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Balloon festival names director of corporate partnership

By Emily Bader

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The [QuickChek New Jersey Festival of Ballooning](#), a hot air balloon and music festival, announced Friday it has named Linda D'Adamo as its new director of corporate partnerships.

D'Adamo will join Randy Lauwasser, the festival's group director of corporate development, to head marketing, sponsorship and partnership efforts for the festival and for its annual [Rock, Ribs & Ridges](#) music and food festival.

The balloon festival features up to 100 sport and special shaped hot air balloons from around the world, has a live concert series, food, exhibits, entertainment and more. It launches July 26-28, 2019 at the Solberg Airport in Readington.

The rock and ribs festival features music with barbecue and craft beers. It launches June 29-30, 2019 at the Sussex County Fairgrounds in Augusta.

D'Adamo has more than 20 years of experience in media and advertising, most recently working in ad sales for the New York Daily News and as a senior market strategist with Visual Merchandising & Store Design. She previously spent 10 years at Adweek magazine.