

QuickChek  New Jersey

# FESTIVAL OF BALLOONING

IN ASSOCIATION WITH  PNC BANK

## 2010 Festival Overview & Partnership Offerings



**The Quick Chek New Jersey Festival of Ballooning** is a very unique sponsorship opportunity available in this market, because of the magic of the balloons themselves.

**A successful hot air balloon ascension is a “home run”** in marketing terms because it will generate priceless marketing impacts for sponsors. The smiles of those in attendance, whether they are age 6 or 60, are the ultimate proof of this.

**There are five scheduled balloon ascensions during the festival, plus two additional “media-only” flights.**



**Special shaped balloons are the superstars** of any balloon festival. The festival secures the most popular and sought after balloons in the nation to ensure that people come back to the event year after year.



**The festival is one of New Jersey’s top summertime attractions** and over the past 27 years has grown to become the largest summertime balloon festival in North America.





Event Marketers Magazine, a national authority on event marketing and sponsorship opportunities, has noted the Quick Chek 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.



**property review**

**EM** gives events thumbs up or down based on its history, breadth, scalability of packages, and real

**Property:** New Jersey Festival of Ballooning

**Overview:** The largest annual summertime balloon festival in North America, hosts its 12th event in late July. Some 175,000 people (85 percent from NJ) turn out to see 125 hot air balloons, 20 of which are custom-shaped.

**Sponsors:** Quik Chek (title), Michelob

**The Event:** The balloons are the stars at this event, and attendees go crazy for the massive Ben & Jerry's ice cream cone flying by and the Energizer bunny drumming overhead. People snap photos of the branded monstrosities and hang 'em on the fridge all year long.

**Fan Base:** Family oriented

**Packages:** Corporate packages range from \$5,000 to \$100,000 and include everything from TV to radio tags to special supplements distributed by two Jersey newspapers. Manufacturing your own balloon will run a separate \$50k-\$100k.

**EM Says:** Typically, we don't see the activation value in smaller balloon festivals. But this one is huge, and if thousands of people may take your brand's picture and hang it on the mantle, there's

definite long-term in taking. The high costs from the Gads property totally worth who too often target and miss out on. Cumulative gra

**More info:** balloon

**Property:** Canine S

**Overview:** Follows explosive detection tremendous, but support the public, near Manhattan Explosive

**Sponsors:** None yet

**The Event:** These teams of one dog (Belgian Malinois) as the streets, taking risk public areas to left and sound. E

how Med Pac is to get gran to a

for each team. Based on a 40-hour work week you're looking at \$24,000 a month per team, or \$300,000 a month for all 15 pups. Five-inch sponsor logos will be affixed to the dog's protective




With over 175,000 annual attendees, "...this one is huge."

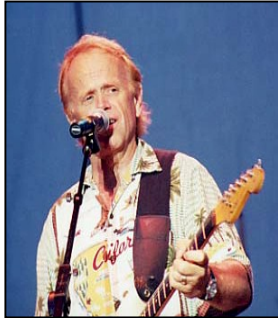
"The balloons are the stars at this event. People snap photos of the branded monstrosities and hang 'em on the fridge all year long."

Music is a very important component that achieves several important objectives:

- Our annual concert series allows us to secure substantial media support through alliances with radio, TV & print partners.
- It attracts niche groups of attendees and communicates with them via musical group websites, email lists and fan clubs.
- It “weather-proofs” the event by ensuring that our patrons get value for their entertainment dollar.

**The 2009 Quick Chek New Jersey Festival of Ballooning Featured:**

Al Jardine (former member of the Beach Boys) & The Endless Summer Band



Michael McDonald

Disney /ABC Family Star Meaghan Martin



**Kool & The Gang**

- Past performers include:
- The Beach Boys
  - Hall & Oates
  - KC & the Sunshine Band
  - Gin Blossoms
  - The Band
  - America
  - Doobie Brothers
  - Blues Traveler
  - Kenny Loggins
  - Peter Frampton
  - America
  - Charlie Daniels
  - Jonas Brothers
  - Demi Lovato

**Our armada of over 125 hot air balloons ascends at dawn, and again at dusk.**



**Sandwiched between the balloon ascensions is a non-stop lineup of family-oriented entertainment, interactive displays, and a huge variety of crafters, exhibitors and interactive attractions.**



**We have found that patrons at the festival stay an average of almost 8 hours per family which is a testament to the quality of entertainment that the event provides.**

**There's Something for Everyone!!!**

In scheduling our entertainment, we attempt to be the festival equivalent of “the greatest show on earth.” Toward that end, we plan the entertainment to attract “children of all ages” and reach a wide variety of demographic groups

**Everyone comes for balloons, but...**



**Fantastic Kids' Entertainment**

**The festival attracts families with small children** because of the fantastic kids' entertainment.

**The festival attracts families with teens** because of the contemporary concerts and interactive sports displays.

**The festival attracts “empty nest” families** because of the quality arts & crafts.

**The festival attracts the baby boomer crowd** because of the classic rock concerts. We believe this is a great opportunity for sales incentive programs and to entertain key customers.

**The festival attracts a “high household income” customer** with the *VIP Blue Sky Club*.

**The festival attracts the “Business to Business” customer** with the highly successful *Corporate Hospitality Village* where corporations entertain their clients, VIPs and employees.



**Quality Arts & Crafts**



**Corporate Hospitality Village**

## Our Patrons

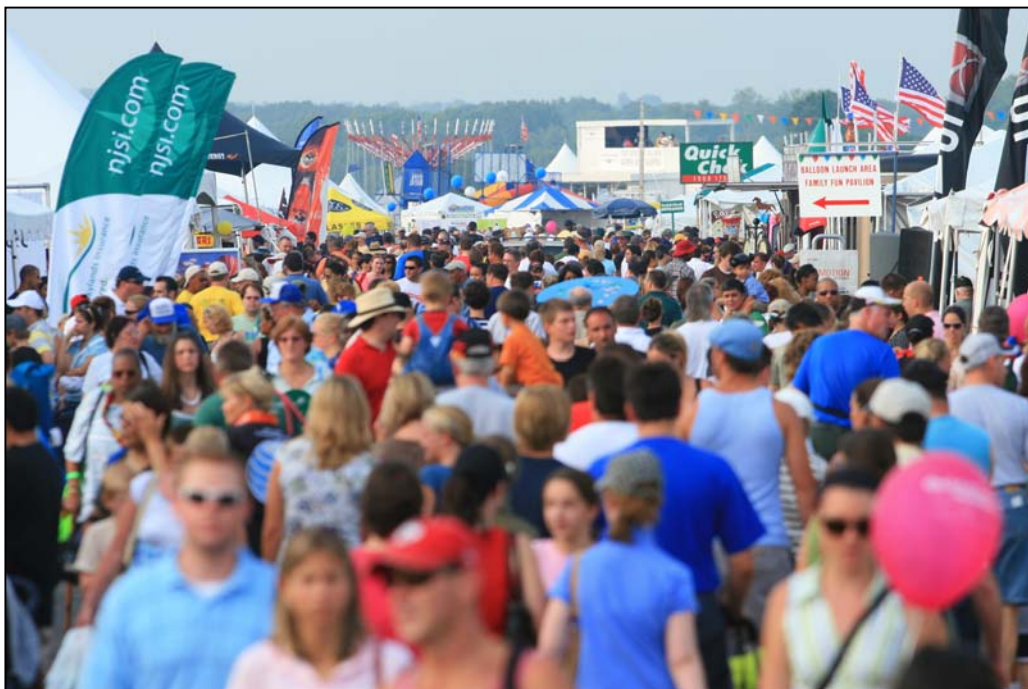
- Percentage of Attendees that are Adult (18 or over): 74%
  
- Percentage of Families with Children: 85%
  
- 58.6% of attendees have a combined household income of \$50,000 or more. Within each age group, the percentage of households with household income of \$50,000 or more is:

Ages 25-34:	47.1%
Ages 35-49:	54.9%
Ages 50 or older:	70.2%

Number of people within a 1 ½ hour drive of Festival	22 million
Average length of stay	7.5 hours

- Major media markets reached:

Newark, NJ, Trenton, NJ, New York City ADI, including Westchester County (NY), Nassau County (NY) and Connecticut, Philadelphia, Allentown/Bethlehem, PA

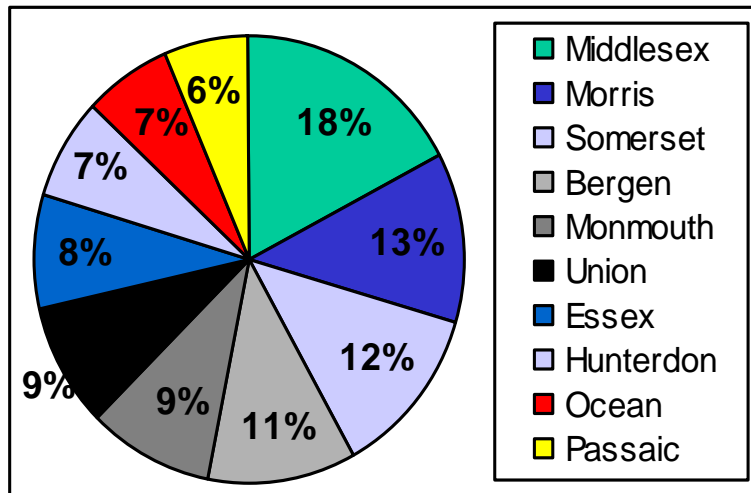


The Quick Chek New Jersey Festival of Ballooning has a remarkable track record for producing record-breaking crowds.

Most event attendance can fluctuate due to outside factors such as weather, economy, etc. – however, the “balloonatics” who support the Quick Chek New Jersey Festival of Ballooning come out year after year.

In harder economic times or with high gas prices, we find that people come to the Festival as part of their “STAYCATION” plans and on Saturday July 25<sup>th</sup>, 2009 the Festival had record crowds.

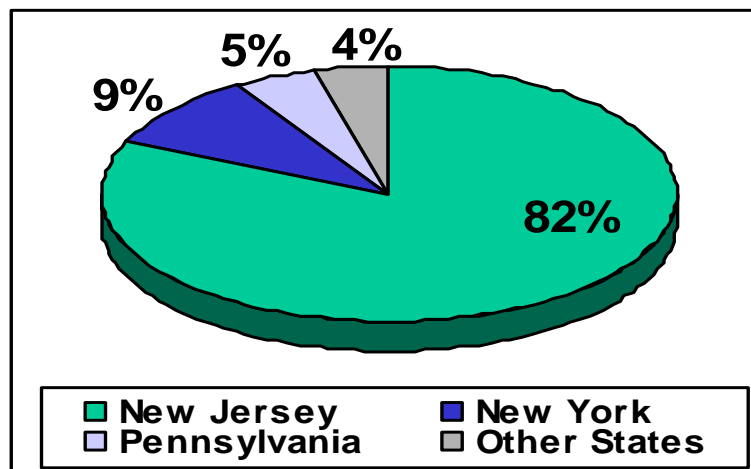
### Breakdown by NJ County



**More than 85% of the Festival's patrons are from New Jersey!**

Attendees come from every county in New Jersey; the Top Ten counties are represented below (85% of total ).

### Breakdown by State



The festival draws primarily from New Jersey & the New York Metro Area, but every state is represented.



# Marketing Partner

The following proposal details the benefits XYZ will receive as a Marketing Partner of the 28th Annual Quick Chek New Jersey Festival of Ballooning, to be held July 23, 24 & 25, 2010 at Solberg Airport in Readington, NJ.

## 1. Official Designation & Exclusivity

- Designation as a Marketing Partner of the event
- This designation is singular and exclusive in its category
- XYZ will be exclusive in it's category at the Quick Chek NJ Festival of Ballooning.
- The opportunity to promote and advertise these designations



# Marketing Partner

## 2. “Unique Positioning:” Choice of A,B or C

A unique positioning serves three very important purposes in terms of the total marketing experience in your sponsorship:

- It provides you with ownership of a key component of the festival
- It serves as a vehicle for us to promote your ID in our pre-event advertising
- It serves as a way to leave an indelible stamp in the eyes of festival patrons

As a Marketing Partner, XYZ Company will have its own “Unique positioning” that will differentiate it for festival attendees.

The XYZ Company “Unique Positioning” will be promoted on-site and in the pre-event marketing campaign for the event, thereby generating millions of positive marketing impressions for XYZ.

The next page provides a description of successful and available “Unique Positionings” designed to create incremental exposure for XYZ.



# Marketing Partner

## 2. “Unique Positioning “ Option A

### A. Presenter of the Festival’s VIP./Blue Sky Club

This is an opportunity for XYZ company to be the title sponsor of the festival’s VIP BLUE SKY CLUB throughout the 2010 Quick Chek New Jersey Festival of Ballooning. The (XYZ) VIP Blue Sky Club is the festival’s exclusive on-site hospitality area. Patrons must purchase tickets for this either on a daily basis or with a three day pass. This partnership enables (XYZ) to “market to the masses while catering to the classes.”

**XYZ VIP Blue Sky Club** membership entitles patrons to a reserved seat for that day’s concert, free VIP parking, and access to the exclusive VIP Blue Sky Club tent with catered food service, air-conditioned restrooms and prime flight-line viewing of all balloon ascensions. This is the perfect vehicle for agents to entertain key clients and accounts.

All mentions of the VIP Blue Sky Club in our email blasts, on our website, radio spots, newspapers, etc. will refer to it as the **XYZ VIP Blue Sky Club**.



# Marketing Partner

## 2. “Unique Positioning “ Option B

### B. Presenter of Friday Night’s Concert

XYZ company will be the Presenting sponsor of Friday Evening’s Concert. This signature event traditionally features a classic rock, pop or oldies type band/artist and is presented in association with the appropriate major radio station (i.e., WPLJ, Q104, NJ 101.5)

This is a high profile event as it is continuously advertised in advance of the Festival. All advertising (Radio, print, TV internet), PR and promotions for the concert will feature **XYZ Company Presents “TBD” in concert.**

As you can see from the below example, all VIP passes and concert signage will feature XYZ’s name and or logo.

As part of the sponsorship XYZ will receive (20) VIP meet and greets with the artist which can be used as sales incentives or to entertain key agents, clients, accounts and a company executive may come on stage and introduce the band.




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

**Friday, July 24, 2009**  
**NEW JERSEY SKYLANDS INSURANCE PRESENTS**  
**AL JARDINE'S**  
**ENDLESS SUMMER BAND**

**8:00 pm on the Main Stage**  
**VIP Blue Sky Club**

Section	Row	Seat



# Marketing Partner

## 2. “Unique Positioning“ continued: Option C

### C. “THE XYZ FREE SHUTTLE BUSES”

“**THE XYZ FREE SHUTTLE BUSES**” will receive prominent exposure in advertising and promotional campaigns.

The shuttle buses transport thousands of Festival patrons throughout the weekend and run from the local Community College, Raritan Valley Community College to the Festival. There are 38 buses running continuously throughout the day on Saturday and Sunday. This is a great way for **XYZ Company** to get exposure and build goodwill within the community as the shuttle buses are FREE and alleviate traffic in the area. XYZ can staff the buses with agents who can act as hosts giving Festival information while getting to know patrons and handing out business cards.

“**THE XYZ FREE SHUTTLE BUSES**” will receive a tremendous amount of media coverage as it is part of the “getting to the Festival” information that is widely covered.

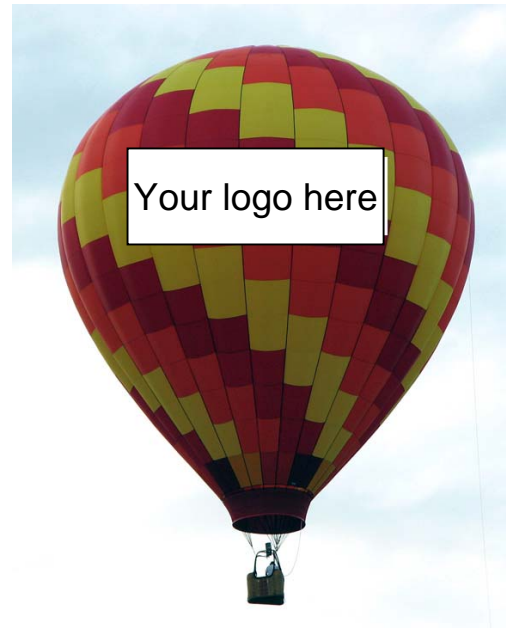
In addition, **XYZ** will receive signage on the buses and at the waiting area at Raritan Community College.



# Marketing Partner

## 3. Balloon Sponsorship

XYZ Company will receive a 15x30 banner on a sport shaped balloon that will participate in all (5) balloon ascensions acting as a floating billboard promoting XYZ throughout central New Jersey.



## 4. Balloon Rides

XYZ will receive four (4) complimentary balloon rides (one ride = 1 person) to be taken Friday evening at 6:30 P.M.

These Balloon rides can be used as sales or employee incentives, given to key vendors/accounts or as sweepstakes prizes.



# Marketing Partner

## 5. Event Marketing Campaign – Inclusions

The Festival will carry its own 3-4 month, multi-faceted, media campaign (valued at \$500,000+) that will promote XYZ’s name and logo

The following outlines the media elements that XYZ will be part of : (based on the 2009 campaign)

### Festival Poster:

As a marketing partner, XYZ will have it’s name and logo on the Festival poster. The Festival’s title sponsor, Quick Chek ensures that each store proudly advertises the upcoming Festival starting Memorial Day weekend by displaying posters throughout the 120 stores in New Jersey and Southern NY.



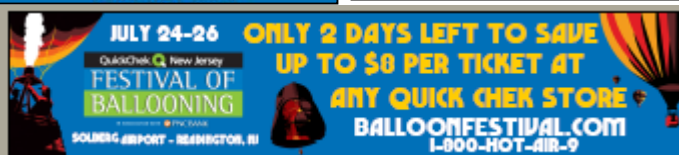
# Marketing Partner

## Print Advertising

XYZ logo on all ads that support the event:

### Star Ledger:

Friday, July 10 <sup>th</sup>	Front Page Strip Ad
Sunday, July 12 <sup>th</sup>	Front Page Darth Vader Post-it Note
Friday, July 10 <sup>th</sup>	Contest Ad in Ticket Section
Thursday, July 16 <sup>th</sup>	Contest Ad in Spotlight
Friday, July 17 <sup>th</sup>	Contest Ad in Ticket
	Front Page Strip Ad on front of Today
Section	
Sunday, July 19 <sup>th</sup> note	Front Page Quick Chek Fresh Farm Post-it Contest Ad in Today Section
Monday, July 20 <sup>th</sup>	Front Page Strip Ad-
Tuesday, July 21 <sup>st</sup>	Only 3 more full days to get discount at QC!
Wednesday, July 22 <sup>nd</sup>	Front Page Strip Ad- Only 2 more full days to get discount at QC!





# Marketing Partner

## Print Advertising Continued:

**XYZ Company** logo on all ads that support the event (2009 ad schedule)

### Newspaper

Hunterdon Democrat	12 Page Special Section	
Somerset Reporter	12 Page Special Section	
Hunterdon Observer	12 Page Special Section	
Amboy Beacon	¼ Page Ad	June Issue
America Oggi	(2) ½ page ads	
Greater Media	(1) full page in 12 papers	July Issues
Kids' Guide	(1) display ad	June Issue
Middlesex Publications	(1) ½ page ad Town Trends	July Issues
Suburban Parent	(1) ½ page ad	July Issues
Worell Comm. Mags	(1) ¼ Page Ad	
New Jersey Monthly	(1) Full Page Color Ad Each	June/July
Overlook View	(1) Full Page Ad	July Issue

This **quarter-page ad** featured logos of our Marketing Partners and Gold sponsors and ran four times in the Courier News on:

- Friday - July 3
- Sunday - July 12
- Friday - July 17
- Friday - July 24



# Marketing Partner

## Internet

- XYZ Company logo, hot link and Unique Positioning placed on the festival website – [www.balloonfestival.com](http://www.balloonfestival.com) – over 15 million hits a year

## E-Newsletter

- XYZ Company logo in E-Newsletter promoting XYZ 's Unique positioning sent to approximately 35,000 opt-in subscribers



# Marketing Partner

## Radio

- XYZ Company mentioned in the Festival's radio campaign



## Direct Mail:

XYZ Company logo will be included on 100,000 post card mailing

XYZ will also have the opportunity to include an insert in all outgoing ticket mailings



ORDER ONLINE OR BY PHONE TO  
**SAVE UP TO 60% WITH OUR VALUE PACKAGES!**

**Adult Ticket \$25**  
**+ Adult T-Shirt \$15**  
~~Grand Total \$40~~  
**YOUR PRICE \$20**

**Child Ticket \$10**  
**+ Child T-Shirt \$15**  
~~Grand Total \$25~~  
**YOUR PRICE \$10**

OFFER EXPIRES JULY 18, 2009  
 ORDER TODAY 1-800-HOT-AIR9  
 WWW.BALLOONFESTIVAL.COM

\* Savings calculated from on-line pricing. Offer expires July 18, 2009. A coupon for your 2009 commemorative t-shirt will be mailed with your ticket order. This coupon can only be redeemed at the 2009 QuickChek NJ Festival of Ballooning. This offer is not valid at QuickChek stores.

FIND US ON  
 myspace facebook twitter YouTube

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

# Marketing Partner

## Television Commercial

XYZ Company will be mentioned in the Festival's television campaign – 2009 below:



The QCNJFOB had approximately 300 spots on each of 15 **Comcast systems** throughout the state and 525 spots on the 2 closest systems from 7/13-7/26.

The Festival also had a banner running on Comcast.net's mail center from 7/13-7/24.



The QCNJFOB had 4,320 :10 second spots on **News 12** statewide from 6/26 – 7/27 and 250 :30 spots running from 7/8-7/27.



The Festival had 50 :30 spots running through 7/25 on SNY including select NY Metro games.



The QCNJFOB ran a :30 spot on the giant TV screen on the side of the Prudential Center every 45 minutes from July 16th thru the Festival courtesy of PNC.

# Marketing Partner

## Outdoor/Billboards

XYZ Company logo will be featured on twenty-five (25) billboards placed throughout New Jersey for the month of July.



Additionally, The Festival may utilize a Mobile Billboard to promote the Festival for approximately 7 days prior to the Festival. The truck would feature the XYZ Company logo and would cover high traffic routes and highways during weekday am and pm drive time and was seen down the shore at Bradley Beach, Avon, Belmar and Spring Lake on the weekend.



# Marketing Partner

## 6. Designated Advertising

In addition to inclusions in the festival’s advertising campaign, XYZ Company will receive ownership of the following advertisements within the radio campaign and festival special print advertising section.

### Radio Spots

- Receive thirty (30) :30 second radio spots within the festival campaign
- Receive thirty (30) :10 second radio tags within the festival campaign



### The Courier News Festival Special Advertising Section

The Courier News has committed to producing a special section for the festival. It will come out the Sunday prior to the Festival. In addition the special supplement will run in TBD zip codes of the Home New Tribune.

- XYZ Company will receive one (1) half-page ad in a premium position within this section – see NJ Skylands sample below.
- The circulation of The Courier News is 44,000 and the Home News Tribune is 62,500.

**97% CUSTOMER CLAIM SATISFACTION**  
rating for the past three years

**Fly higher with Auto & Home insurance from New Jersey Skylands Insurance!**

### What makes us special?

Exclusive Policyholder Benefits at no additional cost:

- Credit Monitoring Service
- Document Recovery
- Roadside Assistance
- Quality Service Pledge
- Identity Theft Restoration Assistance
- And much more!

**A great price, value and service... only at New Jersey Skylands Insurance!**

Locate a nearby independent insurance agent at [www.njsi.com](http://www.njsi.com)

**New Jersey Skylands Insurance**  
www.njsi.com | Auto and Home

Visit us at the Quick Chek NJ Festival of Ballooning.  
Offered exclusively through your local independent insurance agent.

Courier News  
JULY 10, 2008

YOUR OFFICIAL GUIDE

**QUICK CHEK NEW JERSEY FESTIVAL OF BALLOONING**

JULY 25-27  
 SOLBERG AIRPORT, READINGTON

**DEMI LOVATO PERFORMS SATURDAY**

• COMPLETE SCHEDULE  
 • PERFORMERS  
 • FESTIVAL MAP  
 • VENDORS  
 • BALLOONISTS & MORE!

POWERED BY

# Marketing Partner

## 7. The XYZ Company Pavilion

Receive a 20' x 20' tent (includes electricity, chairs, tables) in a high traffic location, listed on all Festival maps.

XYZ Company can decorate and staff the area, distribute information, recruit new employees, give away merchandise, conduct sweepstakes or giveaways, generate a mailing list, etc.

Custom designed festival merchandise can be purchased at a discount to be utilized as an incentive to attract patrons



# Marketing Partner

## 8. Event Signage, Public Address & Logo Exposure

- Receive four (4) logo placements on prominent banners throughout the festival grounds.
- Receive upwards of five (5) public address announcements per day that promote “The XYZ Unique positioning ” and drive people to the XYZ Pavilion
- Receive prominent logo placement on four (4) Sponsor Welcome boards.
- Receive the ability to place a cold air inflatable at the main entrance (where it can be watched by event security) Note: Cold air inflatable to be provided by XYZ

## 9. Event Credentials & VIP Privileges

- Receive three hundred (300) complimentary tickets good for any one day. Can be given away to agents and or employees as sales incentives, to customers, vendors, etc.
- Receive eight (8) Sponsor Admission Credentials good for all three days
- Receive eight (8) Sponsor Parking Passes good for all three days
- Receive eight (8) invitations to the Friday evening Pilot & Sponsor Reception
- Receive four (4) XYZ VIP Blue Sky Club Passes per day including reserved concert seats. Can be given away as incentives to agents or to important customers and vendors, etc.





# Marketing Partner

## 10. Public Relations

The festival engages a prominent PR firm to manage its publicity and XYZ Company will gain substantial exposure through its relationship with the festival.

- PR Exposure – Issue of a press release announcing XYZ partnership with the festival
- TV/Radio PR – Inclusion in approximately 30 live promotional interviews, via XYZ’s “unique positioning.”
- Print PR – Inclusion where appropriate, as the official sponsor of the VIP Blue Sky Club, in festival clippings (over 10,000,000 in circulation).
- In addition, the festival PR firm will work with XYZ’s public relations company to promote its sponsorship of the festival.



# Marketing Partner

## 11. Corporate Hospitality – up to 100 guests\*

As a marketing partner XYZ Company will also have the right to entertain employees, key clients, , etc. in the Hospitality Village on Friday or Sunday at the Festival.

XYZ company will receive:

- A 20' x 30' tent with tables, chairs, etc.
- Opportunity to purchase private catering thru our caterer
- XYZ can brand and staff the area with any banners, materials, umbrellas, etc.
- Custom designed festival merchandise can be purchased to be given to VIPS.

\*Please note that as a Marketing Partner, you will receive 300 General Admission tickets to the festival, and therefore it is assumed that the first 100 will be used for these hospitality guests.



# Marketing Partner

## 12. Ticket Discount Opportunities

A generous group rate will be extended to XYZ Company. For all XYZ Company employees/agents, ticket prices will be \$15 for adults and \$6 for kids (regular price is \$25/\$10).

XYZ Company employees may access discounted tickets to the festival through an internal communication system like e-mail, newsletter and/or pay check stuffer

XYZ Company customers may access a similar discount if communicated through a company e-newsletter or other mass mailing.



## In conclusion:

As a Marketing Partner of the Festival, XYZ would receive all of the marketing and media elements previously listed and an unique positioning option of:

- 1) The XYZ VIP Blue Sky Club  
or
- 2) The XYZ Free Shuttle Buses  
or
- 3) The XYZ Friday Night Concert



We believe that the Festival offers companies one of the most unique marketing opportunities in the NY, NJ, PA media market..

In addition, The Quick Chek NJ Festival of Ballooning gets more press than any other event in the area because it is the Feel Good Event of the Year and we pass on the exposure to our partners.

Please note the options listed in this proposal are designed to give you a sense of what we have to offer. ***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.

