



QuickChek  New Jersey  
**FESTIVAL OF  
BALLOONING**

IN ASSOCIATION WITH  PNCBANK

**JULY 26-28, 2019**

**SOLBERG AIRPORT • READINGTON, NJ**



# WELCOME TO THE FESTIVAL

North America's Largest Summer Balloon and Music Festival

- **THE #1 Thing** To Do In New Jersey according to New Jersey Monthly Magazine
- Approx. 60,000 guests per day (165K+ total throughout Festival)
- Dominant local and regional presence throughout multiple DMAs in the Northeast – New Jersey, New York, Pennsylvania
- **Over 776 Million** In-Market Media Impressions throughout America's Top DMAs
- Awe-Inspiring Balloon Launches, Grammy Award-Winning Artist Concerts, Nationally Ranked 5K Race, Fireworks, Games and More!



# QUICKCHEK NJ FESTIVAL OF BALLOONING

Entertainment For Everyone

## Family Attractions



## Top 10 Nationally Ranked Race



## Incredible Balloon Launches



## Games, Food & Fun



## Grammy-Winning Artists



## Astonishing Fireworks Displays



# QUICKCHEK NJ FESTIVAL OF BALLOONING

Entertainment For Everyone

**Event Summary** - The summer's biggest party is hosted by The QuickChek New Jersey Festival of Ballooning in Association with PNC Bank. Non-stop entertainment, a huge variety of attractions and beautiful balloon ascensions are all part of the largest summertime hot air balloon and music festival in North America.

Over 165,000 patrons will travel to Solberg Airport in Readington, NJ during the final weekend in July to enjoy the 37th annual edition of this celebrated event, which in 2018 was once again recognized by The American Business Association as one of the Top 100 Festivals in North America.

## 2018 Event Reach – Attendance, Media, Community

- 164,500 Attendees - *3<sup>rd</sup> Highest in Festival History*
- 776,835,460 Total Media Impressions, 2018 - *the MOST press coverage in a non-anniversary year in the 36-year history!*
- 65.6 Million Social Media & New Media Audience Reach
- 198 TV Segments Produced, 170 during Festival Weekend
- \$2,870,000 – the amount the QuickChek New Jersey Festival of Ballooning has raised for local charities, non-profit groups and other worthy organizations over the last 26 years

## Festival Reaches Two (2) of Top 100 Media Markets:

- (1) New York, NY – 50 Miles
- (4) Philadelphia, PA – 60 Miles



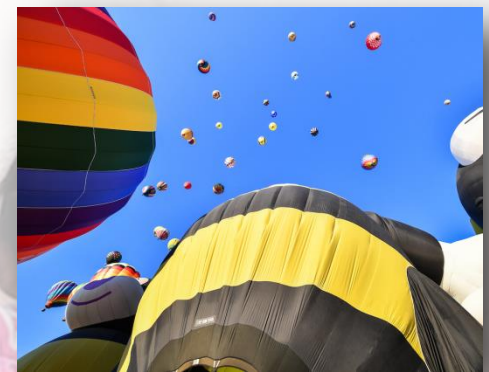
## Top-100 Media Markets

Rank	DMA Name
1	New York, NY
2	Los Angeles, CA
3	Chicago, IL
4	Philadelphia, PA
5	Dallas-Ft. Worth, TX

## Demographics:

- 56% - Female Audience
- 49% - HHI >\$100k
- 59% - College Degrees +

Ages	%
18-24	6
25-34	16
35-44	18
45-54	28
55+	32



# MAKING NATIONAL HEADLINES

## Blue Chip Brands Partner with the Festival



# IN-MARKET: INCLUSION IN PROMOTIONAL MEDIA

Dominant National, Regional & Local Media Presence

**With over 776 Million In-Market Media Impressions, the Festival gets more press than any event in the area, and we pass on the exposure to our partners.**

- Major Market Broadcast Media Inclusion
- Inclusion on paid OOH Promotional Media
- Inclusion on Print Promotional Media
- In-Market Sweepstakes and Retail Promotions = “From Street To Sky!”



On-Air Media hits will, where appropriate, mention your sponsorship of the Festival.



# IN-MARKET: PROMOTIONS

Leverage the Festival Brand to Drive Sales, Engagement and Exposure

**Differentiate your brand above the clutter by using the Festival brand in “Street-to-Sky” in-market promotions!**

Your brand will have the right to use the Festival’s name and marks to conduct in-market sales promotions for VIP trips, Artist Meet & Greets, Balloon Rides & more in applicable markets.

The QuickChek New Jersey Festival of Ballooning will provide your brand with complimentary tickets/VIP experiences which may be used to ***drive sales, increase retail traffic, generate leads, increase brand exposure and drive traffic to your social and digital platforms and your target audience.***



# ON-SITE: INNOVATIVE OOH BRANDING

Drive Brand Awareness with Unique Messaging





# ON-SITE: EXPERIENTIAL & MOBILE MARKETING

Activation & Product Interaction



# ON-SITE: EVENT INTEGRATION & SPONSORSHIP

Concerts, Running with the Balloons 5K, VIP Hospitality, Fireworks and More



# DIGITAL/SOCIAL MARKETING

BalloonFestival.com/Social Media Integration/eBlasts/Print-at-Home Tickets/Event App

**JULY 26-28 2019**  
SOLBERG AIRPORT - READINGTON, NJ  
973-882-5464

QuickChek New Jersey  
**FESTIVAL OF BALLOONING**  
in association with PNC BANK

COUNTDOWN TO FESTIVAL FUN  
302 22 59  
DAYS HOURS MINUTES

The QuickChek New Jersey Festival of Ballooning is the largest summertime hot air balloon and music festival in North America and is the premiere family entertainment attraction in New Jersey. It holds the dual distinction of being a recipient of The New Jersey Governor's Award for Best Special Event, as well as being designated, for the 6th time, as a Top 100 Festival in North America by the American Bus Association.

**EXCLUSIVE SAVINGS**  
All Seats \$37  
Use Code: BF37

Medieval Times  
Lunch & Dinner

Website – 300,000+ Unique Visitors  
eBlast – 86,000+ Opt-In Subscribers  
Facebook – 34,466 Likes  
Twitter – 3,801 Followers  
Instagram – 3,369 Followers  
Festival App – 6,092 Downloads

**QuickChek NJ Festival of Ballooning**  
@NJBalloonFest

Home  
About  
Photos  
Events  
Posts  
Videos  
Reviews  
Instagram  
Community  
Info and Ads  
Create a Page

**njballoonfest**  
689 posts, 3,369 followers, 1,437 following  
QuickChek NJ Balloon Festival  
36th anniversary of the QuickChek NJ Festival of Ballooning. Come experience views of a lifetime. July 27th-29th, 2018.  
www.balloonfestival.com

**ANDY GRAMMER**  
Friday, July 27<sup>th</sup> at 8PM  
Presented by PNC BANK  
You still have 24hrs to reserve your Exclusive Access seat before they go on sale to the general public!  
Click below and enter promo code: **ANDY18**  
Click [HERE](#) to Purchase VIP Tickets!

**LAURIE BERKNER SOLO**  
Friday, July 27<sup>th</sup> - 1:30PM  
Click [HERE](#) to Purchase Tickets  
Limited number of meet & greets available!

**TOONS & BALLOONS!**  
Announcing our first two

**ticketfly**  
Present this entire page at the event.

**JERSEY BOYS**

EXPERIENCE LIVE  
SHARE ONLINE  
#TICKETFLY

QuickChek New Jersey  
**FESTIVAL OF BALLOONING**  
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**JULY 27-29, 2018**  
Solberg Airport - Readington, NJ

**1-800-HOT-AIR-9**  
**ANDY GRAMMER**  
Friday, July 27<sup>th</sup> at 8PM  
Presented by PNC BANK  
Click [HERE](#) to Purchase VIP Tickets!

Call Us | Directions



# HOSPITALITY

## Customer and Employee Appreciation

The QuickChek New Jersey Festival of Ballooning offers a unique platform to show customer, partner, and employee appreciation inclusive of tickets, catered picnics, private balloon flights, VIP concert seating, artist meet & greets, and more.



# PARTNERSHIP SUMMARY

## QuickChek New Jersey Festival of Ballooning Delivers

- Association with the Largest Summer Festival of its kind in **ALL** of North America
- Strong national exposure with dominant regional presence throughout multiple DMAs
- Turnkey In-Market & On-Site marketing programs designed to drive sales, brand exposure & consumer engagement
- Brand exposure to 165K+ on site guests & **776+ Million** in-market media impressions annually
- Hospitality elements



# UNMATCHED EXECUTION & SERVICE

## Testimonials From Festival Partners

**“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 NJ Festival of Ballooning is an ideal marketing event that attracts an absolutely astounding number of consumers and tours alike... We are looking forward to returning in 2016, 2017 and beyond!"**



**“Our sponsorship of The QuickChek NJ Festival of Ballooning in Association with PNC Bank offers PNC an excellent opportunity to connect with the community... 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!”**



# CASE STUDY

## Partnership Programs



### Festival Partner

PNC BANK

### Goal

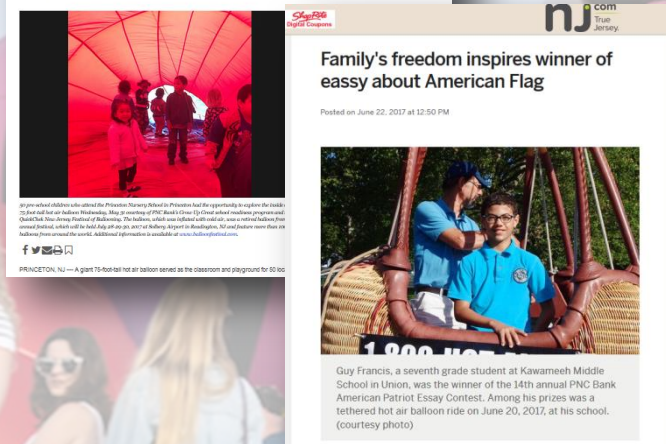
Establish and Expand PNC's presence in NJ via heightened brand awareness and community activation

### Solution

- PNC became the presenting sponsor of the "PNC Salutes America" American Flag Balloon
- The Festival created and executed the PNC "American Patriot Essay Contest" in hundreds of schools throughout New Jersey
- Integrated with PNC's "Grow Up Great" school readiness program, bringing the magic of ballooning to school children in less fortunate areas of NJ
- PNC brand inclusion in all Festival media leading up to and during event
- Sponsorship of one of several major Festival Concerts and dominant brand presence throughout event

### Results

- 726,843, 156 exposed media impressions
- Over 5,000 entries for PNC "American Patriot Essay Contest"
- \$11,811,201 of total annual media value from partnership



# CASE STUDY

## Partnership Programs



### Festival Partner

GEICO

### Goal

- Create positive brand impact within target demo ages 24-49
- Increase social & digital amplification of messaging

### Solution

GEICO owned a key piece of real estate within the Festival where guests could recharge their electric devices, enter to win custom prizes and GEICO swag, and take unique "greenscreen pictures" with GEICO mascots to be shared on their social channels

### Results

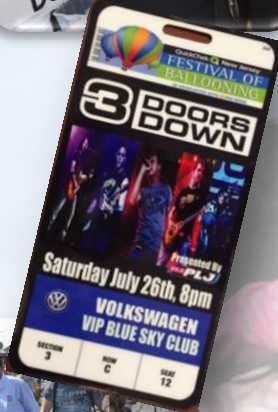
- One of the MOST SUCCESSFUL event partnerships throughout all of GEICO's experiential events
- Exceeded quota of data capture by only the second day of Festival
- Increase in social media interaction from previous year's Festival
- Renewed partnership with Festival for last 6 years (and counting!) – TOTAL 11 years





# CASE STUDY

## Partnership Programs



### Festival Partner

Volkswagen Group of America

### Goal

Educate tech-savvy, affluent consumers on new VW models and create actionable sales leads for dealerships in NY & Philadelphia DMAs

### Solution

- Volkswagen was provided unique position of the title sponsor of the Volkswagen VIP Blue Sky Club & VIP Concert Seating
- Festival created fully integrated marketing campaign that began months in advance of the event, inclusive of broadcast, print, OOH, digital media & on-site branding
- Dominant on-site event presence to engage guests and drive collection of qualified "hand-raisers"

### Results

- The **LARGEST** collection of qualified hand-raisers from any of VW's event partnerships
- 27MM+ targeted media impressions as a result of partnership campaign
- Over \$700,000 of annual media value from the partnership

# CASE STUDY

## Partnership Programs

# L.L.Bean



### Festival Partner

L.L. Bean

### Goal

Increase L.L. Bean's popularity among Millennial Young Professionals as a "summer brand", drive sales with new customers, enhance the success of L.L. Bean store grand openings & boost conversion sales

### Solution

- L.L. Bean owned a area of real estate within The Festival where guests could try on L.L. Bean apparel and boots, check out L.L. Bean gear including kayaks and paddleboards, and enter to win L.L. Bean prize packages
- Other activities included social integration photos in front of the 13' tall Bootmobile
- Brand Ambassadors distributed retail & web coupons directly to their demo
- Fans were encouraged to post to social channels with the hashtag #LifIsBetterOutdoors for chance to win \$500 giftcards to L.L. Bean

### Results

- Brand exposure to hundreds of thousands of attendees
- Thousands of social media shares
- Significantly exceeded L.L. Bean's sales and KPI results



# THANK YOU

How Can We Partner Together for 2019?

**Howard Freeman**  
**Executive Producer**

**QuickChek NJ Festival of Ballooning**  
**973-882-5464**  
**hfreeman@BalloonFestival.com**



For more information, please visit [www.BalloonFestival.com](http://www.BalloonFestival.com)

