**Freedom Balloon Fest**
Mission, Background & Community Information

Our Mission…
- **Remember** our fallen service men and women.
- **Honor** our Gold Star and military families.
- **Celebrate** our freedom as a welcoming community of servant volunteers.

Fast Facts…
- A hot air balloon festival to be held at Fleming Loop Park, Fuquay-Varina, NC Memorial Day Weekend (May 25-28, 2018)
- Admission Free, Family Focused Event
- Nightly Mass Balloon Ascension & Balloon Glow
- Balloon Competition Flights Each Morning (Saturday-Monday, Wind/Wx Permitting)
- Tethered Balloon Rides & Public Balloon Rides Available For A Fee
- Stage Featuring Local & Regional Music - Americana, Country, Roots
- Festival Environment With Food, Field Games, Interactive Sponsor & Military Displays
- Other Special Events Planned For The Days Leading Up The Festival Weekend

2016-2017: Our Numbers…
In 2016, the festival drew an estimated 74,000 attendees. Attendance swelled to an estimated 100,000 in 2017. Our research indicates that 45-50% of those attending come from within 50 miles of the festival site; 35% from within 140 miles; and, 10-15% from greater than 140 miles.

With good weather, we anticipate 2018 attendance to continue to build upon past consumer support.

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Our festival audience is diverse and family driven. And, they are community minded. Our research indicates that nearly 65% of those adults in attendance came with children. While almost all income groups were represented, available data indicates our likely event attendees are more affluent - over 44% have household incomes greater than $80,000/year.

**Consumer recall of sponsors is likely to be positive.** According to a recent independent consumer study about balloon festival sponsors:

- ★ 57% of balloon festival guests recall three or more sponsors unaided.
- ★ 92% of respondents indicated having a positive attitude toward sponsors due to their association with the festival.
- ★ 63% of festival attendees indicate they are more likely to purchase from sponsors because of their association with the balloon festival.

**Community Impact Opportunity…**

Freedom Balloon Fest is an all-volunteer event built on the mission to serve and showcase the best of the local community. As such:

- ★ Local charities and youth group serve as volunteers and beneficiaries.
- ★ Local merchants and businesses are a prominent focus of the festival.
- ★ Project Uplift USA’s STEM-based K-12 Education & Youth Outreach launched with the festival. Since 2015, volunteer pilots have engaged more than 18,500 students, summer campers and at-risk youth across North Carolina using the power of hot air balloons as a tool for engaging and uplifting the minds of young learners.
- ★ Freedom Balloon Fest is unique - unlike any other event within 400 miles.

**Our Host Community…**

The town of Fuquay-Varina (pronounced few-kway vah-reen-uh) is located in southern Wake County and is a 25-minute drive south of Raleigh, the capital of North Carolina. Fuquay-Varina initially grew due to tobacco trade and agriculture, but has seen significant population growth and real estate development over the last decade due to its proximity to the Research Triangle Park and the area’s three major research universities. Currently, Fuquay-Varina is home to more than 27,000 residents and welcoming newcomers to add to the fabric of its growing, creative economy that has become an emerging player in the dynamic Triangle family of communities.

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Fuquay-Varina is headquarters to Fidelity Bank with more than 60 community branch locations across the state. Also, headquartered in town is the Bob Barker Company, a national supplier and manufacturer of detention supplies and equipment. Fuquay-Varina is home to major employers such as John Deere with a turf care plant; Southbend with its commercial kitchen fabrication facility; and, TE Connectivity has an electronic hardware manufacturing capacity. And, craft beer success story Aviator Brewing recently unveiled large expansion plans to support its current and future national/international brewing distribution while adding a new distilling operation in the heart of the revitalized downtown district.

Flying High in the Triangle Region…
The 2015 census estimates the Raleigh-Durham-Chapel Hill television market population now exceeds 2.7 million people. Wake County, home to Raleigh and our Host Community, is growing by approximately 60 new people each calendar day. The inbound migration is diverse in across virtually every socio-economic and educational measure making the area exceptionally well suited for brand launches, product or prototype testing and more.

Anchored by leading technology firms, government and world-class universities, medical centers and schools, the area's economy has performed exceptionally well. Significant increases in employment, earnings, personal income, and retail sales are projected over the next 15 years.

The region's growing high-technology community includes such companies as IBM, SAS Institute, Cisco Systems, NetApp, Red Hat, and Credit Suisse. In addition to high-tech, the region is consistently ranked in the top three in the U.S. with concentration in life science companies. Some of these companies include GlaxoSmithKline, Novo Nordisk, Novozymes, and Pfizer.

Research Triangle Park and North Carolina State University's Centennial Campus in Raleigh support innovation through R&D and technology transfer among the region's companies and research universities including Duke University and the University of North Carolina at Chapel Hill.

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Raleigh-Durham International Airport continues to increase capacity following renovation to its terminals and parking complexes. This supports the growing number of major area employers, which rely upon our region’s highly educated workforce including: Burt’s Bees, Butterball, Lenovo, PNC Bank, DuPont, Deutsche Bank, Bayer, General Electric, Environmental Protection Agency, National Institutes of Health, RTI Institute, US Forest Service, and The Body Shop.

**Where Your Festival Underwriting, Sponsorship & Donation Dollars Goes…**
Fleming Loop Park is wide open space. It’s an ideal place to host a large festival like Freedom Balloon Fest. Almost everything required to make the festival come to life has to be donated, borrowed, rented or bought. Fortunately, we have an amazing Host Community with the Town of Fuquay-Varina providing critical public safety, fire, water and IT infrastructure services.

Freedom Balloon Fest has a goal to remain admission-free, but producing the festival isn’t free. In 2017, Project Uplift USA received over $138,000 of budget relieving services including those provided by the Town of Fuquay-Varina and a variety sponsors; this includes deep discounts provided by several critical festival vendors. The balance of festival out-of-pocket direct and indirect cash expenses were just over $241,836 with 2018 carry-forward dollars covering rent for festival equipment storage, pre-festival planning, and other year-round Project Uplift USA programs equalling just over $43,023.

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As an all-volunteer organization, we have no full-time payroll. We do incur expenses for temporary security and off-duty law enforcement. Project Uplift USA is a Wake County-based, non-profit that hires local vendors wherever possible. We estimate greater than 85% of our vendors are from within Wake County and another 5-7% are from within the Triangle region.

Additional Chart Notes

Direct Festival Expenses
1. **In-Kind Services & Goods** - Includes goods and services donated, which directly relieve expenses deemed critical to conduct the festival. Also includes certain discounts for portions of fees paid to certain vendors. Best efforts are made to calculate fair market value for in-kind contributions.
2. **Equipment Rental** - Includes portable toilets, tents, chairs, zoom fence, stage equipment lights/sound, light towers, power generation, power distribution
3. **Sponsor Fulfillment** - refers to on-site hospitality, catering, food/beverages, banners, signs including directional signs
4. **Purchased Equipment** - Includes non-consumable equipment, supplies, diesel and LPB
5. **Talent & Temp Security** - Local Entertainers & Overnight/Temporary Security
6. **Specialty Insurance**
7. **Pilot Expense** - Includes travel stipends and prize money
8. **Hotel Rooms**
9. **Printing & Collateral**
10. **Major Sponsor Recognition** - Includes balloon appearances and post-event payments to 3rd party charities for funds raised

Festival & In-Direct Annual Expenses
11. **Annualized Expenses** - Professional Services, off-season equipment storage, bank fees, software fees, dues & subscriptions, other insurance, taxes & licenses

Other PUUSA Program Expense (Not Festival Related)
12. **Non-Festival Programs** - Fuel reimbursement and meals

*2017 Expenses and carry-forward funds as of Oct 2017.*
## 2018 Freedom Balloon Fest Underwriting Opportunities

### Underwriting Level

<table>
<thead>
<tr>
<th>Level</th>
<th>Uplifter</th>
<th>Brave Red</th>
<th>Pure White</th>
<th>Vigilant Blue</th>
<th>Cloud-hopper</th>
<th>Ground Crew</th>
<th>Chase Team</th>
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### Quantity Available

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<thead>
<tr>
<th>Level</th>
<th>Quantity</th>
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<tbody>
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<td>5</td>
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<tr>
<td>Brave Red</td>
<td>5</td>
<td>Limited</td>
</tr>
<tr>
<td>Pure White</td>
<td>7</td>
<td>Limited</td>
</tr>
<tr>
<td>Vigilant Blue</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Cloud-hopper</td>
<td>2</td>
<td>Limited</td>
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<tr>
<td>Ground Crew</td>
<td>Limited</td>
<td>Limited</td>
</tr>
<tr>
<td>Chase Team</td>
<td>Limited</td>
<td>Limited</td>
</tr>
</tbody>
</table>

### Sponsor Program Highlights

- **Your Spot in Rotation on Festival Video Boards**
  - Uplifter: 3
  - Brave Red: 5
  - Pure White: 7
  - Vigilant Blue: 10
  - Cloud-hopper: 2
  - Ground Crew: Limited
  - Chase Team: Limited

- **FBF Gondola Club Passes**
  - Uplifter: 16
  - Brave Red: 6
  - Pure White: 6
  - Vigilant Blue: 6
  - Cloud-hopper: 4
  - Ground Crew: 2
  - Chase Team: 1

- **FBF VIP Parking Passes**
  - Uplifter: 8
  - Brave Red: 5
  - Pure White: 4
  - Vigilant Blue: 3
  - Cloud-hopper: 2
  - Ground Crew: 1
  - Chase Team: 1

- **Your Logo or Name in Rotation on Festival Video Boards**
  - Uplifter: 6
  - Brave Red: 6
  - Pure White: 6
  - Vigilant Blue: 4
  - Cloud-hopper: 2
  - Ground Crew: 1
  - Chase Team: 1

- **FBF Balloon Basket Banner**
  - Uplifter: 1
  - Brave Red: 1
  - Pure White: 1
  - Vigilant Blue: 1
  - Cloud-hopper: 1
  - Ground Crew: 1
  - Chase Team: 1

- **FBF On-Site Display Area**
  - Uplifter: 10’x30’
  - Brave Red: 10’x20’
  - Pure White: 10’x20’
  - Vigilant Blue: 10’x10’
  - Cloud-hopper: N/A
  - Ground Crew: 10’x10’
  - Chase Team: 10’x10’

- **Display Your Banner (8’w X 3’h)**
  - Uplifter: 1
  - Brave Red: 1
  - Pure White: 1
  - Vigilant Blue: 1
  - Cloud-hopper: 1
  - Ground Crew: 1
  - Chase Team: 1

- **FBF Live & Recorded Stage Announcements**
  - Uplifter: 1
  - Brave Red: 1
  - Pure White: 1
  - Vigilant Blue: 1
  - Cloud-hopper: 1
  - Ground Crew: 1
  - Chase Team: 1

- **Logo on Collectible Balloon Trading Card**
  - Uplifter: 1
  - Brave Red: 1
  - Pure White: 1
  - Vigilant Blue: 1
  - Cloud-hopper: 1
  - Ground Crew: 1
  - Chase Team: 1

- **Name/Logo on FBF Web Site & PUUSA App**
  - Uplifter: 180 Days
  - Brave Red: 120 Days
  - Pure White: 120 Days
  - Vigilant Blue: 120 Days
  - Cloud-hopper: 120 Days
  - Ground Crew: 90 Days
  - Chase Team: 90 Days

- **Recognition in Event Thank You Messaging**
  - Uplifter: 1
  - Brave Red: 1
  - Pure White: 1
  - Vigilant Blue: 1
  - Cloud-hopper: 1
  - Ground Crew: 1
  - Chase Team: 1

- **PUUSA Sponsor Pin**
  - Uplifter: 15
  - Brave Red: 15
  - Pure White: 10
  - Vigilant Blue: 10
  - Cloud-hopper: 4
  - Ground Crew: 2
  - Chase Team: 2

- **PUUSA Sponsor Decal**
  - Uplifter: 30
  - Brave Red: 30
  - Pure White: 20
  - Vigilant Blue: 20
  - Cloud-hopper: 6
  - Ground Crew: 4
  - Chase Team: 4

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**Important:** Start your underwriting campaign before March 1, 2018; production deadlines and other factors may limit availability of certain benefits after that time.

*Denotes limited availability. ‡Sponsorship priority is given to the level above; however, we will provide if available and will be assigned based upon date of signed sponsorship.

**Days on site may vary depending upon when you begin your underwriting program. +Sponsor provided; frequency and positions assigned by Event.

For updated information about sponsorships, confidential inquiries and to support our community outreach visit the festival web site or email us.

[www.FreedomBalloonFest.com](http://www.FreedomBalloonFest.com) • [info@FreedomBalloonFest.com](mailto:info@FreedomBalloonFest.com) • Facebook: @FreedomBalloonFest

Learn more about Project Uplift USA at [www.ProjectUpliftUSA.org](http://www.ProjectUpliftUSA.org) and email us at [Donate@ProjectUpliftUSA.org](mailto:Donate@ProjectUpliftUSA.org)