

Jamesville Beach Park Jamesville Balloon Fest

Second Weekend in June

June 12-13-14, 2009; June 11-12-13, 2010

Originated: 1980; Annual Production: 30th

The Event

Known as Syracuse/Onondaga County's unofficial kickoff to summer, this three day extravaganza in the picturesque rolling hills of southern Onondaga County features five flights by over 30 ten story high hot air balloons of all shapes and sizes. Hands-on chances for children to play in balloon envelopes and for all to interact with pilots, step in a balloon basket, take a ride if they desire, and discover the history of ballooning enhance the aviation theme. Regional and national musical acts, amusement rides, minstrels, crafters, amusement rides, an array of food vendors, and the refreshing waters of Jamesville Beach assure an enjoyable and memorable weekend for all.

The Audience

Norm visitation on a good weather weekend approaches 40,000 guests from Central New York and beyond, with primary demographic being the 25-39 age group with their children. Morning flights tend to attract a more mature audience, with musical acts drawing niche groups ranging from teens to folks in their mid-50s.

Sponsor Incentives and Value

- Visual and creative aspects of the program assure tremendous media coverage which as a norm includes feature newspaper stories, television preview and onsite play, and radio sponsorship.
- Opportunity for businesses dealing with the environment, agriculture, consumable products, real estate, quality of life, and/or insurance to in a hands-on, one of a kind fashion market their services to an attentive mass of consumers
- Distinct hospitality program which can include once in a lifetime balloon rides, food service, primary parking, complimentary tickets, and beach access for customers
- Enhanced relationship with Onondaga County government
- Dominant presence in all event promotions generated and produced by Onondaga County Parks including brochures distributed throughout New York State, programs, press releases, web site, as well as onsite signage, banners, and announcements
- Ability to associate event with designated charity

Package Cost

Title rights for the Balloon Fest involve an approximate \$35,000 investment with term and collective aspects of the program negotiable. Sponsorships for elements of the event such as presenting rights to stages, balloon flights, or recognition of official products are available.



For more information on this sponsorship opportunity, contact:

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