

Help Old Man Gloom take flight

Sponsor the 135-foot Zozobra hot air balloon and carry Santa Fe's most famous tradition into skies across the Southwest.

Sponsorship opportunities, 2026–27

Meet the biggest Zozobra ever built

Zozobra the Balloon is a special shape hot air balloon built in the United Kingdom by Cameron Balloons, the world's leading special shape maker. He first inflated at the historic 100th Burning of Zozobra in 2024.

Zozobra the Balloon	**135 ft**
Traditional round balloon	**about half**
Zozobra the RC Balloon	**42 ft**

830 lbs
packed in his envelope bag

Built by partners
Zozobra the Balloon LLC, Tourism Santa Fe and Albuquerque Arts & Culture



Where he's flown

2024

Inaugural year

Aug. 30	First inflation, 100th Burning of Zozobra, Fort Marcy Park, Santa Fe
Oct. 5–13	First flight, 52nd Albuquerque International Balloon Fiesta
Nov. 1–2	Inaugural Rio Grande Sky Fest, Los Luceros, Alcalde
Dec. 6–8	43rd Red Rock Balloon Rally, Gallup

2025

14 appearances

Feb. 1	Zozobra Balloon Celebration, Balloon Museum, ABQ
June 1	20 Years of Joy exhibit, Balloon Museum (RC)
June 13–15	Great Texas Balloon Race, Longview, TX
July 4	Red, White & Balloons, Balloon Museum (RC)
Aug. 29	Burning of Zozobra, Santa Fe (RC)
Aug. 30–Sept. 1	Labor Day Liftoff, Colorado Springs
Sept. 14	AAAA flying event, Balloon Fiesta Park, ABQ
Sept. 19–21	Chile & Frijoles Festival, Pueblo, CO
Sept. 19–22	Plano Balloon Festival, Plano, TX
Oct. 1–2	Light Up the Links, Buffalo Thunder
Oct. 3	Pre-Fiesta event, Zozobra Field, Santa Fe
Oct. 9–10	Albuquerque International Balloon Fiesta
Oct. 25–26	Rio Grande Sky Fest, Los Luceros, Alcalde
Oct. 31–Nov. 2	Lake Powell Balloon Regatta, Page, AZ

2026

This season

Sept. 4–6	Labor Day Liftoff, Colorado Springs
Sept. 16–17	Light Up the Links, Buffalo Thunder
Sept. 18–20	Pagosa Colorfest, Pagosa Springs, CO
Sept. 25	Pre-Fiesta Community Glow, Santa Fe
Oct. 5, 8 & 9	Albuquerque International Balloon Fiesta
Oct. 24–25	Rio Grande Sky Fiesta, Los Luceros, Alcalde

All appearances depend on weather and on each event's professional management. RC = the 42-foot radio-controlled balloon.



Imagine yourself here

Every sponsor is invited to join the crew at every balloon event — hands on the basket as Old Man Gloom rises.

Sponsorship levels

Benefit	$20,000 Flight Sponsor	$15,000 Glow Sponsor	$10,000 Inflation Sponsor	$5,000 RC Balloon Sponsor
Named sponsor at the rally of your choice and on burnzozobra.com	●	●	●	● at an RC rally
Your banner on the balloon basket (when the event permits)	●	● during glows	–	–
Your banner at The Burning of Zozobra	●	●	●	●
Your logo on the balloon trailer	●	–	–	–
Interview opportunities with TV and radio partners	●	–	–	–
Featured in marketing, promotions and social media	●	●	●	●
RC balloon inflation at your company event	●	●	One	One
Join the crew at every balloon event	●	●	●	● plus RC events
Company photo op at New Mexico balloon events	●	●	●	●
Official balloon merchandise: crew jacket and cap, crew T-shirt, every issue of balloon pins and cards, 2024 inaugural bobblehead	Two of each T-shirt with your logo	One of each	One of each	One of each
Tickets to the 103rd Burning of Zozobra, Friday, Sept. 3, 2027	4 VIP Premium Viewing	2 VIP Premium Viewing	4 Premium Viewing bleacher seats	2 Premium Viewing bleacher seats

Your name at Zozobra, too

Every balloon sponsor's banner also hangs at The Burning of Zozobra. At the 100th Burning in 2024, that meant:

71,069
people in person at Fort Marcy Park

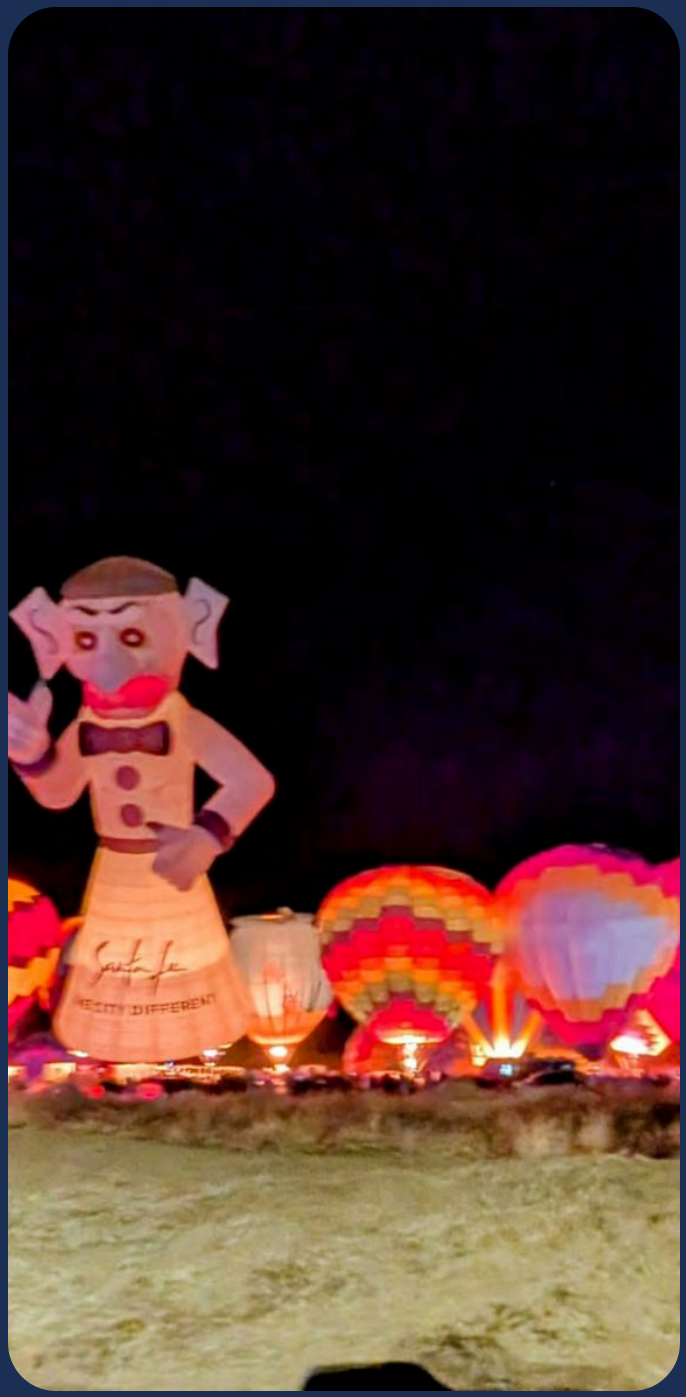
49,214
households watching live on KOAT TV

41,507
KOAT website livestream page views

50,571
YouTube viewers in 28 countries

Bragging rights for a lifetime

Every balloon sponsor also receives a Zozobra Premium Viewing Experience valued at $250 to $900, depending on sponsorship level.





Ready to fly with us?

Thank you for considering a sponsorship. Custom packages and in-kind support are welcome too.

Email
zballoon@burnzozobra.com

Web
burnzozobra.com/balloon

Mail
Zozobra the Balloon, LLC
1401 Santa Cruz Dr., Santa Fe, NM 87505

Tax ID
85-6013269

Photos by Bryce Risley