



December 2, 2010

Dear Pilot:

It's time to start filling in your 2011 event calendar, and we hope you will again make us a part of your summer plans:

The 29th Annual Quick Chek New Jersey Festival of Ballooning
July 29 – 31, 2011
Solberg Airport – Readington, New Jersey

The Quick Chek New Jersey Festival is a three-day hot air balloon festival framed with major concert entertainment. Our 2010 concert lineup was overall our most popular ever, featuring Air Supply, Emily Osment, George Thorogood and Rick Springfield. In addition to another stellar collection of nationally-known musical artists, we are also currently working on the other fun stuff - 5K Run, Zumba demonstration, fireworks, non-stop family entertainment, lots of interactive displays and exhibits, etc. All in search of another festival that is "bigger and better" than the last.

As our valued pilots, you know the drill: the balloon-related activities will again include five (5) scheduled mass ascensions over three (3) days, as well as a Saturday evening balloon glow. Pilot amenities include propane, a complimentary pilot hotel room (for pilots traveling over thirty [30] miles), pre-flight meals for pilots and crew, a Friday evening Pilot/Sponsor party, pilot gifts, prize money for Hare & Hound at every mass ascension and hopefully a healthy dose of paying passengers (including tethers). In fact, in 2010 we set an all-time record for advance balloon rides, with a total of 467 pre-sold reservations!

We will again blanket the New Jersey, New York and Pennsylvania region with an extensive media campaign, including TV, radio, newspapers and magazines, outdoor billboards, direct mail, Internet, public relations, and other niche marketing opportunities. We are proud to have showcased special shapes and corporate balloons such as Energizer Bunny, RE/Max, Continental Airlines, Target, Children's Miracle Network, Pepsi, United Van Lines, Beemster Cheese, and AT&T in major newspapers and major television networks including WNBC, WCBS, WPIX, FOX 5, WMBC, The New York Times, and USA Today. We expect the same great coverage again this year.

As you rush to complete your application and get it submitted before Ted O'Hara, please take a few minutes to note the following:

- Once again, we will not ask you to submit a deposit. Instead, please provide us with a credit card number to hold your spot. **YOUR CARD WILL NOT BE CHARGED** unless you cancel within two (2) weeks of the festival, fail to fulfill your sponsor ride obligation or fail to adhere to festival guidelines, and even then, **WILL NOT BE CHARGED WITHOUT SPEAKING WITH YOU FIRST**. Should any one of those occur, your card may be charged for your hotel room costs and/or propane used, with the charges **NOT TO EXCEED \$200**. If you have any questions about this policy, please don't hesitate to call or send an email.
- Upon receipt of your application in the festival offices, you will be assigned a pilot number. This number will be your place in line for rides. Therefore, **the first application received will be the first in line to be assigned passengers**. Registering early will secure your place in the front of the line!

- All pilots not requiring a hotel room (i.e., those within thirty (30) miles of the festival) will once again have their sponsor ride obligation reduced from two (2) to one (1).
- Once your application is received, you will be sent an email confirmation. Should you not receive an email within three (3) business days of submitting your application, please call or email to verify that we received it.
- Most communication in advance of the festival will be via email, so please be sure to provide an accurate email address that is updated as necessary.
- We are pleased to have Robin and Ken Loesser returning as our Balloon Ride Operator, and Larry Konash as our Balloonmeister and Waiver Holder. Please cooperate with their instructions, as Robin and Larry keep a “Naughty/Nice” list just like Santa.
- We are in the process of again securing hotel rooms in a variety of first-class properties in the area. We will keep in mind getting an attractive rate for crew rooms. Let us know your crew room needs, and we will work hard to accommodate your requests.

To secure a spot in the 2011 Quick Chek New Jersey Festival of Ballooning, please fill out the attached application and pilot information sheet, and send them back to the festival office along with a copy of your insurance and a photo of your balloon. If you are flying the same balloon as in 2010, feel free to note that on the application. And if we don't have the picture of that balloon on file we will let you know.

Don't hesitate to contact us with any questions, comments, concerns and suggestions; your feedback is very important to the success of our event! For more information, check out our website at www.balloonfestival.com. Feel free to reach us by phone at (973) 882-5464, fax at (973) 882-7961 or email at anna@balloonfestival.com or kstaats@balloonfestival.com.

Best wishes for a safe and happy Holiday Season.

Gentle Breezes and Soft Landings,

Anna Hauptmann
Festival Director
Quick Chek New Jersey Festival of Ballooning
(973) 882-5464 EXT. 11
(973) 882-7961 (FAX)

Ken Staats
VP, Operations
Quick Chek New Jersey Festival of Ballooning
(973) 882-5464 EXT. 13
(973) 882-7961 (FAX)

2011 PILOT APPLICATION

QUICK CHEK NEW JERSEY FESTIVAL OF BALLOONING Solberg Airport – Readington, NJ: July 29 - 31, 2011

PLEASE FILL OUT ALL SECTIONS COMPLETELY AND CLEARLY!

2011 PILOT INFORMATION				
Pilot 1		Pilot 2 (if needed)		
Last Name, First Name:		Last Name, First Name:		
Address:		Address:		
City/State/Zip:		City/State/Zip:		
Home Phone:		Home Phone:		
Work Phone:		Work Phone:		
Cell Phone:		Cell Phone:		
Email:		Email:		
Pilot Cert. #:	<input type="checkbox"/> Private <input type="checkbox"/> Commercial	Pilot Cert. #:	<input type="checkbox"/> Private <input type="checkbox"/> Commercial	
Total PIC Hours: (**Must be a minimum of 100**)	BFR Due:	Total PIC Hours: (**Must be a minimum of 100**)	BFR Due:	
BALLOON INFORMATION				
Balloon Name:	Owner:	Amt. Of Passenger Weight:		Hours:
Make:	Model:	Year:	Size:	N Number:
<input type="checkbox"/> Sport <input type="checkbox"/> Shape <input type="checkbox"/> Corporate	If shape or corporate, describe: To register a corporate balloon, please contact Anna Hauptmann at (973) 882-5464. Corporate balloon sponsorship fees may apply.			
INSURANCE INFORMATION				
Name(s) of Insured(s) on policy:		Insurance Company:		
Does your insurance cover paying passengers? <input type="checkbox"/> Yes If yes, how many? <input type="checkbox"/> No		All balloons must have an insurance policy which is in effect during the weekend of the festival. Prior to your arrival, please forward a copy of your policy which must show that it is current for the weekend of the event. Please note that we will NOT be asking you to add any additional insureds to your insurance policy.		

HOTEL ACCOMMODATIONS

Pilots traveling over thirty (30) miles will receive **one (1)** complimentary room for Friday and Saturday nights. Please let us know if you will fly Sunday evening so we can extend your reservation to include Sunday night. Corporate balloons, shapes, and those balloons invited to fly in the Friday morning media event may check in on Thursday. If you would like to purchase additional rooms at a discounted festival rate, please fill out the additional room section and you will be contacted with rate info. Please note, hotel rooms are booked on a first-come, first-served basis.

For our local pilots (pilots living less than thirty [30] miles from the festival), in lieu of a hotel room, we will reduce the obligation to fly sponsors from two (2) to one (1).

Complimentary Room:		Number of additional rooms:	
Day of Check In:		Day of Check In:	
Day of Check Out:		Day of Check Out:	
<input type="checkbox"/> King <input type="checkbox"/> Double/Double	<input type="checkbox"/> Smoking <input type="checkbox"/> Non-Smoking	<input type="checkbox"/> King <input type="checkbox"/> Double/Double	<input type="checkbox"/> Smoking <input type="checkbox"/> Non-Smoking
Credit card number: <small>(for reservation purposes, and for incidental charges)</small>		Credit card number: <small>(this card will be charged)</small>	
Exp Date:	Security Code: <small>(3 digits on back)</small>	Exp Date:	Security Code: <small>(3 digits on back)</small>
Name on card:		Name on card:	

Please reserve my additional room(s) in the following name(s):

PARTICIPATION INFORMATION

Media Flight: The Friday morning media event is exclusive to corporate balloons and shapes. If a non-corporate pilot is interested in participating, please let us know. We will be accepting a limited number of non-corporate balloons and will notify you in advance if you are needed to fly in the media event. Pilots who carry media personnel will not receive compensation for those passengers, nor does participation in the media flight reduce your sponsor ride obligation.

- I do not wish to participate in the Friday AM media flight
 Yes, I would like to participate in the Friday AM media flight and can carry ____ media passengers.

Are you willing to carry an envelope banner? <input type="checkbox"/> Yes, please indicate exact size <input type="checkbox"/> No _____ high X _____ wide	Do you need additional local crew? <input type="checkbox"/> Yes, how many? <input type="checkbox"/> No
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Please indicate specific crew requests, if applicable:

Credit Card Deposit: Please provide credit card info to hold your spot at the festival. **YOUR CARD WILL NOT BE CHARGED UNTIL AFTER THE EVENT, AND ONLY IF NECESSARY.** See next page for details.

Credit card number:	Exp. Date	Security Code:
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Please email an updated picture of your balloon in flight to anna@balloonfestival.com. A digital picture is preferred. Even if you submitted a picture in 2010, we would still like an updated picture.

REGISTRATION INFORMATION – PLEASE READ

**Solberg Airport
Readington, NJ: July 29 - 31, 2011**

- Friday morning media flight + 5 scheduled ascensions (Friday PM – Sunday PM)
- \$155 per paying passenger for AM flights; \$170 per paying passenger for PM flights
- Prize money for Hare & Hound at every mass ascension
- Propane provided – come full, leave full
- Hotel provided for pilots traveling over thirty (30) miles
- Pilot gift pack
- Pre-launch meals for pilots and crew
- Friday evening pilot party following launch

Please complete one registration form per balloon. Two pilot sections are provided in the event that a second pilot is assigned to fly the balloon that you registered. In this case, please complete the second part of the form (Pilot 2). Please note, all pilot amenities (hotel room, gift pack, etc) are for the primary pilot only.

Hours needed to participate are 100 hours!

Non-Corporate Pilot Credit Card Deposit: Each registered non-corporate balloon is required to provide a credit card number to hold your spot in the event. **YOUR CARD WILL NOT BE CHARGED** unless you cancel within two (2) weeks of the festival, fail to fulfill your sponsor ride obligation or fail to adhere to festival guidelines. Should any one of those occur, your card may be charged for your hotel room costs and/or propane used **NOT TO EXCEED \$200**. If you have any questions about this policy, please don't hesitate to call or send an email.

On-Site Registration: Registration will take place at Solberg Airport on Friday, July 29 from 3:00 pm – 5:00 pm. During registration, each pilot must have the following documents for inspection by the local FAA: **Pilot Certificate, Pilot Logbook, Current Biennial Flight Review, Current FAA Certificate of Airworthiness, Current FAA Certificate of Registration, Current Certificate of Insurance.**

Paying Passengers: All passenger rides and tether rides will be distributed through our ride operation tent. Should you solicit rides outside the system, you will be asked to leave the event. In addition, all compensation will be withheld and your hotel accommodations will be at your own expense. **All pilots** must check-in with our ride operation tent during registration.

Sponsor Rides: Non-corporate pilots are required to carry two (2) sponsors throughout the weekend (Friday PM – Sunday PM). Sponsor rides will be distributed through the ride operation tent ONLY. Should a pilot volunteer to carry an FAA member, event employee, etc. on their own, it will not be considered a sponsor ride, unless otherwise cleared by **Howard Freeman**. Please note, the festival reserves the right to withhold compensation should a pilot not fulfill his/her obligation with the festival. Local pilots (pilots living less than thirty [30] miles from the festival) will only be required to fly one (1) sponsor ride.

Banners: Pilots who carry an envelope banner will receive \$150 plus the chance to win an additional \$500. Banner gratuity is paid on completion of all successful flights, including Sunday PM. If you leave early or miss an ascension due to non-weather related circumstances, \$25 per missed flight will be deducted from your banner fee. Your willingness to carry a banner is greatly appreciated as we typically have 20-25 sponsor banners. Please indicate your exact banner capability on the application form. It is extremely important that banners fit perfectly!

Please mail, email, or fax all three (3) pages of application along with certificate of insurance, info sheet, and photo to:

Anna Hauptmann * Festival of Ballooning, Inc * 363 Route 46 West, Suite 200 * Fairfield, NJ * 07004

Phone: (973) 882-5464 * Fax: (973) 882-7961 * Email: anna@balloonfestival.com

For more event information, please feel free to visit our web site at www.balloonfestival.com.

I acknowledge that I have read and agree to the above-mentioned information:

Pilot Name:

Pilot 2 Name:

Signature:

Signature:

Date:

Date: