24th FAI World Hot Air Balloon Championship
MURSKA SOBOTA 2020
19. - 26. SEPTEMBER 2020
www.hotairballoons2020.com
Hot air ballooning is popular with general public for its scenic views and typically calm rides, however, most people do not know that competitive hot air ballooning is quite demanding and complex. In Slovenia hot air ballooning is very popular and has a long-standing tradition.

Slovenia, a small country with two million inhabitants, has quite a number of excellent hot air balloon pilots. They are globally recognized and have achieved excellent results in international competitions. We are proud to see, that in the last few years our young team of ambitious pilots, that are flying and competing in the FAI 1 category, is growing and gaining experience to compete with the best.
HISTORY OF BALLOONING IN SLOVENIA

The first Slovenian who had the opportunity to see a hot air balloon was the mathematician Jurij Vega, who saw it as early as 1784, less than a year after it was first flown in Paris.

On 18 August 1934, stratospheric aviator professor Max Cosyns and his assistant Néréé van Elst landed in a hot air balloon in the village of Ženavlje in Prekmurje, Slovenia. The region of Goričko that day became a national sensation; in addition to various reporters, it attracted a crowd of no less than 6,000 heads. This was the first ever landing in a hot air balloon on the Slovenian ground.

The beginnings of modern hot air ballooning in Slovenia date back to 1978, 11 November 1978 to be exact, when the first hot air balloon flew up in the air, taking Slavko Avi Šorn with it.

From 9 to 18 September 1994, the Prekmurje region in the north-east of Slovenia hosted the European Hot Air Balloon Championship. The competitors were pleased with the organisation, which was the responsibility of 92 members from 16 countries, and also with the friendly locals and beautiful countryside, perfect for flying.

We have so far organised 17 state championships and celebrated eight champions in Slovenia. Meanwhile, the young generation keeps knocking on the door and shifting boundaries. In this spirit, we were able to welcome the female European champion in 2010, when Gabriela Slavec won the title in Lithuania, and Vito Rome won a bronze medal at the European championship in 2015. Notable achievements also include the 4th place of Slavko Avi Šorn at the 2007 European Championship.

The ballooning sport slowly gained momentum in Slovenia. In a country with the population of two millions, we have trained a little less than 150 pilots and registered 50 hot air balloons. The central and eastern regions of Slovenia are especially suitable for flying.

SLOVENIAN NATIONAL RECORDS

National records are recorded for each balloon size class individually. There are three categories: altitude, length and flight duration.

ALTIMETRY CATEGORY

<table>
<thead>
<tr>
<th>ALTITUDE</th>
<th>DATE</th>
<th>SIZE CATEGORY</th>
<th>PILOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.630 m</td>
<td>1. 3. 2003</td>
<td>AX-8</td>
<td>Radko Petrović</td>
</tr>
<tr>
<td>10.321 m</td>
<td>24. 2. 2003</td>
<td>AX-9</td>
<td>Slavko Avi Šorn</td>
</tr>
</tbody>
</table>

LENGTH CATEGORY

<table>
<thead>
<tr>
<th>LENGTH</th>
<th>DATE</th>
<th>SIZE CATEGORY</th>
<th>PILOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>87 km</td>
<td></td>
<td>AX-7</td>
<td>Slavko Avi Šorn</td>
</tr>
</tbody>
</table>

DURATION CATEGORY

<table>
<thead>
<tr>
<th>DURATION</th>
<th>DATE</th>
<th>SIZE CATEGORY</th>
<th>PILOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 h 21 min 58 s</td>
<td></td>
<td>AX-7</td>
<td>Slavko Avi Šorn</td>
</tr>
</tbody>
</table>

Balloon size category labels:

AX7 – size of balloon from 1.600 up to 2.200 m³
AX8 – size of balloon from 2.200 up to 3.000 m³
AX9 – size of balloon from 3.000 up to 4.000 m³
The organiser of the 24th FAI World Hot Air Balloon Championship, which will be held in Murska Sobota from 19 to 26 September 2020 is Balonarski klub Roto balloon club, together with the City Municipality of Murska Sobota, Aeronautical Association of Slovenia and Aeroklub Murska Sobota.

They have a very tiring task to accomplish, since the world hot air balloon championship 2020 is supposed to host 145 balloons and more than 800 participants (team members, officials, organisers, volunteers included). An introduction or dress rehearsal for the 2020 world championship was held from 27. August to 1. September 2019 – this event served as a preliminary competition and the Slovenian Open National Hot Air Balloon Championship – Murska Sobota 2019.

STATISTICS FROM PRE-WORLD HOT AIR BALLOON CHAMPIONSHIP, THAT WAS HELD IN MURSKA SOBOTA IN AUGUST 2019:

- 40 ballooning teams, strong international cast.
- Performed 9 competition flights.
- Intensive communication (social networks, website, media) ...
- ... has attracted thousands of visitors to the take-off and landing sites of the competition ...
- ... and provided a great media response.
- We have recorded 107 press releases in national, regional and local media (web, radio, television, print media).
WHAT OFFERS 24th FAI WORLD HOT AIR BALLOON CHAMPIONSHIP?

LOCATION: Murska Sobota
DATE OF EVENT: 19. - 26. september 2020

105 competing teams and 40 fiesta balloons, strong international cast.

12 active days of flying with hot air balloons, of which 6 race days.

Intense communication (social networks, website, media) that has began a year before the Championship.

Opening event with the largest aviation event in Slovenia in 2020, which will host pilots from all over the world.
CONTENT AND ACTIVITIES

The 24th FAI World Hot Air Balloon Championship will be accompanied by a rich companion program, which offers you many opportunities to promote your brand:

- Opening and closing ceremony;
- Air show at the opening ceremony and concert for the general public;
- Fiesta flights, night glow (night flight, balloon show);
- Branding on the competition balloon;
- Branding on promotional materials, in the media (web page, social networks, venues for competitions and accompanying events);
- Accompanying program for children and youth;
- Special packages for VIP guests.
COMMUNICATION SUPPORT

In the run-up to the World Championship and during the World Championship (September 2020), the organizer of the competition will intensively communicate on social networks and on its own website.

The most intense communication will take place in national and regional media two months before the championship (national and local TV stations, the most important online portals in the country, national print media and radio stations).

On our web pages we offer you space for your banners.

We have recorded 107 press releases in national, regional and local media (web, radio, television, print media).
WE INVITE YOU TO BECOME A PARTNER OF THE LARGEST AVIATION SPORTS EVENT IN SLOVENIA

PARTNER PACKAGE

PACKAGE INCLUDES:

• logo on the organizer’s website; branding on all social networks (Facebook, Instagram); active link to the partner’s website;
• the right to associate with the event at all levels of the partner’s business (use of official title, use and communication of the official logo and corporate identity of the event, use of the event logo on sponsor communication materials, in promotional messages and activities) – for a period of one year;

Price of the package: from 1000,00 EUR + DDV

BRONZE PARTNER PACKAGE

PACKAGE INCLUDES:

• logo on the organizer’s website; branding on all social networks (Facebook, Instagram); active link to the partner’s website;
• branding on all materials received by competitors at the registration (welcome pack);
• branding on press releases;
• the right to associate with the event at all levels of the partner’s business (use of official title, use and communication of the official logo and corporate identity of the event, use of the event logo on sponsor communication materials, in promotional messages and activities) – for a period of one year;

Price of the package: 3.000,00 EUR + DDV
SILVER PARTNER PACKAGE

PACKAGE INCLUDES:

- logo on the organizer’s website; branding on all social networks (Facebook, Instagram); active link to the partner’s website;
- branding on all materials received by competitors at the registration (welcome pack);
- branding on press releases;
- presentation booth at both events (opening and closing ceremony);
- participation of a company representative at the opening, closing and award ceremony;
- a three-person balloon flight within the Fiesta flights (balloon show), which will take place during the competition (the possibility of using the prize in the sweepstakes, organized by partner for its customers);
- exclusivity in the category;
- the right to associate with the event at all levels of the partner’s business (use of official title, use and communication of the official logo and corporate identity of the event, use of the event logo on sponsor communication materials, in promotional messages and activities) – for a period of one year;

Price of the package: 6.000,00 EUR + DDV

GOLDEN PARTNER PACKAGE

PACKAGE INCLUDES:

- logo on the balloon of the Slovenian competition team during the World Championship;
- logo on the organizer’s website; branding on all social networks (Facebook, Instagram); active link to the partner’s website;
- branding at all key event venues (airport Murska Sobota, gas filling locations, venues of the opening and closing event (banners, beach flags, other tools and promotional materials));
- branding on all materials received by competitors at the registration (welcome pack);
- branding on press releases;
- presentation booth at both events (opening and closing ceremony);
- participation of a company representative at the opening, closing and award ceremony;
- a five-person balloon flight within the Fiesta flights (balloon show), which will take place during the competition (the possibility of using the prize in the sweepstakes, organized by partner for its customers);
- exclusivity in the category;
- the right to associate with the event at all levels of the partner’s business (use of official title, use and communication of the official logo and corporate identity of the event, use of the event logo on sponsor communication materials, in promotional messages and activities) – for a period of one year;

Price of the package: 10.000,00 EUR + DDV
DIAMOND PARTNER PACKAGE

PACKAGE INCLUDES:

• logo on the balloon of the Slovenian competition team;
• the balloon will fly before, during and after the World Championship under the command of the best Slovenian pilot in all major international championships and promotional flights over Slovenia;
• logo on the vehicle of the Slovenian competition team;
• logo on the organizer’s website; branding on all social networks (Facebook, Instagram); active link to the partner’s website;
• branding at all key event venues (airport Murska Sobota, gas filling locations, venues of the opening and closing event (banners, beach flags, other tools and promotional materials));
• branding on all materials received by competitors at the registration (welcome pack);
• branding on press releases;
• presentation booth at both events (opening and closing ceremony);
• participation of a company representative at the opening, closing and award ceremony;
• a ten-person balloon flight within the Fiesta flights (balloon show), which will take place during the competition (the possibility of using the prize in the sweepstakes, organized by partner for its customers);
• the possibility of having a Slovenian national hot air balloon team in the partner communication tools (photo shooting, recording a TV ad....);
• the possibility of having a balloon with the Slovenian national hot air balloon team at partner event (team costs and technical costs are taken into account by the partner);
• exclusivity in the category;
• the right to associate with the event at all levels of the partner’s business (use of official title, use and communication of the official logo and corporate identity of the event, use of the event logo on sponsor communication materials, in promotional messages and activities) – for a period of one year;

Price of the package: 50.000,00 EUR + DDV
The organizers:
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