

TITLE SPONSOR OF THIS YEAR'S EVENT TO BE ANNOUNCED TONIGHT

The Bristol International Balloon Fiesta's 100 Club and local VIPs will gather together tonight at a gala dinner to find out which company will be named as this year's title sponsor.

On arrival guests will be treated to a mini-display of tethered model balloons outside the Mansion House at Ashton Court Estate before heading inside for a three course dinner.

After dinner the Lord Mayor will draw the names of four 100 Club members at tonight's black tie event, each of which will be awarded the sponsorship of the overall event, one of the Fiesta's two popular Night Glow displays or the Red Arrow display.

Club members have supported the Fiesta by investing £2,000 in return for which they receive a package of sponsorship benefits plus the chance to become a key sponsor of Bristol's biggest event.

100 Club benefits include corporate hospitality, balloon flight vouchers, networking events, brand advertising and VIP tickets for the event.

35 companies have joined the Club this year, which the same as supported in 2009.

Muir Moffat, chairman of the 2010 Fiesta committee said: "The funding provided by the 100 Club members makes a vital contribution to putting on this great ballooning festival which has become such an icon for Bristol and we are grateful for their support. We are looking forward to an exciting evening tonight."

The Fiesta is a free event for the people of Bristol and a major tourist attraction, which is recognised as one of the UK's top five outdoor events.

For more information about the Fiesta 100 Club, please contact Ben Hardy on (0117) 953 5884 or visit www.bristolballoonfiesta.co.uk.

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**To register your attendance and for more information, please contact the
Balloon Fiesta press team at Spirit Public Relations. Email
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