



41st Annual New Jersey Lottery Festival of Ballooning



JULY 26th – 28th, 2024

SOLBERG AIRPORT
READINGTON, NJ



AN EVENT UNLIKE ANY OTHER...

As one of the largest summertime festivals in North America, The New Jersey Lottery Festival of Ballooning provides guests with non-stop entertainment and a huge variety of attractions, making it the ultimate summer outing for family and friends. We are so much more than simply “hot air”!!

- Named the premier family entertainment attraction in NJ by USA TODAY
- “The #1 thing to do in New Jersey!” – NJ Monthly Magazine
- Three days
- Five mass-ascensions over the weekend
- Over 150,000 attendees annually
- More than 800MM Media Impressions
- Nearly \$50MM/year in local economic impact
- Customized brand integrations
- Meaningful audience connection
- Highly-engaged attendees
- Multi-point activation/sampling opportunities
- Family Entertainment
- Award-winning musical acts
- VIP Experiences
- Millions of \$\$ raised for charities & non-profit groups

And the list goes on...





THE MUSIC... AWARD - WINNING ARTISTS

The festival hosts live concerts on multiple stages each day, from Grammy-winning artists from yesterday and today to top national tribute bands paying homage to your favorite artists!

MAIN STAGE 2023 LINEUP:

- LIT
- EVERCLEAR
- KC AND THE SUNSHINE BAND
- FITZ AND THE TANTRUMS
- LAURIE BERKNER

CASH-POP TRIBUTE STAGE 2023 LINEUP:

- DEAD AIRE
- EARTH TO MARS
- DEAD RECKONING
- PARADISE ROSE
- LEZ ZEPPELIN
- GYPSY
- WOODEN SHIPS

BLUE SKY STAGE (NEW FOR 2024!)

Over the years, some of the best-known names in music have graced our stages like:

The Beach Boys
Meatloaf
Barenaked Ladies
The Jonas Brothers
Hall and Oats
Kansas

Pat Benatar
Third Eye Blind
Collective Soul
Demi Lovato
Styx
and many more...





HEALTH & WELLNESS DAY

2024 will mark the 14th year of the Annual Health & Wellness Day festivities. With the additions of Sunrise Yoga and Mat Pilates to our popular “Running with the Balloons” 5K, Sunday morning at the festival provides a perfect venue to reach a health conscious, fitness driven consumer base.

- Nationally Ranked 5K Race featured on SNY, YES Network & Fox Sports
- 1000+ Runners
- 2024 Charity Partner TBD
- Yoga & Pilates
- Fitness & Nutrition Programming
- And more...

FOR THE KIDS...

2024 will also highlight three days, packed full of interactive experiences focused on the real “VIPs”... KIDS!

Our Family Fun Pavilion, Magic Stage & Amusement Area are areas for families with children featuring:

- Laurie Berkner Concert
- Various “Thrill” Acts
- Carnival Rides
- Folk Singers
- Magic Shows
- Inflatable “Bouncy” Village
- Much, much more...



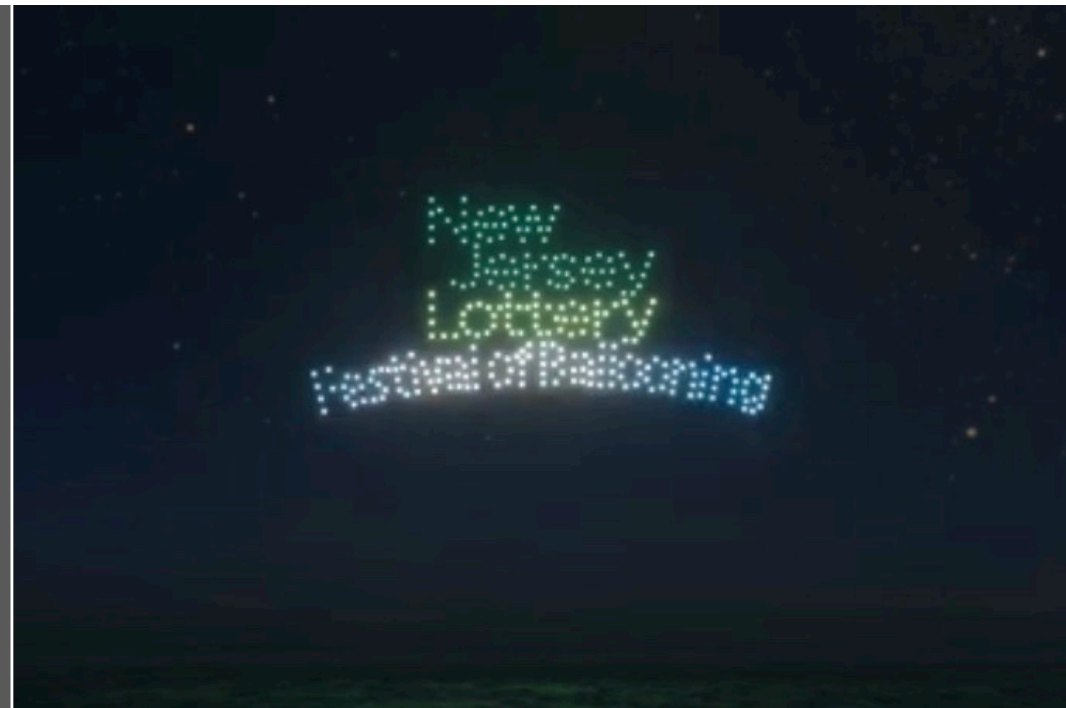
DAZZLING DRONE DISPLAY

An instant fan-favorite, for our GA and VIP audiences alike!

A new addition in 2023 to help make our festival more environmentally conscious. 300 synced drones light up the night sky with amazing configurations after the conclusion of the evening concerts.

- Eliminates the loud sounds produced by fireworks so as not to spook our four-legged friends
- Eliminates the residue from spent fireworks from falling on neighboring farms

Best of all...there are no bad seats for this dazzling show!



AWESOME “BALLOON GLOW”

Festival-goers enjoy special shaped balloons, lit up adjacent to the main stage and along the Balloon Flightline as our Saturday night headliners are jamming out!

The propane burners are ignited periodically to keep the balloons inflated with hot air. Since the event typically occurs in the dark, the balloons glow like huge light bulbs or Chinese lanterns, giving a spectacular display for the audience.

A “must see” event!!



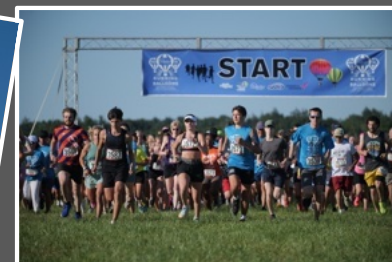
UTILIZE OUR ON-SITE ASSETS: BRANDING & UNIQUE INTEGRATIONS

Our team will seamlessly work your brand into our event and create “out of the box,” customized programs to meet your targeted audience, goals and objectives.

On-site Partnership Entitlements can include:

Main Concert Stage
VIP Entrance
Shade/Misting Tents
Family Fun Pavilion
Balloon Launch Field
Sunrise Balloon Breakfast
Digital Assets (web/social).

Main Entrance
VIP Hospitality Areas
5K/Yoga/Pilates
Thrill Act
Blue Sky Club
Parking Lots
and dozens of others...



We love unique...bring us your ideas!



BRING YOUR ASSETS: EXPERIENTIAL, ACTIVATION & SAMPLING

Enhance brand exposure, elevate consumer engagement, maximize lead generation and drive sales.

- Expose and activate your brand to more than 150,000 attendees
- Create 360 campaign by combining your experiential assets with ours for complete brand immersion!
- Footprint – unlimited width and depth, on asphalt or grass
- Up to 200amp, 3-Phase Power hook-ups available
- High speed internet
- 24-Hour security
- Much, much, more...!





DIGITAL, SOCIAL, EMAIL & WEBSITE

The New Jersey Lottery Festival of Ballooning is reaching and engaging more people than ever before via social media and as a result offers a full year-round digital platform to target your desired consumers.

- E-mail messaging
- Website inclusion
- Social Media (FB, IG, X & TikTok)

MEDIA INCLUSION & EXPOSURE

Dominant Local, Regional and National Media Presence and Coverage

In 2023, the New Jersey Lottery Festival of Ballooning achieved over 850MM media impressions in more than 500 communities across central and eastern PA, northern DE, statewide NJ and the NYC metropolitan area.

- Major Market Broadcast Media Inclusion
- Radio (over a dozen stations)
- Inclusion on paid Out-Of-Home Promotional Media
- Inclusion on Print Promotional Media
- In-Market Contests
- Retail Tie-Ins



The Philadelphia Inquirer

New Jersey
MONTHLY

northjersey.com

New Jersey Herald



CORPORATE HOSPITALITY & PRIVATE EVENTS

Everyone has been given tickets to a game...
Take your guests to the next-level!

The exclusive Corporate Hospitality Village and VIP Blue Sky Club, are the perfect place to host a summer company outing or entertain that “special” customer!

Custom-designed packages can include:

- VIP parking
- Front row seats right on the balloon flightline
- Private Balloon Rides
- Specially catered meal options
- Private suites and/or reserved seats to our concerts
- And more...



Now tell us...
How do we get your brand involved?



www.BalloonFestival.com



Contact:

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Check out our other
summer festival in NJ!

