

The QuickChek NJ Festival of Ballooning 2016 Overview



Presented by: **Howard Freeman**
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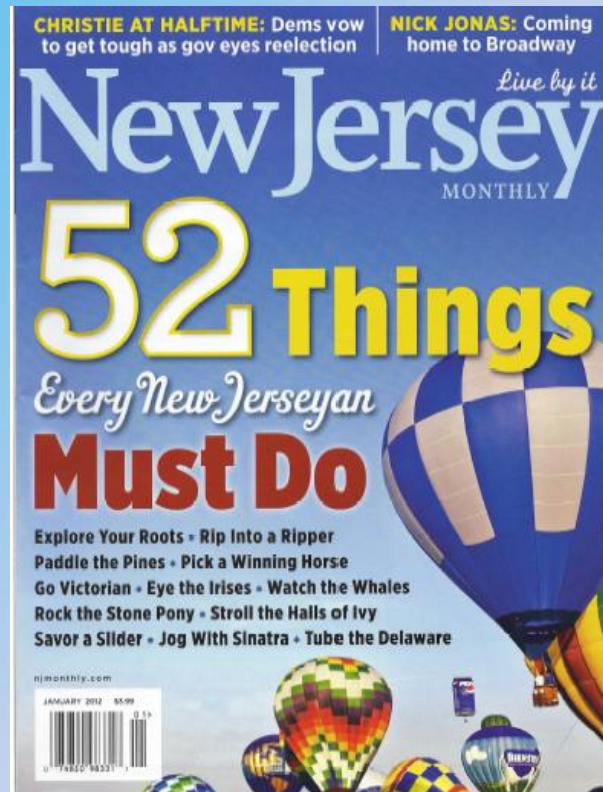
Dean Durling-Owner, QuickChek

“ 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 !”



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!

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.



QuickChek NJ Festival of Ballooning Festival Overview

- **Over 175,000 Attendees – Interact, Sell, Sample, etc.**
- **100+ Hot Air Balloons – Branding Opportunities Available**
- **Concerts featuring Grammy Winning Artists – Branding, Ticket Contests, Client Entertainment, & Employee Hospitality**
- **Fireworks**
- **JCP&L Family Fun Area**
- **Interactive Displays**
- **5k Running with the Balloons – Corporate Teams & Branding**
- **Sunrise Yoga**
- **Carnival Rides**
- **Hot Air Balloon Rides**
- **Hospitality Area – Client Entertainment & Employee Hospitality**
- **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:**
 - Tedeschi Trucks Band
 - Kansas
 - Meat Loaf
 - Barenaked Ladies
 - The Beach Boys
 - 3 Doors Down
 - Joan Jett & The Blackhearts
 - Smokey Robinson
 - R5 featuring Ross Lynch
 - The Jonas Bros.
 - Sabrina Carpenter
 - Demi Lovato
 - Kool and the Gang
 - The Doobie Bros
- Kid's Club Hot-Air Balloon Experience
- Magic Shows & Family Concerts
- Hundreds of Exhibitors
- Carnival Rides & Inflatables



Who Goes to a Hot Air Balloon Festival ?



Demographics

- Attendance – 175,000
- 54% Female
- 85% Families with Children
- Average Stay 7.5 hours
- 39% of Attendee HHI >\$100,000+
- 74 % Own a home



Balloons

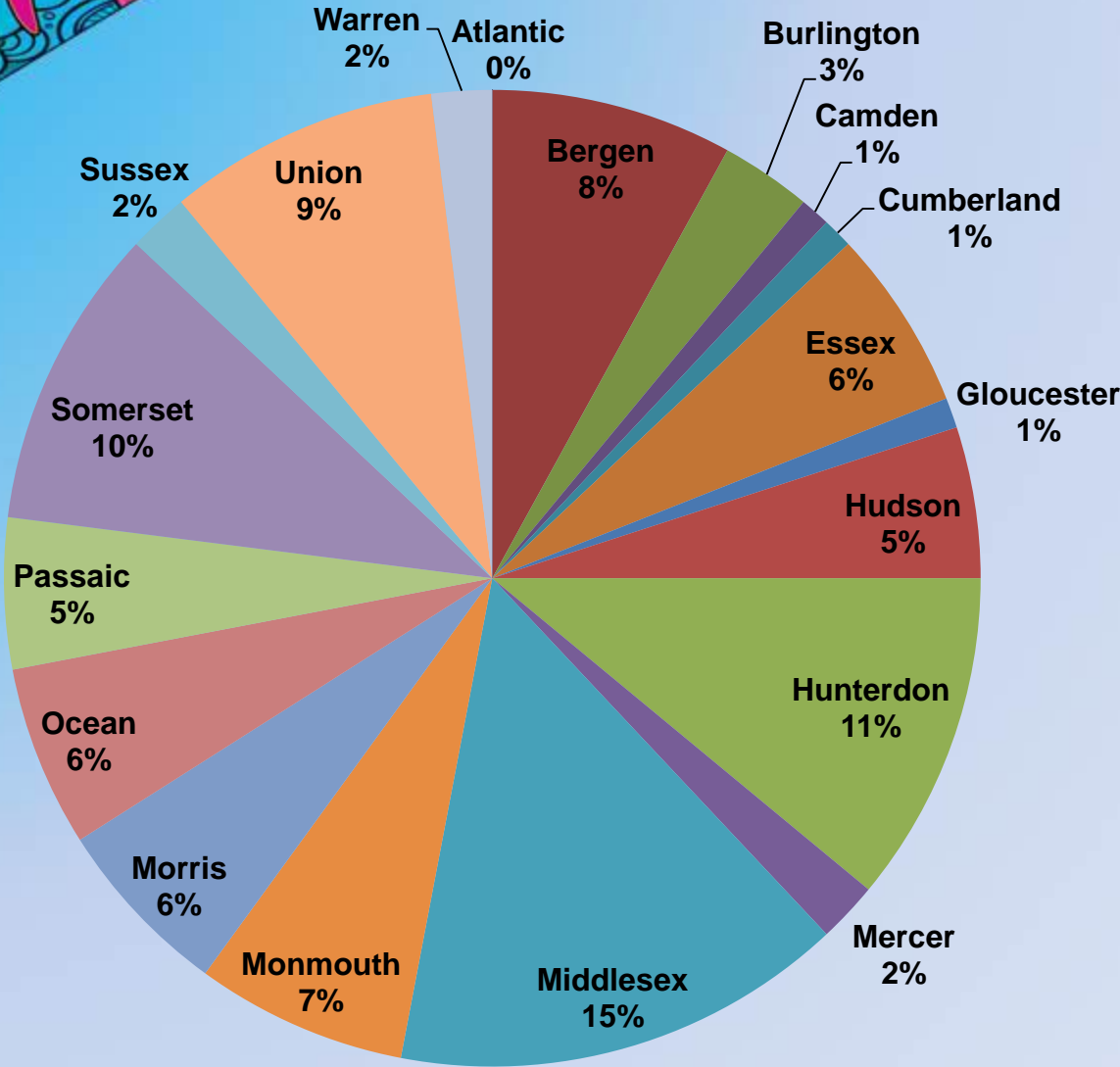


The QuickChek NJ Festival of Ballooning is the largest summertime hot-air balloon and music festival in North America and one of the largest festivals of any kind in New Jersey and New York and Philadelphia metro regions.

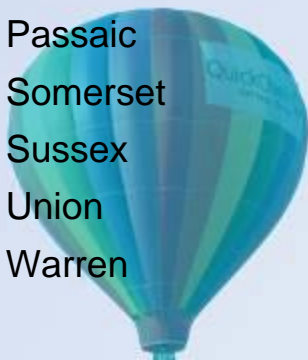
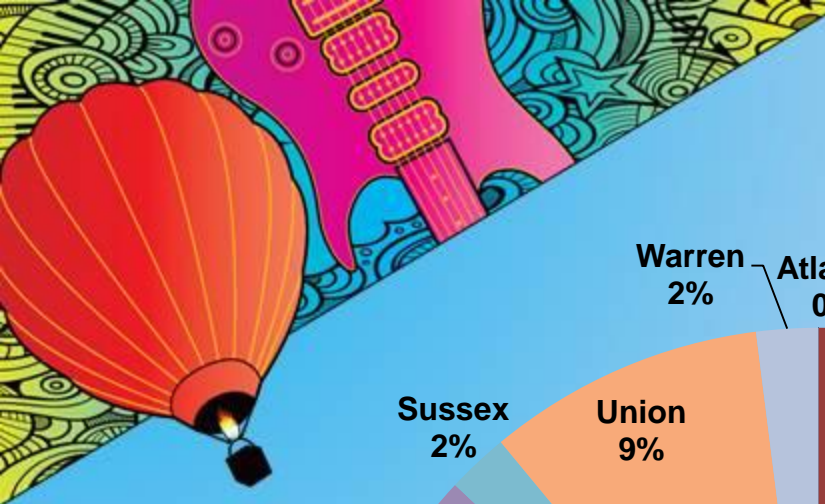
The stars of the festival are the over 100 hot-air balloons of all sizes, shapes and colors that fill the skies throughout the weekend!

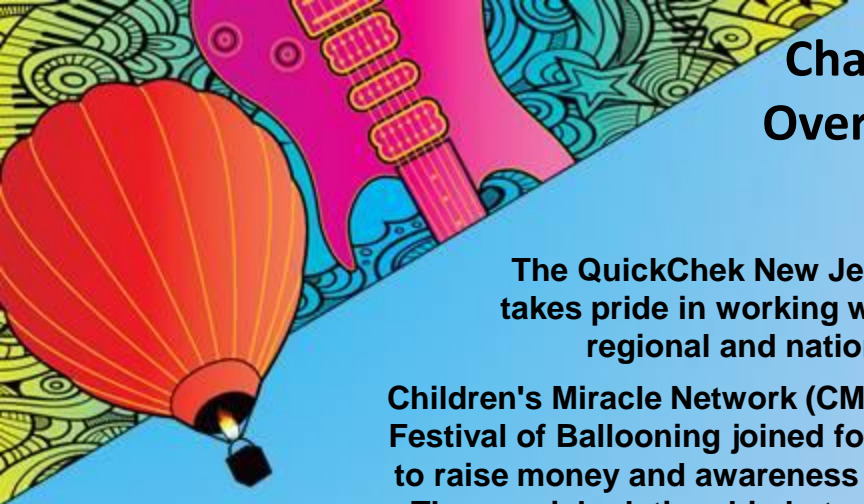


NJ COUNTIES



- Atlantic
- Bergen
- Burlington
- Camden
- Cumberland
- Essex
- Gloucester
- Hudson
- Hunterdon
- Mercer
- Middlesex
- Monmouth
- Morris
- Ocean
- Passaic
- Somerset
- Sussex
- Union
- Warren





Charitable Contributions: Over \$2.5 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:

- Readington Volunteer Fire Company
- Whitehouse Volunteer Fire Company
- Whitehouse First Aid and Rescue Squad
- Readington Township Community Emergency Response Team
- Kiwanis of North Hunterdon
- New Jersey Civil Air Patrol
- Knights of Columbus Hunterdon County
- Somerville High School Music Band Boosters
- Center for Educational Advancement

- United Harley Riders of Central NJ
- Boy Scouts of America Troop 1776
- Raritan PBA
- Agape
- Wild Hogs

- Somerset Health Care Foundation
- Navy Ball
- Rockland Band Boosters
- Hogar Central International
- Somerset County 4H Alpaca Club



Digital Assets

QuickChek New Jersey FESTIVAL OF BALLOONING

JULY 24th-26th SOLBERG AIRPORT, READINGTON, NJ 973-882-5464

The Festival Begins in: 276 DAYS 20 HOURS 47 MINUTES 39 SECONDS

Balloons Entertainment Music Tickets Sponsor/Exhibitor Info Festival Info Media Info Contact Us

Thank you for celebrating the 32nd Annual QuickChek New Jersey Festival of Ballooning with us! See you next year for the 33rd, July 24 - 26, 2015!

Classic Festival Merchandise on Sale! Click Here To Order Yours Today

Join Our Newsletter Sign up to receive updates on the best balloon festival offers, announcements, and more!

Subscribe

Memorial Day Weekend Sub Spectacular ALL 6" SUBS \$1.99 MAY 22nd TO MAY 26th (EXTRA 10% OFF)

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Tweets @nballoonfest 14 Oct

Most sales end after Columbus Day, but not ours! We still have apparel available, sizes and quantities limited.... fb.me/6KPuZU5IB

Expand

Sponsors

Press Clips Whats Going On in The Press? Festival Highlights Videos, Pics & More!

Photos Videos

265,600+ Unique Visitors Throughout 2014

facebook

Quick Chek NJ Festival of Ballooning Community

16,570 Likes

Most sales end after Columbus Day, but not ours! We still have apparel available, sizes and quantities limited. Get your Balloon Festival merchandise today!

balloonfestival.com.sanmedia.com

QuickChek New Jersey Festival of Ballooning Apparel T-shirts are as low as \$10 each, or 1 for \$20. Hood Shirts are \$15, or 1 for \$20. A shipping and handling. Email information@balloonfestival.com with a contact number or call 973-882-9414 to place your order.

21,400+ Likes

Balloon Fest @nballoonfest

The QuickChek New Jersey Festival of Ballooning is the largest summertime hot air balloon and music festival in North America!!! July 24th - 27th, 2014

Readington, NJ

balloonfestival.com

Tweets Tweets & replies Photos & videos

Don't miss any updates from Balloon Fest

Full name

Email

Password

Sign up for Twitter

Tweets @nballoonfest Oct 14

Most sales end after Columbus Day, but not ours! We still have apparel available, sizes and quantities limited.... fb.me/6KPuZU5IB

2,900+ Followers

Welcome to the 32nd Annual QuickChek New Jersey Festival of Ballooning!

39 hours of family fun are coming your way, and we have some last minute reminders before you join us for the party!

Check our [daily schedules](#) so you know what you can't miss: Balloon ascensions, concerts, a high dive show, a 5k and more!

Get familiar with the grounds ahead of time with a [festival map!](#)

Visit [balloonfestival.com](#) or call 1-800-HOT-AIR-9 for all festival information and to order tickets, or stop at your local QuickChek store to get your general admission tickets!

And most importantly, come ready for a weekend full of fun!

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55,000+ Email Blast Subscribers

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 34th 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 29, 30, and 31, 2016
Solberg Airport, Readington, NJ**

**Howard Freeman
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