opportunity within Northamptonshire to enter aerial marketing and be associated with ballooning
- Sponsorship offers a fraction of the cost of owning or operating your own balloon
- Association with a well-recognised, iconic local feature
- Gain long-term, repeated visibility at events and across the county
- Enjoy a cost-effective advertising strategy with a lasting impact
- Demonstrate support for local initiatives and community spirit
- Partner with a fellow Northamptonshire business with local roots

- Elevate your business above the competition
- Opportunity to align with Northamptonshire's legacy while supporting a modern, high-profile promotional campaign
- Support a community partner in The Brotherhood Men's Group, a not-for-profit company that strives to support men struggling with their mental health. We will donate to their cause for each funded space on the balloon

Next Steps

We would be delighted to discuss how your business can take advantage of this special opportunity and bloom above Northamptonshire. Sponsorship is limited to twelve companies, and as *The Rose of the Shires* is quickly becoming a beloved balloon, this is a rare opportunity to connect your brand with its success.

Please continue below for any FAQ's. Otherwise, please feel free to contact us for more details or to reserve your exclusive space.

We extend our thanks and warm regards for considering this exciting partnership.

Kind Regards,

Molly Mae Ballooning.

Contact us via Email: info@mollymaeballooning.co.uk

Visit our website: https://mollymaeballooning.co.uk/

Follow our journey on social media:

Facebook: https://www.facebook.com/mollymaeballooning/

Insta: https://www.instagram.com/mollymae_ballooning/

YouTube: https://www.youtube.com/@mollymaeballooning

Tiktok: http://www.tiktok.com/@mollymae_ballooning

FAQ's

Can we purchase two banner spaces?

Unfortunately, no. One banner space per company has been designed to maximise the number of local companies that can benefit from this offer. In doing this, the balloon remains unique from all viewing angles.

What if our company banner is at the back of the balloon?

Fear not, the balloon is round and will contain a rotation vent, which provides the pilot with the tool to make the balloon spin. The entire balloon will be seen!

Are there any hidden costs?

No. £5,000 covers the entire cost for the duration of the three-year agreement.

How can we ensure the guaranteed 20 flights/appearances are provided?

For each flight, the pilot will submit a flight report detailing launch location, flight time, landing location, etc. This will enable you to track all flight activity. Additionally, all hot air balloons have a logbook which contains information relating to all activity throughout their lifespan. If you require additional information, this can be provided.

Can we book the balloon for a company event?

Subject to the event, absolutely! Any bookings would be part of the guaranteed 20 flights/ appearances.

What if Molly Mae Ballooning Ltd cease trading?

In the event this happens, the balloon will continue to fly (at least for the duration of the sponsorship).

What will the balloon be used for, excluding advertising purposes?

The primary use of the balloon is to provide an advertising service to all sponsors. Additionally, we may use the balloon to train our pilots and raise money for charity. The balloon will not be used for paying passengers nor used commercially other than for the agreed purpose.

Can we purchase additional flights?

Yes, additional flights are available to purchase!

What happens after the three-year agreement ends? Can I extend my sponsorship?

TBC. We will consult with all sponsors upon the agreement coming to an end.

What type of balloon will it be?

The balloon will be sourced from one of the largest manufacturers and will consist of 77,000 cubic feet and be capable of carrying between 3 and 4 people.





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