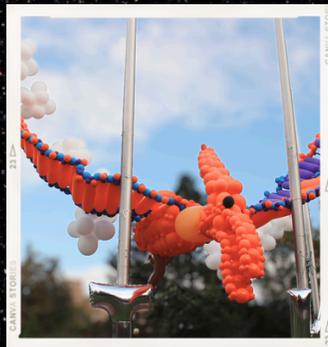


Gulch Goes Galactic

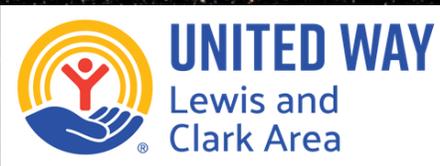
September 11 - 13, 2026



(Nameing sponsor)
Soapbox Derby

Sauter Balloons
Sculpture Fest

United Way
Family Fun Fest





About SeptemberFest

SeptemberFest is a free family event that takes place in downtown Helena. It is a combination of three popular downtown events: the Soapbox Derby, The Sauter Balloons Sculpture Festival, and the United Way Family Fun Fest.

Soapbox Derby

The soap box derby is a two part event in downtown Helena. Friday night, spectators can enjoy a soap box derby car show on the walking mall and participate in the Calcutta. While checking out the derby cars, people can enjoy live music, food trucks, and then bid like horse racing on the car/team they think will win. The daring race down 6th Ave takes place Saturday afternoon, with an awards ceremony shortly after the races conclude.

Sauter Balloons Sculpture Fest

The balloon festival is an art walk in which downtown Helena is filled with giant balloon sculptures. It is similar to an ice carving festival, but the sculptures are bigger, more colorful, and don't require you to come outside in freezing weather. Each sculpture will be custom designed to match the galactic theme, while also incorporating the event sponsors. There will also be a scavenger hunt to encourage attendees to visit local downtown businesses.

United Way of the Lewis and Clark Area Family Fun Fest

The FunFest offers a variety of family friendly activities including the 1K for United Way donut fun run and carnival games hosted by United Way nonprofit partners. Family Fun Fest activities will take place throughout downtown Helena during the soapbox derby and balloon sculpture fest. Activities will act as fundraisers for the various non-profits supported by United Way.

SeptemberFest 2025 Data

Total Downtown Visitors: 16,900

Total Weekend Visits: 20,700

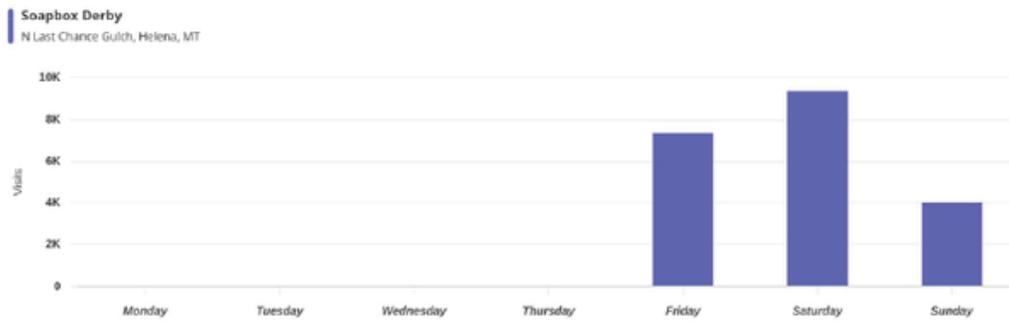
Ad-Boosted Social Media Views: 226,267

Ad-Boosted Social Media Reach: 63,122

Increase of derby race teams from 19 to 26

Increase from 42 to 155 pre registration for the 1k for United Way Donut Run

Daily Visits

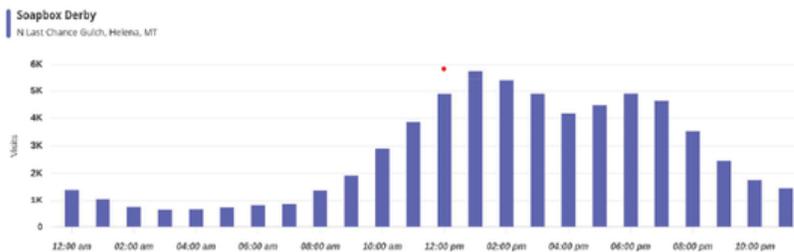


Metric	Value	Metric	Value
Visits	20.7K	Avg. Dwell Time	120 Min
Visits / sq ft	0	Panel Visits	1.5K
Size - sq ft	4.8M	Visits YoY	-0.5%
Visitors	16.9K	Visits Yo2Y	+36.5%
Visit Frequency	1.22	Visits Yo3Y	+25.2%

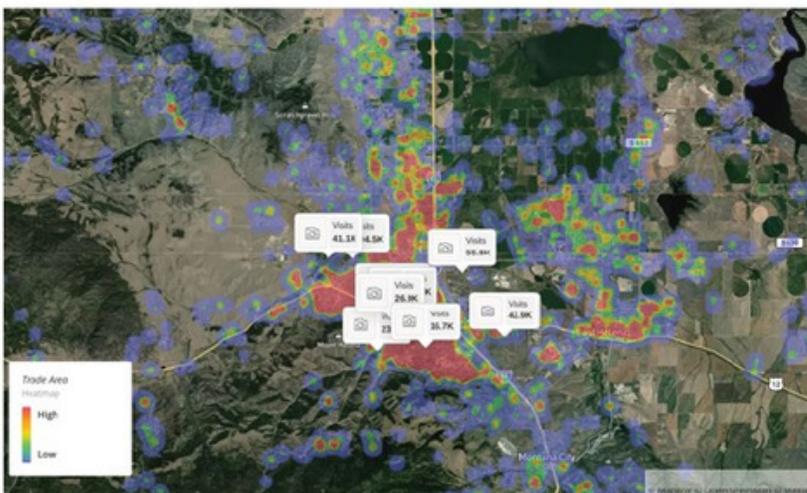
Sep 12th, 2025 - Sep 14th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



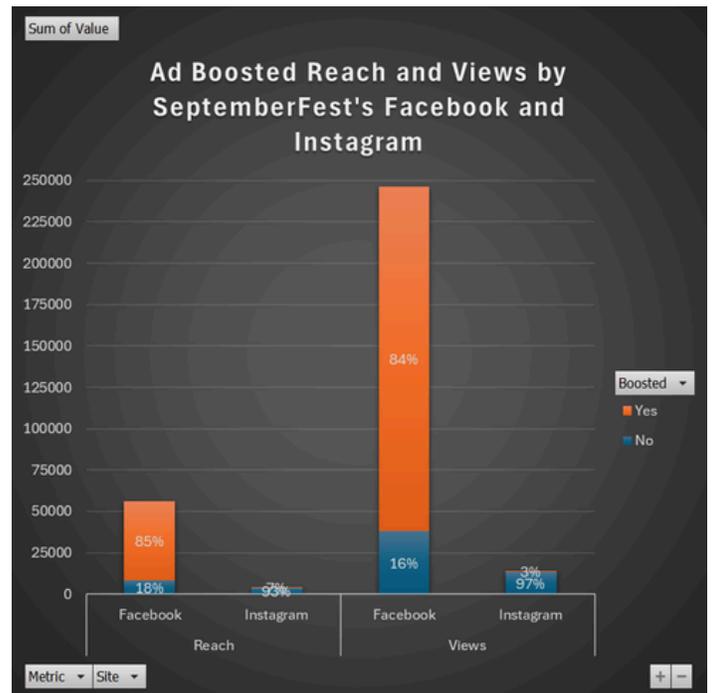
Hourly Visits



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.



Sponsorship Levels

- 1. Water Barrier Sponsor - \$125**
- 2. Fence Barrier Sponsor - \$350**
- 3. Race Day Sponsor - \$850**
 - 2hr balloon sculpture at business/event,
with sign listing sponsor
 - Barrier Decal
 - Mention on website
 - Social media shoutout before event
 - 2 live shoutouts at event
- 4. Finish Line - \$2000 (up to 5 sponsors)**
 - 4hr balloon sculpture at business/event
 - Can be exchanged for additional barrier
decal or both decals for 1 fence decal
 - Barrier Decal
 - Fence Decal
 - Mention on website
 - 3 social media shoutouts
 - 3 live shoutouts at event
- 5. Entertainment - \$3000 (up to 4 Sponsors)**
 - 6hr balloon sculpture at business/event
 - Can be exchanged for additional barrier
and fence decals
 - 2x Barrier Decal
 - Fence Decal
 - Logo on Event T-Shirt
 - Mention on website
 - 4 social media shoutouts
 - 4 live shoutouts at event
 - Booth at event
- 6. United Sponsor - \$6500 (Up to 3 sponsors)**
 - 10hr balloon sculpture at business/event
 - Can be exchanged for additional barrier
and fence decals
 - 2x Barrier Decal
 - 2x Fence Decal
 - Logo on Event T-Shirt
 - Mention on website
 - 5 social media shoutouts
 - Mention in radio ad
 - Logo in TV ad
 - 5 live shoutouts at event
 - Booth at event
- 7. Presenting Sponsor - \$10000 (only 1 sponsor)**
 - Naming rights to SoapBox Derby, including
name on sponsorship packet
 - 20hr balloon Masterpiece at business/event
 - Can be exchanged for additional barrier
and fence decals
 - 4x Barrier Decal
 - 3x Fence Decal
 - Logo on Event T-Shirt
 - Mention on website
 - Social media shoutouts
 - Mention in radio ad
 - Logo in TV ad
 - 6 live shoutouts at event
 - Booth at event
- 8. Custom Sponsorships Available**

Sponsorship Levels Breakdown

Sponsorship inclusion	Water Barrier	Fence Barrier	Balloon	Website Mention	Social Media Shoutouts	Live Shoutouts	Logo on T Shirt	Booth at event	Radio Ad	TV Ad
Water Barrier	1	0	No							
Fence Barrier	0	1	No							
Race Day	1	0	2 hr		1	2				
Finish Line Base Plan	1	1	4 hr	1	2	3	Yes			
Finish Line Exchange 1	2	1	No	1	2	3	Yes			
Finish Line Exchange 2	2	1	No	1	2	3	Yes			
Entertainment Base Plan	2	1	6 hr	1	3	4	Yes	Yes		
Entertainment Exchange 1	4	1	No	1	3	4	Yes	Yes		
Entertainment Exchange 2	2	2	No	1	3	4	Yes	Yes		
United Base Plan	2	2	10 hr	1	4	5	Yes	Yes	Yes	Yes
United Exchange 1	6	2	No	1	4	5	Yes	Yes	Yes	Yes
United Exchange 2	0	4	No	1	4	5	Yes	Yes	Yes	Yes
Presenting Base Plan	4	3	20 hr	1	5	6	Yes	Yes	Yes	Yes
Presenting Exchange 1	9	3	No	1	5	6	Yes	Yes	Yes	Yes
Presenting Exchange 2	4	6	No	1	5	6	Yes	Yes	Yes	Yes
Custom										

Balloons Available

Septemberfest will include “Galactic” themed balloons on display throughout the walking mall. By sponsoring a balloon sculpture your company can add one of the following designs to the collection. Each sponsor will be recognized with a “sculpture sponsored by” sign in front of the sculpture. Size/Complexity of sculptures varies according to sponsorship level.

Alf	Xenomorph (Aliens)	U.F.O	Crop Circle	Groot
Predator	Men in Black	Moon Landing	Sun and Moon	Alien Abduction
Rocket Raccoon	Superman	The Jetsons	Toy Story Alien	Rocket Launch
Spock	Kang and Kodos (Simpsons)	Space Jam	Stitch	Astronaut
Roger (American Dad)	Classic Alien	Marvin the Martian	Yoda	Solar System

Be a part of Helena SeptemberFest history!

For the next 3 years - Your business logo, a memorial message, or other tribute can be on one of the barriers that line the racecourse for the soapbox derby.

These barriers will also be available to other events around the state, so your message will not only get noticed at the soapbox derby each year, but also at other wonderful events that take place in our community.

***Availability to get more than one water barrier or event fencing sponsorship.**

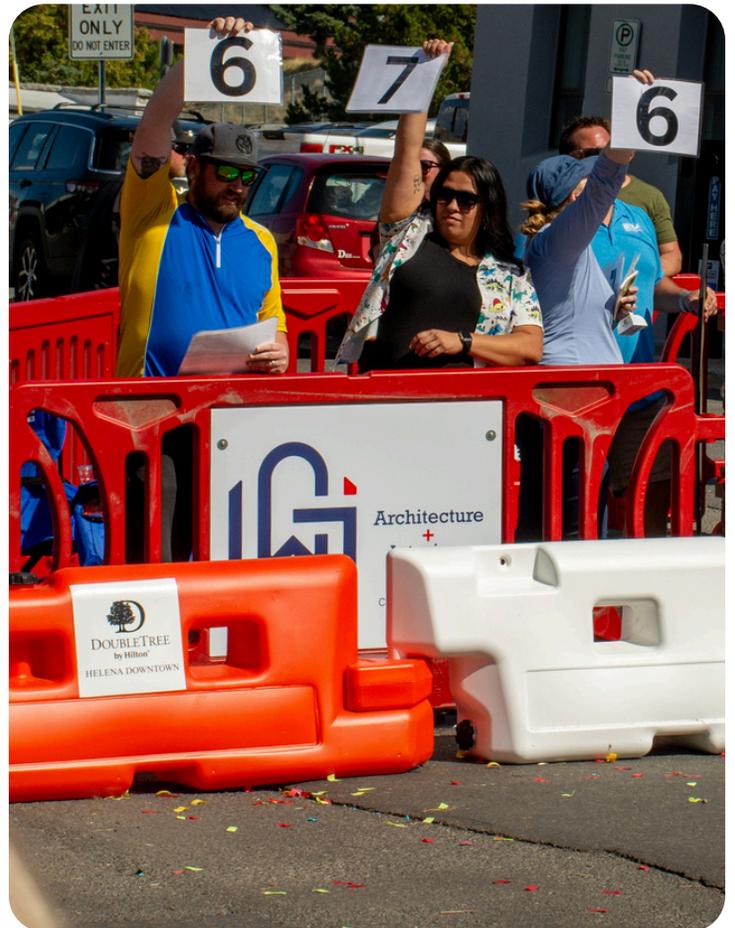
***Due date for sponsorship is August 15th, 2026**

Water barrier advertisement measurements: 1' x 1'
Event fencing advertisement measurements: 36" x 28.5"

Water Barrier Sponsor: \$125



Event Fencing Sponsor: \$350



United for Our Community - Business Kickback Fundraiser Sept 6-13, 2026

Partner with SeptemberFest and United Way of the Lewis and Clark Area to make a difference!

From September 6-13 (or just the weekend of SeptemberFest) local businesses are invited to create a unique promotion or limited-time product/service—and donate 10% of proceeds from that campaign or create a drink, dish or dessert that can contribute \$1 per item to support United Way of the Lewis and Clark Area and our nonprofit partners.

How It Works:

Run a Special Promotion - This could be a featured menu item, bundled service, discounted package, or a new product exclusive to this campaign.

Be Featured - Participating businesses will be highlighted across our campaign marketing, including social media shoutouts, press releases, and on our event website!

Why Participate?

Your involvement directly funds local programs that fight hunger, provide mental health resources, offer housing assistance, and support early childhood education. Every sale you make helps change lives right here in our community.

Ready to Join?

We will provide:

Promotional materials (window clings, flyers, digital graphics)

A digital toolkit to spread the word

Recognition throughout the campaign and at our celebration event

Let's unite Helena for a stronger, healthier community—United is the Way.

Company Name: _____

Company Contact First & Last Name: _____

Phone: _____

Email: _____

Sponsorship Level (Please circle one):

- | | | | |
|--------------------------|------------------------|-------------------------|--------------------------|
| Water Barrier | Fence Barrier | Race Day | Finish Line Base Plan |
| Finish Line Exchange 1 | Finish Line Exchange 2 | Entertainment Base Plan | Entertainment Exchange 1 |
| Entertainment Exchange 2 | United Base Plan | United Exchange 1 | United Exchange 2 |
| Presenting Base Plan | Presenting Exchange 1 | Presenting Exchange 2 | |

Please send checks to: United Way of the Lewis and Clark Area (Memo: Sept Fest) |
75 E. Lyndale Ave | Helena, MT 59601

Make Payments online to: unitedwaylca.org/donate → Make a Gift → Click "One Time Donation" →
Click "I would like to designate this donation" → Click "SeptemberFest 2026" in "Type of Donation"
dropdown menu

Please send company logo and a short company description to: info@unitedwaylca.org

