



7 July 2010

ASTRA named as 2010 Bristol International Balloon Fiesta Sponsor

ASTRA has become the title sponsor of this year's Bristol Balloon Fiesta, the largest free event in the West.

The company, which is Europe's leading provider of satellite services, was one of four businesses selected to become major sponsors of the event by the Lord Mayor of Bristol at a gala dinner last night. Each member of the Fiesta's 100 Club was eligible to become a key sponsor of the event.

ASTRA will be the title sponsor for the entire 2010 event, a package worth over £120,000. The Fiesta will now be addressed as the ASTRA Bristol International Balloon Fiesta and the company will have a branded hot air balloon at the event, which attracts half a million people over the four days.

Mike Chandler, ASTRA (GB) Ltd, said "We were attracted to this event not just because of the obvious associations between satellites and air travel, but also because the Bristol International Balloon Fiesta is the largest event of its kind in Europe.

"As Europe's leading satellite operator, we believe that sponsoring this event allows us to reinforce our brand profile with our customers; and, as we are essentially a business-to-business company, it also provides an important opportunity for ASTRA to increase its public awareness.

"We are particularly delighted to be chosen as the title sponsor for 2010 because this year we are proud to be celebrating our 25th anniversary."

HSBC will sponsor the Thursday Night Glow and Milka will take on the Saturday Night Glow, while the world famous Red Arrows display will be brought to the Fiesta in association with Mail Handling International.

Lee Sansum from HSBC, comments, "We joined the 100 Club as we saw it as a great opportunity to get involved with such an iconic local event. We are delighted to have been selected as one of the main sponsors and there's no doubt we'll be back again next year."

Grace Williams from Milka, comments, "We are really looking forward to the event, especially as the sponsor of the Saturday Night Glow. The Bristol Balloon Fiesta is a great event to be involved in for all the family – our Milka truck will be there with lots of games and Alpine interaction which we hope will compliment the fun to be had at the event as a whole."

Paul Brown from Mail Handling International, comments, "We're so pleased to be one of the main sponsors at the heart of this year's Fiesta. The Fiesta and MHI are both original Bristol ideas that show the rest of the world the best of our city so it's great to be part and parcel of the 2010 event."

For an investment of £2,000 all 100 club members receive a package of benefits, including corporate hospitality, balloon flight vouchers, a banner displayed in the main arena and VIP tickets to the event, plus the chance to become a major sponsor.

Muir Moffat, chairman of this year's organising committee said: "We are really pleased with the support we've received from local businesses for the 100 Club.

"We look forward to working with our main sponsors and all of this year's members to deliver another spectacular ballooning event for the thousands of people that visit the Fiesta each year."

This year's Astra Bristol International Balloon Fiesta will take place from the 12th – 15th August 2010.

Ends

**For more information, please contact the Balloon Fiesta press team
at Spirit Public Relations.**

Email balloonfiesta@spiritpublicrelations.co.uk or call 0117 944 1415

Editor's Notes

The Bristol Balloon Fiesta is planned by a voluntary committee which reports to the board of Bristol International Balloon Fiesta Ltd. This year, the event is being organized by Richmond Event Management and the publicity is being handled by Spirit Public Relations Ltd.