

Presented by: **Howard Freeman**  
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# The Number 1 Thing to do in NJ The QuickChek NJ Festival of Ballooning



Joe Whall, Senior VP  
Director of Client &  
Community Relations - PNC



“Our sponsorship of The QuickChek NJ Festival of Ballooning in Association with PNC Bank offers PNC an excellent opportunity to connect with the community. This can be seen in the traffic at our PNC Grow Up Great exhibit and through events that take place leading up to the festival. It also provides significant branding and media visibility. We are able to showcase the PNC Virtual Wallet display and offer our ATMs at the festival. Each year, the team behind the festival is committed to making the experience – for the community and sponsors alike – more memorable and enjoyable than ever.”



Event Marketers Magazine, a national authority on event marketing and sponsorship opportunities, has noted The QuickChek New Jersey Festival of Ballooning as a valuable property to sponsor for its long term impression potential and its ability to create comprehensive, focused exposure to the NYC Metro & surrounding regions.



Dean Durling-Owner, QuickChek

“ The QuickChek NJ Festival of Ballooning is our #1 branding event with millions of media impressions throughout our market...our top team-building event with over 500 team members and their families pitching in ... and a great sampling event...we dazzle our guests with 2 1/2 days of fun and excitement !”



AMERICAN BUS ASSOCIATION

Representing the motorcoach, tour and travel industry

The QuickChek New Jersey Festival of Ballooning was rated one of the Top 100 Events and Festivals by ABA (American Bus Association) for Group Events in the United States six times – most recently in 2013!



# Concerts



The QuickChek NJ Festival of Ballooning is proud to present...

QuickChek New Jersey  
**FESTIVAL OF BALLOONING**  
IN ASSOCIATION WITH PNC BANK  
**PNC BANK Presents**

**Don Felder**  
AN EVENING AT THE HOTEL CALIFORNIA

In Association With  
**MAGIC 88.3**  
NEW YORK'S CLASSIC ROCK

**Friday, July 24th, 8pm**  
**VIP Blue Sky Club**

SECTION	ROW	SEAT
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QuickChek New Jersey  
**FESTIVAL OF BALLOONING**  
IN ASSOCIATION WITH PNC BANK  
**New Jersey Lottery Presents**

**KINO**

In Association With  
**Q101.3**  
NEW YORK'S CLASSIC ROCK

**Saturday, July 25th, 8pm**  
**VIP Blue Sky Club**

SECTION	ROW	SEAT
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# Concerts

## Sunday



QuickChek New Jersey  
**FESTIVAL OF BALLOONING**  
IN ASSOCIATION WITH PNC BANK

**WHEELS OF SOUL 2015 SUMMER TOUR**  
**TEDESCHI TRUCKS BAND**  
**SHARON JONES AND THE DAP-KINGS**  
WITH SPECIAL GUEST **DOYLE BRAMHALL II**

In Association with **NEW JERSEY 101.5**

**Sunday, July 26th, 1:30-6pm**

**VIP Blue Sky Club**

SECTION	ROW	SEAT
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# Teen Sensation Concert




The QuickChek NJ Festival of Ballooning  
is proud to present...

Saturday Afternoon



Sabrina comes to the Festival as the hottest Disney star at the moment as she plays the role of Maya Hart on Disney Channel's "Girl Meets World." On top of acting, Sabrina has brought her wonderful voice and pop act to the music industry. She released her debut EP last year with the hit single, "Can't Blame a Girl for Trying." Her Festival concert will bring ear-to-ear smiles to the tweens and teens in attendance!





## QuickChek NJ Festival of Ballooning Overview

- Over 165,000 Attendees
- 100+ Hot Air Balloons
- Concerts featuring Grammy Winning Artists
- Fireworks
- Kids Fun Area
- Interactive Displays
- 5k Running with the Balloons
- Sunrise Yoga
- Jazzercise
- Zumba
- Carnival Rides
- Hot Air Balloon Rides
- Hospitality Area
- Balloon Glow





## More than just Hot Air.... Why people stay 7.5 Hours



The Festival is so much more than just the largest summertime collection of hot-air balloons in the country and offers a full weekends worth of family entertainment:

- **Premier Concerts - past performers have included:**
  - America
  - Blues Traveler
  - Joan Jett & The Blackhearts
  - Brett Michaels
  - Three Doors Down
  - R5 Featuring Ross Lynch
  - Reo Speedwagon
  - The Jonas Bros.
  - Smokey Robinson
  - Hall & Oates
  - Eddie Money
  - Demi Lovato
  - Meat Loaf
  - Rick Springfield
  - Barenaked Ladies
  - Kool and the Gang
  - The Beach Boys
  - The Doobie Bros.
- **Kid's Club Hot-Air Balloon Experience** Hundreds of exhibitors
- **Magic Shows & Family concerts** Carnival Rides & Inflatables

# Who Goes to a Hot Air Balloon Festival ?



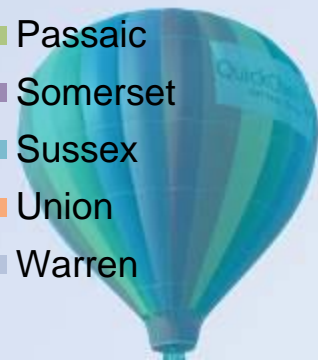
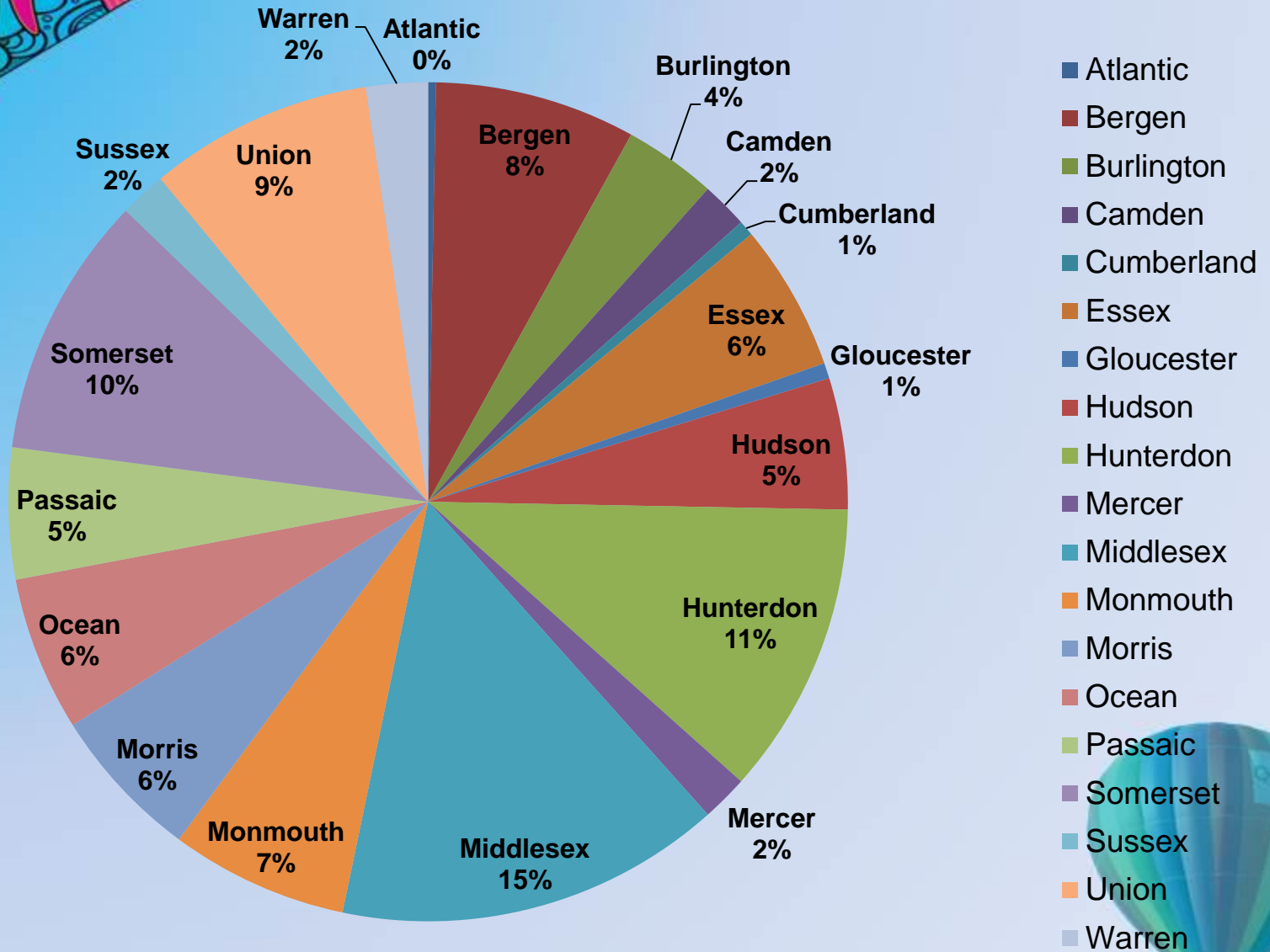
## Demographics

- Attendance – 165,000
- 54% Female
- 85% Families with Children
- Average Stay 7.5 hours
- 39% of Attendee HHI >\$100,000+
- 74 % Own a home





# NJ COUNTIES



# **Charitable Contributions: Over \$2.4 Million Raised To Date!**



**The QuickChek New Jersey Festival of Ballooning takes pride in working with a large number of local, regional and national non-profit groups.**

**Children's Miracle Network (CMN) and The QuickChek New Jersey Festival of Ballooning joined forces for the 22nd consecutive year to raise money and awareness for the prominent national charity. The special relationship between CMN and the Festival directly benefits worthy organizations such as the Children's Specialized Hospital and the network of hospitals they support. This year, the Festival was recognized for their charitable work by being named a finalist for the Great Oak Awards!**

**Additionally, the Festival served as a fund-raising mechanism to area non-profit organizations, school based groups and religious groups. Here are some of the groups who benefitted from performing various functions at the Festival over the past few years:**

**Agape  
Wild Hogs**

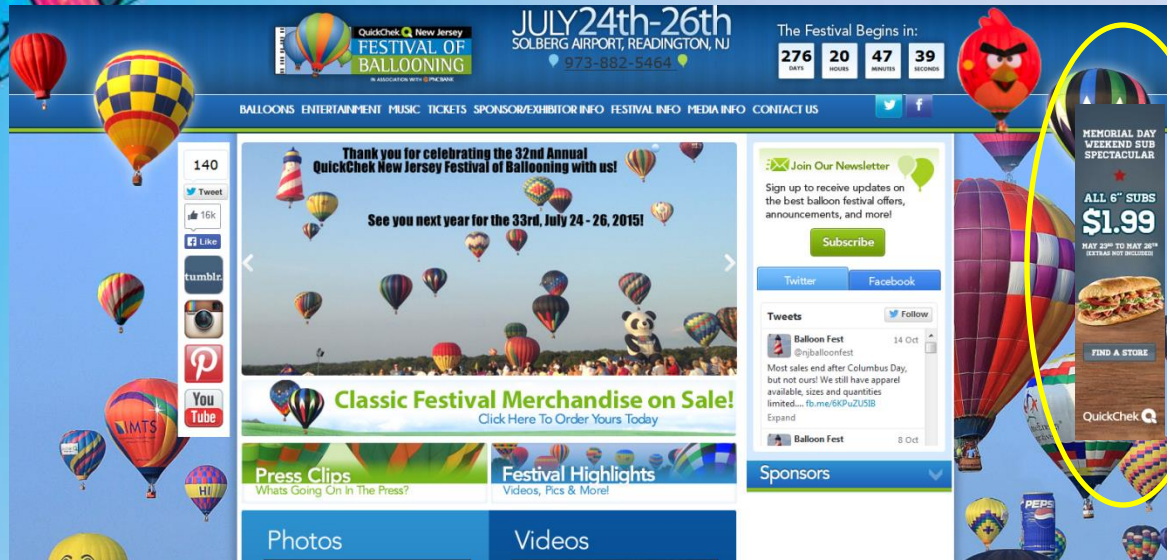
**United Harley Riders of Central NJ  
Boy Scouts of America Troop 1776  
Somerset Health Care Foundation  
Readington Volunteer Fire Company  
Whitehouse Volunteer Fire Company  
Whitehouse First Aid and Rescue Squad  
Readington Township Community  
Emergency Response Team**

**Navy Ball  
Raritan PBA**

**Rockland Band Boosters  
Hogar Central International  
Somerset County 4H Alpaca Club  
Kiwanis of North Hunterdon  
New Jersey Civil Air Patrol  
Knights of Columbus Hunterdon County  
Somerville High School Music Band Boosters  
Center for Educational Advancement**



# Digital Assets



265,600+ Unique Visitors Throughout 2014



16,500+ Likes



2,600+ Followers



81,000+ Email Blast  
Subscribers

# 2015 Sponsors



## 2015 Sponsors

- QuickChek
- PNC Financial
- Horizon BCBSNJ
- Advil
- Verizon
- NRG
- Jadot Wines
- Geico
- Pepsi
- Frito-Lay
- Mars
- Coca-Cola
- And More!!



# 2015 Marquee Sponsors



## 2015 Marquee Sponsors

- Renewal By Anderson
- ADT Security
- Mid-Atlantic Waterproofing
- Gutter Helmet
- Cutco
- Power Home Remodeling
- National Pool and Spas
- AST Security
- Kitchen Magic
- Pelican Pools
- Leaf Filter
- Select Comfort
- Many more...



## On-Site Activation Benefits

- ❖ **Build Your Email Database**
  - ❖ **Distribute Coupons**
  - ❖ **Generate Leads**
  - ❖ **Educate Guests**
- ❖ **Interact With Patrons**
  - ❖ **Give Away Prizes**
  - ❖ **Sample Products**
  - ❖ **Direct Sales**





**The 33<sup>rd</sup> Annual QuickChek New Jersey Festival of Ballooning offers companies one of the most unique marketing opportunities in the NY, NJ, PA media market. The Festival gets more press than any event in the area because it is the “feel good” event of the year, and we pass on the exposure to our partners.**

***The sky is the limit* with regard to what we can create for our partners and we would be happy to work with you to make sure a program is designed to achieve your specific objectives.**

**See you July 24, 25 and 26, 2015  
Solberg Airport, Readington, NJ**

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