

NATIONAL BALLOON CLASSIC

A CUTTING EDGE CAMPAIGN





GLE EYE
PHOTOGRAPHY



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LETTER FROM CE CONSULTANTS

Dear National Balloon Classic,

On behalf of Cutting Edge Consultants, we would like to thank you for opening your doors, hearts, and hot air balloons to our team. In the past 8 months, we've had the unique opportunity to learn, understand, and connect with your organization and its place in the Indianola community - a tight knit population that takes pride in its rich history.

Throughout this process, we have taken meaningful notes on what the organization is doing well while also looking with a critical eye. This critical lens has aided us in creating a cohesive plan that highlights and honors the organization's rich history all the while looking towards the future. Our ideas are cutting edge, working to send the National Balloon Classic to areas not yet explored.

While we specialize in pushing boundaries, we also understand that at times, monetary resources may be limited. With this understanding, we've created a plan that offers differing levels of associated costs. Do not be fooled, though, as each of them offer ideas that remain to be cutting edge, allowing the National Balloon Classic to pick and choose which plans and budgets are best for the organization depending on its current status. Our plan is not only useful for the next year or two, but one that can grow with the organization over the next decade at its own speed.

Personally, I'd like to extend my most sincere thanks to the National Balloon Classic for your unwavering trust and consistent collaboration with our team and colleagues. Our experiences in working to create this plan have been nothing but life changing for our professional endeavors, as well as personal triumphs and lessons. When things get hard and we're looking for inspiration, we'll always remember to look up. I sincerely hope that our paths cross again.

With Gratitude,



Maddie Haun
Account Executive
Cutting Edge Consultants

MEET THE TEAM

SITUATION ANALYSIS

HISTORY

The National Balloon Classic is a non-profit organization located in Indianola, Iowa. The event came to fruition after Indianola hosted the preliminary competition of the United States National Hot Air Balloon Championships in 1970. The official National Balloon Classic has been taking place in Indianola since 1989, hosting over 200 hot air balloons in the sky, as well as serving as a sanctioned Balloon Federation of America (BFA) competition. As one of the largest hot air balloon festivals in the nation, taking place over 9 days, the ballooning competition attracts pilots from over 25 states and countries.



STRUCTURE & LEADERSHIP

The current structure of the organization consists of an Executive Board, Board of Directors, Staff Members, and Balloonmeister. These members also work closely with event volunteers, pilots, local and state government officials, emergency services and first responders, local businesses, and members of the Indianola and Greater Des Moines communities. From these relationships, the National Balloon Classic continues to flourish. The National Balloon Classic is built upon promoting the sport of hot air ballooning while promoting tourism across Iowa to support the economy. They view themselves to be a significant contributor to Iowa tourism and the regional economy by attracting visitors who also patronize area businesses, parks, and facilities. The Classic has a budget of about \$500,000 per year to reiterate and solidify its mission and vision.

These members include:

Executive Board

- Becky Needles, President
- Jim Stockberger, Past President and Entertainment Chair
- Nate Fehl, Vice President and Food and Beverage Chair
- Drew Backen, Advisor and Legal Counsel
- Darrin Johnson, Secretary and Tower Chair

Board of Directors

- Lisa Dowson
- Jim Fromm
- Darcy Hoch
- Dave Moeller
- Pritesh Patel
- Molly Rogalla
- Cort Singleton

Staff Members

- Staci Scheurenbrand, Executive Director
- Sue Nutgrass, Event Manager

Balloonmeister

- Bill Clemmons

ENVIRONMENTAL ANALYSIS

STRENGTHS

- Relationships with sponsors and the city of Indianola are strong. Maintaining these positive relationships encourages sponsor retention and community support in the form of spectators, volunteers, and positive word of mouth.
- Reputation in the ballooning world – The National Balloon Classic is known as one of the most competitive ballooning events in the nation, giving the event a huge edge in the sport of ballooning.
- Pilot capacity and thriving spectator attendance mean the National Balloon Classic is an event that pilots want to compete at and an event that people want to be a part of.



WEAKNESSES

- Internal division was described as a prominent barrier to growth. Currently, the board members and staff do not have a united vision for the future of the National Balloon Classic, making it difficult to make decisions.
- Lack of infrastructure in the form of databases and decision-making. This is preventing the National Balloon Classic from effectively and efficiently honoring the event's history while progressing toward the future.
- Current external communication is lacking, especially compared to competition. With spectator attendance growth always being a goal for the Classic, it is important to improve external communications and overall marketing efforts.



SITUATION ANALYSIS

OPPORTUNITIES

- Facility updates to enhance the accessibility and appeal of the venue. Creating a more welcoming facility that is accessible for all to enjoy would promote event spectator attendance and retention.
- Increase ballooning education before, during, and after the event. Encouraging the education of the sport of ballooning involves the spectators in the National Balloon Classic in more ways than one and encourages them to come back for the rest of the event.
- Revenue generation – the National Balloon Classic is held at the Memorial Balloon Field 9-days out of the year and is the only annual, consistent event that takes place. This leaves 356 days for the National Balloon Classic to look into other ways to utilize the field to fund the organization. The possibilities are bountiful!
- Marketing efforts are underutilized. The National Balloon Classic website stands to be modernized and its social media presence is inconsistent. Improving these outlets to actively promote the event stands to have a large, positive impact on its success.



THREATS

- Competition includes other ballooning events, which steal market share, and the Iowa State Fair is held around the same time as the National Balloon Classic, often forcing spectators to choose between the two.
- Weather permitting – The weather determines if the balloons fly depending on storms and wind. Bad weather has the potential to stop the event functions for days. Mitigating heat is also a threat, creating a focus on the organization's events to be able to support attendees in a case of extreme weather.
- Choosing partnerships wisely with the vision of expanding into different types of events to be held on the Memorial Balloon Field. These partnerships must work to uphold the current reputation of the National Balloon Classic as an organization. Also, they must keep in mind the wants and needs of the Indianola community when planning new events to generate revenue.

CURRENT EFFORTS

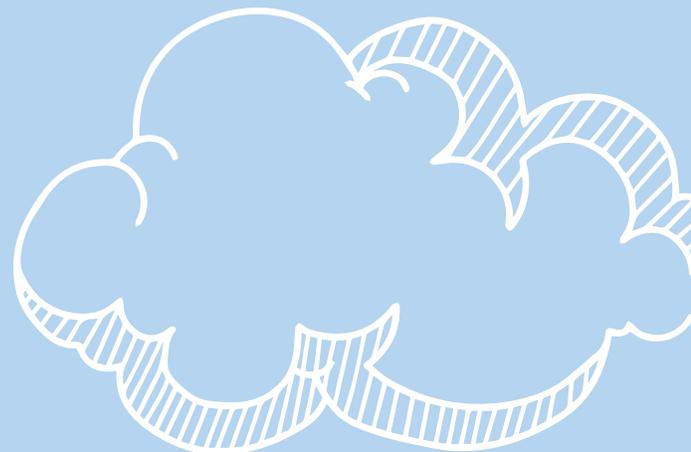
Throughout the years, the National Balloon Classic has worked to grow its communications efforts. This effort is showcased best in the hiring of a contracted group dedicated to the growth of the organization's social media. With this specific dedication, platform growth and interactions will follow. Also, there are newsletters sent to sponsors, keeping some of these important players in the loop with everything going on with the National Balloon Classic.

The organization also partners with local organizations throughout the year, highlighting the 9-day event to Iowans and Americans alike. This is most notably seen in an event that the National Balloon Classic participates in during the fall, bringing balloons to the people of central Iowa.

COMMUNICATION CHALLENGES

Looking into the National Balloon Classic's communication challenges starts with looking at their social media presence. Out of the four major balloon competitions across the country (the Classic, Albuquerque, New Jersey, and Teton), the National Balloon Classic ranks third on social media following. Albuquerque has the largest following with 228,071 followers on Facebook and 59,700 on Instagram, while the National only has 21,268 on Facebook and 909 on Instagram. This leaves a wide gap for the National Balloon Classic to catch up. Indianola being a rural community in a 'fly-over' state presents a unique challenge of attracting people to the area. They struggle with audience reach and conveying desire to bring new people in. This allows for an opportunity for the Memorial Balloon Field to gain new audiences and expand their social media presence by hosting other large-scale events at the field.

Another communications challenge facing the organization is the understanding of ballooning as a sport. This is because, to many people, the event is just a space and time for beautiful balloons to be watched and admired. And although this is partially true, this understanding compromises the true competitive nature of the National Balloon Classic event. This challenge is especially true regarding the public confusion about canceled flight events throughout the 9 days. These cancellations are not widely understood by the general public, leading to many confused and frustrated visitors. Having people understand how and why decisions are made regarding cancellations would limit the magnitude of this frustration.



SITUATION ANALYSIS

KEY FINDINGS

In research conducted in Fall 2022, the biggest key research finding is identifying how to solidify and strengthen the mission of the organization. Staying true to this mission statement can reveal more strategies and tactics on how to improve every year which will set the Classic up for success. In order to accomplish this growth, another important factor to consider would be to maximize land usage. Given the magnitude of how important the Classic is and what it means to the Indianola community, adding new events to the mix must be handled with care. In other words, the Classic will not be forgotten. But setting sights on other opportunities, partnerships and events can quite literally open the field up to even bigger audiences and therefore, awareness of who exactly we are. Another important consideration would be operating under a different name.

This will also enable a wider ability to host different events. With a name change, this will further spread awareness of the field and the Classic as a whole. By utilizing a new name of the field, this aids significantly in separating the land owner aspect from the beloved Classic event which could be an ease of mind, again, re-ensuring attendees that the Classic is indeed not going anywhere. The field is just opening up more opportunities for folks to enjoy! Learning the buying habits and interests of these new target audiences would be required to ensure the events that are hosted are in line with company values. Overall, finding a more intentional and purposeful vision for what that future could look like could be a crucial step towards bigger development and exciting events for more to enjoy.





KEY MESSAGES

1

The National Balloon Classic enriches the Indianola community through their historic 9-day event and beyond.

We are dedicated to continuously providing opportunities for the Indianola community and visitors to actively participate and engage in exciting events. Whether that's attending the Classic's night glows or swaying to a new favorite band, our field isn't just one night of fun but a legacy of anticipation for all to enjoy in many years to come.

By carefully curating a wide array of events that can appeal to anyone, the National Balloon Classic's sole mission is to celebrate the sport of ballooning and bring the community together. Not only this, but the event supports local businesses and artisans by bringing traffic to Indianola. We want to use the National Balloon Classic as a vessel to help support these individuals and showcase their talents and skills.

Additionally, the National Balloon Classic supports Indianola's local economy by bringing in about 70,000 people to the community each summer. This boost promotes economic development by allowing more money to go directly back into the city. Which in turn fosters hometown pride and strengthens relationships further enriching the Indianola community.

While the National Balloon Classic will continue to serve the Indianola and greater ballooning community by hosting the famous annual ballooning competition on the Memorial Balloon Field, the organization will be expanding its scope of events. With this change comes a distinction between the National Balloon Classic as an organization and as an event.

As an organization

- Hosting and facilitating family-friendly, forward-looking events for everyone
- Create and nurture strategic partnerships with local and global organizations to bring new, thoughtful events to the public
- Separate the mission of the National Balloon Classic organization
- Generate revenue for the organization through the mindful renting of the Memorial Balloon Field for outside events

As an event

- Continue the established reputation of putting on the best balloon competition in the United States
- Provide families from all of the world with a unique experience, opening the world of competitive ballooning to the public
- Brainstorm and implement other events and tasks during the 9-day event that can be adapted to inclement weather conditions



2

The National Balloon Classic has something for everybody.

We aim to communicate the National Balloon Classic as a fun event for people of all walks of life, especially focusing on increasing engagement with young adults. Right now, the majority of attendees are families and older adults. By creating more events geared towards younger generations, we can increase overall attendance, volunteering efforts and overall engagement with the community. Not only during the 9-day event but at the Balloon Field throughout the year.

The National Balloon Classic is the second largest hot air balloon festivals in the nation and hosts up to 70,000-90,000 guests of all ages and demographics. Up to 100 pilots from around the world participate in the event. The Classic contributes to Iowa tourism, the Indianola economy, by attracting visitors who shop and dine in the community.



TARGET PUBLICS

INDIANOLA AND CENTRAL IOWA RESIDENTS

As a target public, Indianola/central Iowa residents are arguably one of the most crucial contacts. They are the bulk of our attendees, sponsors and volunteers, and communicating with them is where a lot of focus will be. Currently, we have a good relationship with the community, but there are always areas for improvement. To have a good relationship with them we have to put in the effort to maintain that. Without the targeting of this public, the National Balloon Classic would have no way to expand or continue our reputation. Residents of Indianola and central Iowa keep our events going year after year, so we must continue to engage them in any future plans or actions.



GENERAL PUBLIC

The general public consists of people who do not know about the National Balloon Classic or the sport of ballooning. This audience casts a wider net of possible attendees, reaching across the United States and possibly the world. Individuals included in this audience are not Indianola or Central Iowa Residents, as those relationships will differ in partnership and engagement with the National Balloon Classic. Instead, this more general public is an untapped market that creates an opportunity to increase the National Balloon Classic's spectator turnout and broaden organizational awareness across the country. People included in this market are residents of the Midwest and other areas of the United States. This can be done through expanding National Balloon Classic's social media presence and marketing.

VOLUNTEERS

Given the Classic recruits about 400 volunteers every year to ensure a smooth event, this audience cannot be overlooked. Pursuing better methods and tactics to strengthen this public would greatly improve future events to come. Considering the significant amount of growth the Classic has continued to see, engaging niche audiences could be hugely beneficial. Simpson College's Community Engagement and Service office is a great place to start. Expanding to different religious organizations in Indianola can also be a fantastic way to recruit volunteers.



TARGET PUBLICS

POTENTIAL PARTNERS

In order to amplify the National Balloon Classic's mission to promote the sport of hot air ballooning and Iowa tourism, it is imperative that we pay special attention to potential partners. Potential partners can consist of local businesses and vendors in the Greater Des Moines area, as well as organizations that would have a focus on utilizing the Memorial Balloon Field to host events. These relationships allow the National Balloon Classic to provide their spectators with quality vendors, food, drink, set-up, security, and more.

Possible small businesses in Indianola

- Studio Fusco
- Lula Belle Designs
- Oskam Signs
- Cabin Coffee Co
- CNM Outdoor Equipment
- Pageturners Bookstore
- The Outside Scoop
- The Local Vine
- And many others...

These local businesses have an opportunity to increase the number of sales and customers by partnering with the Classic. This could include selling food or drinks at the event, hosting a booth or stand with promotions and incentives to visit the store after the event, or promoting themselves through other ways. By giving these National Balloon Classic guests the opportunity to spend their money supporting the Indianola community is a crucial part of the experience that small businesses should capitalize on.

On top of facilitating relationships with local businesses, the National Balloon Classic must create and facilitate strategic partnerships with outside organizations if they plan to venture into different events to host on the Memorial Balloon Field throughout the year. These partnerships can consist of music coalitions or other event businesses.

looking for an area to utilize for events. Partnerships require nurturing, helping to ensure a steady income for the National Balloon Classic throughout the year. Relationships like this also need to be strategic, making sure that an organization's goals and values align with those of the National Balloon Classic. This idea will cause the National Balloon Classic to think critically about what accommodations they can provide.

SPONSORS

National Balloon Classic sponsors are vital in the financial support of the Classic and relevant in terms of relationship maintenance and overall reputation. It is critical to honor our sponsors and show them appreciation for sponsorship retention. The Classic must offer valuable sponsorship packages that deliver special perks and experiences highlighting the unique platform the National Balloon Classic presents sponsors. This includes the opportunity to gain exposure for each sponsoring company to a diverse realm of spectators along with the chance to build positive relationships with the community of Indianola and central Iowa. Leading, current sponsors for the National Balloon Classic include presenting sponsor TruBank and platinum sponsors Hy-Vee and Wells Fargo.

Not only does the Classic want to retain past sponsors, but also want to gain new sponsors each year. It is important for the National Balloon Classic to be wary of respecting current sponsors while acquiring new sponsors, especially when considering sponsors for the nine-day event versus sponsors for the field year-round. Currently, the NBC is looking into redesigning their sponsorship system, granting a great opportunity to consult in this area.

OBJECTIVES, STRATEGIES, & TACTICS

1 Increase public awareness about the National Balloon Classic and ballooning as a sport by 20%, measured by online surveys three months after the 9-day event.

1.1 EDUCATE INDIANOLA RESIDENTS

- 1.1.1 Educational graphics about history of competitive ballooning
- 1.1.2 Educational graphic about influence of weather on ballooning (to be posted when events are canceled)
- 1.1.3 Tour Indianola schools

1.2 NAME CHANGE

- 1.2.1 List of possible names

1.3 POSITIVE PUBLIC AWARENESS

- 1.3.1 Social media campaign
- 1.3.2 Website update
- 1.3.3 Promotional video
- 1.3.4 List of news stations across the Midwest
- 1.3.5 Email to send to news stations
- 1.3.6 National Balloon Classic event press release

1.4 ENGAGE LOCAL INFLUENCERS

- 1.4.1 List of local influencers

JUSTIFICATION

While this plan's focus is not to increase the pilot population, there is a consistent desire for more attendees. This objective specifically tackles the need for people (individuals, families, businesses) to hear about the National Balloon Classic. Public awareness will come from free, earned media, as well as paid videos and promotional materials. This objective will also create and facilitate important relationships with other areas of the United States, casting a wider net of influence for the National Balloon Classic. Increasing public awareness will also open doors for ways to utilize the 150 acres of land throughout the year.



2

Cultivate new positive relationships with regional leaders and businesses in the Midwest by 30% as measured by an increase in partnerships within the year.

2.1 SECURE MORE EVENT SPONSORSHIPS

- 2.1.1 Brand guide
- 2.1.2 Update website
- 2.1.3 Strengthen partnerships with Simpson College and surrounding institutions
- 2.1.4 Partner with Drake CEL or Engaged Citizen Corp to open volunteer opportunities
- 2.1.5 New tiered sponsorship program
- 2.1.6 Sponsorship Raffles

2.2 UTILIZE THE LAND OUTSIDE OF THE 9-DAY CLASSIC EVENT

- 2.2.1 Partner with local businesses to rent the Memorial Balloon Field out for events
- 2.2.2 Curate list of event businesses in the Midwest
- 2.2.3 Relationships with Indianola
- 2.2.4 Post event survey

JUSTIFICATION

The strong sense of community is one of the most attractive features of Indianola and the National Balloon Classic. Increased efforts to partner with more businesses and leaders allow for an increase in visitorship and economic growth for the Indianola community. Partnering with institutions such as Simpson College or with other local businesses can give the Classic the ability to extend their reach to new audiences, bringing brand awareness to both parties. These partnerships, whether during the 9-day event or during the other 356 days of the year, will help maximize the events that Indianola can host to further community growth. This will, in-turn, help get more eyes on the Classic and more funding for the event.



OBJECTIVES, STRATEGIES, & TACTICS

3

Grow the volunteer population by establishing consistent and cohesive recruitment and retention practices in preparation for the 2024 event.

3.1 BOOST VOLUNTEER RECOGNITION

- 3.1.1 List of possible awards
- 3.1.2 Recognition of volunteers on the website through testimonials
- 3.1.3 Form for volunteers to fill out if they see someone who deserves a shout out

3.2 RE-IMAGINE VOLUNTEER ENGAGEMENT ON-SITE

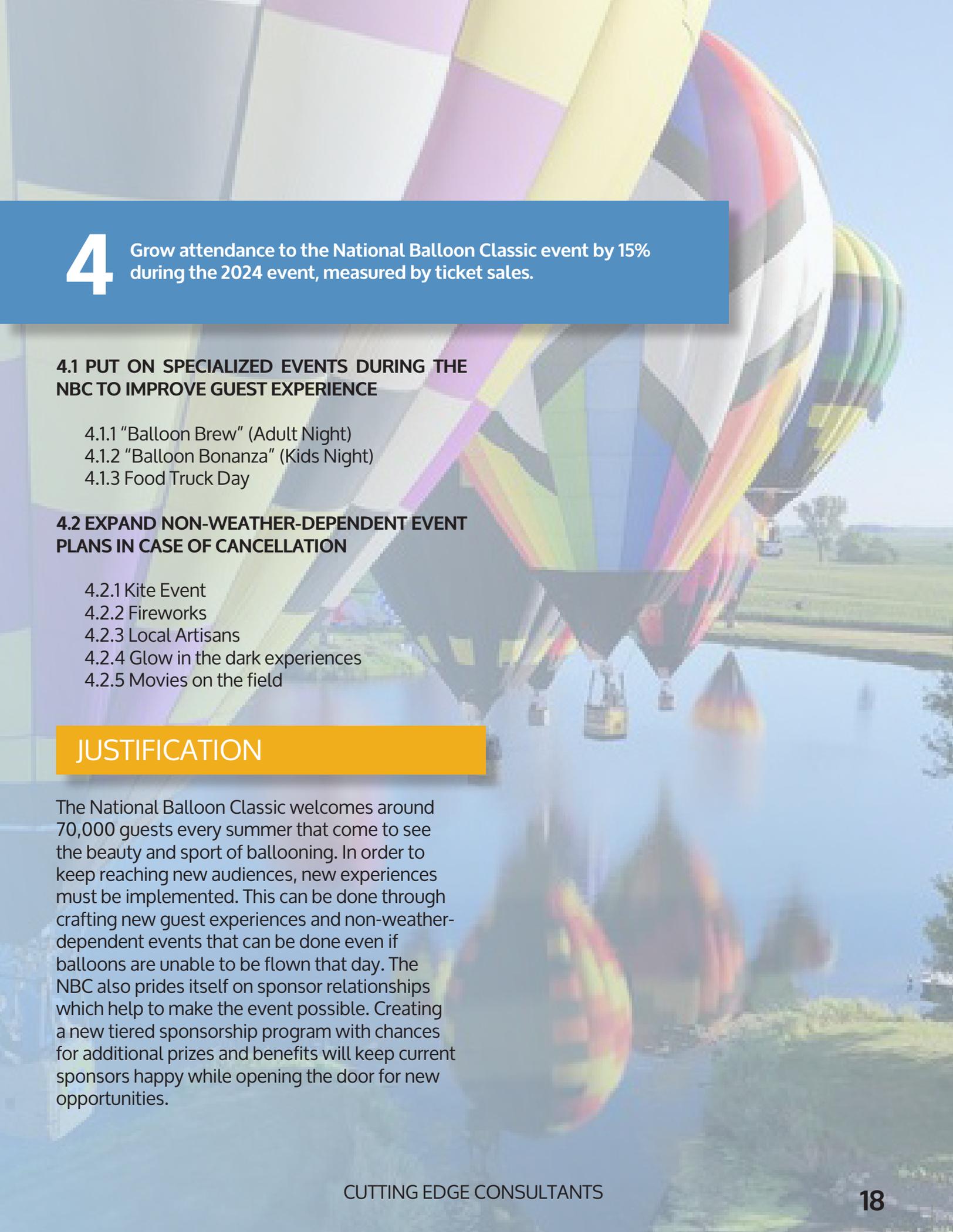
- 3.2.1 Booths for volunteers with food/cool down centers
- 3.2.2 Volunteer meal vouchers

3.3 ENGAGE VOLUNTEERS IN A NEW, EXCITING WAY

- 3.3.1 Raffle of balloon rides
- 3.3.2 Swag bag
- 3.3.3 Social media scavenger hunt
- 3.3.4 Banquet event for the year's volunteers
- 3.3.5 List of local non-profits to dedicate time for a donation

JUSTIFICATION

Strengthening the Classic's volunteering practices is vital to the growth and success of future events to come. In order to implement new events smoothly, there must be a solid foundation of volunteers to depend on. That means giving them the recognition they deserve, prioritizing the comfort of working environments, and encouraging them to work with the community instead of for them. By creating more interactive activities, these opportunities can truly bridge the gap. Introducing these steps as consistent practices, this places a focus on human connectedness which is exactly what these selfless hearts desire. The Indianola community is their home too! Let's work together to show our appreciation to those that make these events possible.



4

Grow attendance to the National Balloon Classic event by 15% during the 2024 event, measured by ticket sales.

4.1 PUT ON SPECIALIZED EVENTS DURING THE NBC TO IMPROVE GUEST EXPERIENCE

- 4.1.1 "Balloon Brew" (Adult Night)
- 4.1.2 "Balloon Bonanza" (Kids Night)
- 4.1.3 Food Truck Day

4.2 EXPAND NON-WEATHER-DEPENDENT EVENT PLANS IN CASE OF CANCELLATION

- 4.2.1 Kite Event
- 4.2.2 Fireworks
- 4.2.3 Local Artisans
- 4.2.4 Glow in the dark experiences
- 4.2.5 Movies on the field

JUSTIFICATION

The National Balloon Classic welcomes around 70,000 guests every summer that come to see the beauty and sport of ballooning. In order to keep reaching new audiences, new experiences must be implemented. This can be done through crafting new guest experiences and non-weather-dependent events that can be done even if balloons are unable to be flown that day. The NBC also prides itself on sponsor relationships which help to make the event possible. Creating a new tiered sponsorship program with chances for additional prizes and benefits will keep current sponsors happy while opening the door for new opportunities.

EVALUATION METHODS

Strategy 1.1

EDUCATE INDIANOLA RESIDENTS

Educating the Indianola community about the rich history of ballooning in the area, as well as hindrances to ballooning will help in those times where events may need to be canceled. The National Balloon Classic taking this type of seat in the ballooning and general events discussion, many people will be reached. **In evaluating this method, Indianola's residents will be surveyed**

once a year, with a full year apart from each other (i.e. first survey in Fall 2023 and second survey in Fall 2024). Questions asked will be related to how these residents' understanding of ballooning and the National Balloon Classic has grown in the past year. Through these surveys, the National Balloon Classic will be able to fill the gaps between what people are still needing to understand.

Strategy 1.2

NAME CHANGE

A name change for the National Balloon Classic as an organization will open doors to more partnerships and events outside of the current 9-day event. Creating a distinct difference between the organization and event will allow the National Balloon Classic the freedom to explore other opportunities. Also, changing the name of the organization could kick off a new strategic

marketing plan for the organization, effectively introducing themselves to the Indianola Community once again, strengthening pre-existing relationships and broadening landscapes. **This process will be evaluated by conducting surveys and focus groups related to a name change - what are people looking for? What's the best choice for the National Balloon Classic?**

Strategy 1.3

POSITIVE PUBLIC AWARENESS

For an event as big as the National Balloon Classic, recognizability and credibility is very important. In order for the nonprofit to raise positive public awareness, they must communicate consistently to their audience about upcoming events, changes and updates. Through changing their website to keep pace with updated information as well as a social media campaign and promotional video about the Classic, they will be able to reach new, diverse audiences. **To evaluate this strategy, we hope to see an increase in social media analytics, including engagement and following as well as**

see an increase in paid media in the surrounding communities. Measuring the number of paid media that the National Balloon Classic is receiving can be conducted through a media audit and analysis. This can include taking note of the number of times the NBC is mentioned in the media, while categorizing it to why they were highlighted. Getting a sense of when the Classic is covered provides an understanding of where they need to focus their promotional efforts and awareness with the media.

Strategy 1.4

ENGAGE LOCAL INFLUENCERS

Partner with at least 10 local influencers for the NBC 2024 allowing them a couple of free passes to The Classic, and potentially some other perks, with the understanding they will attend the event and post about it. **To evaluate how well this**

worked, we will use the exit survey to determine where the majority of attendees first heard about the classic. IE: Please describe how or where you heard about this event? List the most relevant if multiple, as many as apply. (Short answer response on form)

Strategy 2.1

SECURE MORE EVENT SPONSORSHIPS

Engaging in more event sponsorships allows the Classic to increase the reach and awareness of the nonprofit, as well as increases the amount of money that they can spend to improve the consumer experience. Similar to creating positive public awareness, it is imperative that the National Balloon Classic creates a brand guide that highlights what the NBC is and what they can offer other organizations that partner with them. This guide will provide an understanding of the history of the field, the details of the field, pictures and testimonials from other organizations that have utilized the field. This can then be translated to the

website, where past sponsors and partners are recognized and highlighted.

Securing more event sponsorships and partnerships can happen in the Indianola and Greater DSM community through partnering with Simpson College and Drake University through possible student internships, faculty nights, opening volunteer opportunities to Drake Community Engaged Learning and more. Creating these positive relationships with institutions near Indianola can help the Classic raise more money and awareness for the 9-day event and beyond.

Strategy 2.2

UTILIZE THE LAND OUTSIDE OF THE 9-DAY CLASSIC EVENT

In effort to increase the Memorial Balloon Field usage outside of the 9-day event it is vital to create and maintain relationships with new vendors and organizations. To initiate the communication there will be a curated list of event businesses in the Midwest. **The effectiveness of this strategy will be measured through the number of "off-season"**

events hosted at the Memorial Balloon Field. By allowing the land to be utilized for other events funds will be generated along with increased knowledge to the public of the space and draw new visitors in.

EVALUATION METHODS

Strategy 3.1

BOOST VOLUNTEER RECOGNITION

An important strategy for the National Balloon Classic is to capitalize on developing a streamlined protocol to recognize volunteers. It is through this process that these people who commit many hours will gain the attention and appreciation they most respectfully deserve. By creating an in-depth plan into this special kind of recognition, this not only will help in retention rates but can also aid in recruiting practices. This large community of

people are very interactive with each other and better yet Indianola. When word of mouth spreads about how positive their volunteering experience was, this will likely greatly improve other volunteering experiences in other possible events in this field as well. **It would be beneficial to send out a post-event survey in order to gauge how effective these recognition efforts are.**

Strategy 3.2

RE-IMAGINE VOLUNTEER ENGAGEMENT ON-SITE

No one wants to volunteer in a physically tiring and mentally taxing environment. That's why focusing on the volunteering experience is vital to recruitment practices. It's important to create an experience all parties will enjoy in one way or another. The awesome thing about the Classic is that as a volunteer, you are able to witness these extravagant balloons in the air. But why stop there? After dedicating so much time to the event, giving more incentives to come back and volunteer with us again should be at the forefront of our

minds. Whether that's providing extra areas of shade, giving these people special volunteering meal vouchers, or something as simple as a cool down/snack booth all could stop at throughout the event. This will prove to these special helpers that we really care about the time they're dedicating to the flow of the event. **Reaching out to these participants before and after the event will allow us to implement and improve volunteering conditions hopefully resulting in a better experience overall.**

Strategy 3.2

ENGAGE VOLUNTEERS IN A NEW, EXCITING WAY

A volunteer's words can go a long way. These people have a totally different outlook on the event and their impact can reach limitless possibilities. Does their experience really have to look all that different to an attendee? After dedicating a lot of their time to this event, and maybe more events to come, engaging this audience in exciting ways can

really pull at their heart strings and strengthen ties. Volunteers are consumers too. **In order to evaluate this engagement properly, opening up a safe space to receive feedback will provide great opportunities to continually enhance this experience.** Let's not forget how important these "brand ambassadors" are and really give them moments to remember.

Strategy 4.1

SPECIALIZED EVENTS DURING NBC TO ENHANCE EXPERIENCE

The National Balloon Classic strives to create an exciting and memorable experience for those who visit. The activities should be carefully crafted and present unique and accessible opportunities for guests throughout the duration of the nine-day

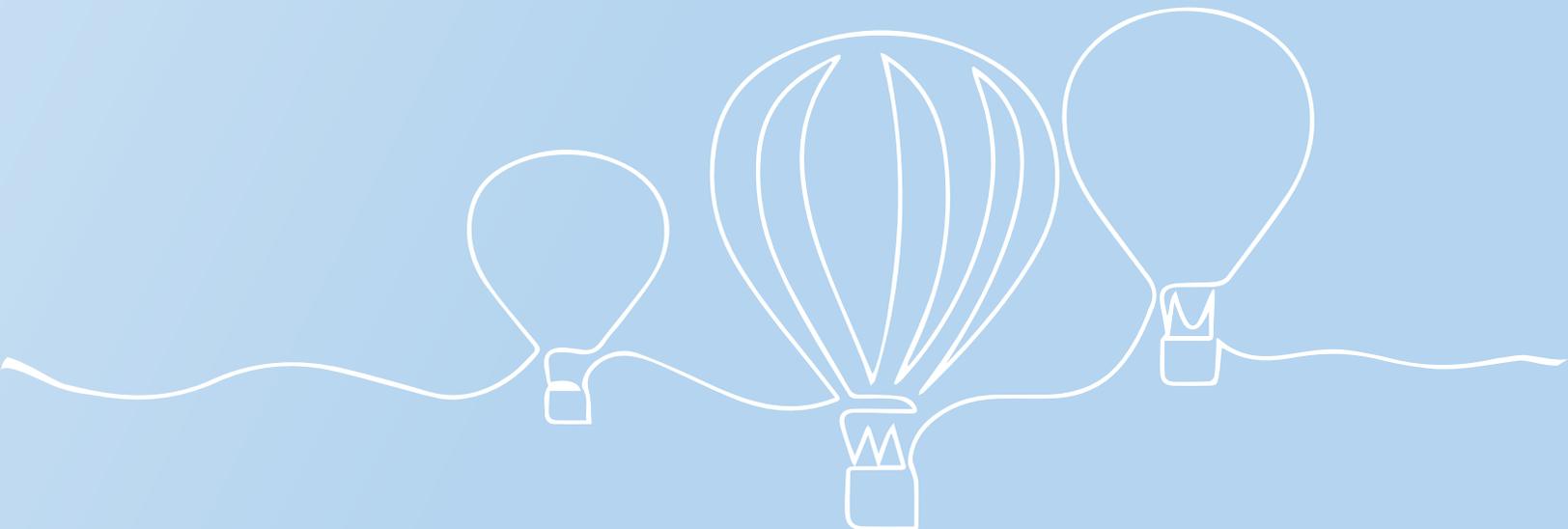
event. By creating new events new visitors will follow. **The effectiveness of this strategy will be measured by ticket sale growth after marketing the new events.**

Strategy 4.2

EXPAND NON-WEATHER-DEPENDENT EVENT PLANS

Having more non-weather dependent events planned in preparation of cancellations during the 9-day event of the National Balloon Classic will help to curve attendee and community disappointment when weather conditions do not support the flying of balloons. Having an arsenal of other options will allow the National Balloon Classic to serve the community. **For the 2024**

event, there shall be at least 5 non-weather dependent events planned. This number would ensure that at least half of the events will have other options in case of inclement weather. Having these planned and set in place will help alleviate stress for the staff, board, and volunteers of the organization, as well as allow attendees to feel as though their money is put to good use.



BUDGET & TIMELINE

BUDGET

For our budget, we have created three different options. These options are tiered, going from cheapest to most expensive. Tier 1 focuses more on parts of our plan that should be first implemented and will aid in the National Balloon Classic's immediate or short-term needs. Tier 1

serves as the foundation for the plan. Tier 2 serves as a stepping stone, existing as a more cost friendly budget while also adding more long-term ideas to the mix. Tier 3 is our most expensive option. This tier contains items that are more evergreen in nature, lasting into the long term due to the high initial investments.



TIER I: COST FRIENDLY

Marketing and Outreach Intern **\$2,700**
\$15/hour for 15 hours/week for 6 months

Promotional video (PSA only) **\$200**
Videographer

Volunteer Booth **\$2,525.50**
Chips
Kind Bars
Made Good Bars
Water
Gatorade

Raffle Tickets (1,500 count) **\$39.33**
Sponsors
Volunteers

Glow in the Dark Experiences **\$134.97**
Cornhole/Bags
Lawn Darts
Volleyball

Printing materials **\$2,000**

TOTAL: \$7,600

TIER III: ELITE

**Rather than providing a number due to wide variations in many of these pieces, please see each item individually for pricing*

App Implementation **\$10,000 - \$50,000**

App contractor

Yearly Apple Developer Program membership

Influencer Sponsored Posts

Tiered:

- Micro influencers (10,000 - 50,000 followers): **\$100 - \$500 per post**
- Mid-tier influencers (50,000 - 500,000 followers): **\$500 - \$5,000 per post**
- Macro influencers (500,000 - 1,000,000 followers): **\$5,000 - \$10,000 per post**
- Mega influencers (1,000,000+ followers): **\$10,000+ per post**

Volunteer Banquet **\$3,250**

Food catered by HyVee

Changemaker Scholars Program **No ticket price available, contact Drake to see**

Pop-up Movie Drive **\$5,000 - \$10,000**

Sponsorship Updates for 4 days **\$7,200**

- Separate Bar Service \$600/day/bartender
- Catered Outside Food \$1,200/day

TIER II: PREMIUM

**Tier 2 includes all of Tier 1 and those pieces listed below*

Tickets **\$240**

Influencers

Splitting Marketing and Outreach Internship into Two Positions **\$2,700**

Volunteer Meal Vouchers **\$1,500**

One ticket per volunteer who works over 5 hours/day

Promotional video (whole series) **\$800**

Videographer

Tour Indianola Schools **\$26.95**

5x8 trailer UHaul

Volunteer Swag Bag **\$971.52**

Fans

Canvas Tote Bags

Water Bottle Labels

Water Bottle

Balloon Bonanza (Kids Night) **\$430.96**

Face painting

Balloon artist

Jump house

Skyboxes **\$3,000**

Sponsors

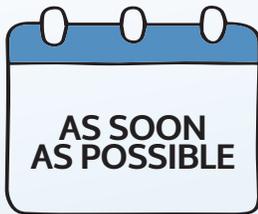
Separate Porta Potties **\$250**

Sponsors

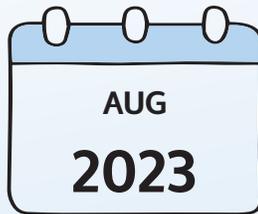
TOTAL: \$17,600

BUDGET & TIMELINE

TIMELINE



- Website Updates
- Hire professional photographer
- Create and upload 3D tour of the grounds
- Implement Brand Guide
- Establish contact with local institutions (Simpson and Drake)
- Improve volunteer experience



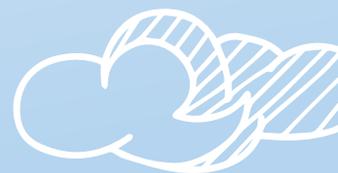
- Post event survey
- Social media campaign begins
- Obtain quality footage of National Balloon Classic event for promotional video
- Contact businesses to rent out Memorial Balloon Field
- Plan themed days and non-weather dependent events for National Balloon Classic



- Social media posts
- Begin reaching out to local businesses/vendors for donated items for local auction
- Implement new sponsorship tiers by newsletter communication
- Engage with local institutions (Simpson and Drake)/figuring out what that partnership will look like
- Make event planning internship live
- Media touches with Indianola

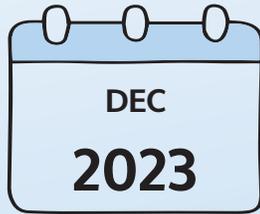


- Touring Indianola schools
- Media touches with Indianola
- Communicate volunteer experience changes
- Contact local non-profit for time/monetary donation exchange program





- Social media posts
- Media touches with Indianola



- Social media posts
- Media touches with Indianola



- Social media posts
- Make communications/marketing internship live
- Follow up with businesses to rent out Memorial Balloon Field
- Media touches with Indianola



- Social media posts
- Media touches with Indianola



BUDGET & TIMELINE



- Social media posts
- Media touches with Indianola



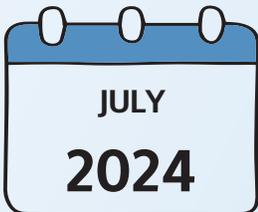
- Social media posts
- Media touches with Indianola



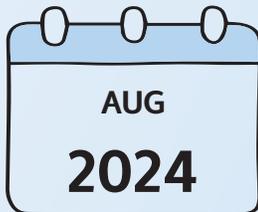
- Social media posts
- Educational graphic about ballooning
- Media touches with Indianola



- Social media posts
- Educational graphic about weather
- Establish contact with media outlets
- Establish contact with local influencers
- Media touches with Indianola



- Social media posts
- Release promotional video for NBC
- Scavenger hunt
- Follow up with media outlets
- Engage with local influencers
- Media touches with Indianola
- Recognize volunteers on National Balloon Classic Website



- Social media posts
- Media touches with Indianola

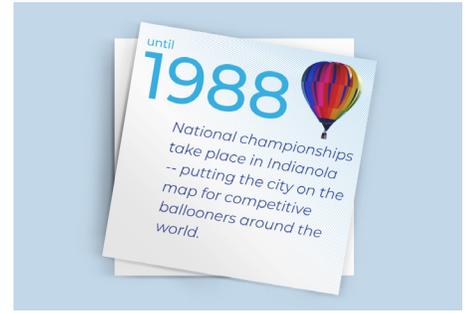


APPENDIX

- 
- 29-31** Educational Graphics & Tour Indiana Schools
 - 32** List of Possible Names, Social Media Campaign
 - 33-34** Website Update, Promotional Video
 - 35 & 36** News Stations & Email to News Outlets
 - 37 & 38** Press Release & Local Influencers, Brand Guide
 - 39 & 40** College Partnerships & Sponsorship Program
 - 41-42** Sponsorship Raffle, Local Businesses, Midwest Event Businesses
 - 43-45** Indiana Relationships & Post Event Survey
 - 46** Volunteering Awards/Recognition
 - 47** Volunteer Shout Outs, Booths, Vouchers & Raffle
 - 48** Swag Bag
 - 49-50** Scavenger Hunt
 - 51 & 52** Volunteer Banquet & Non Profits
 - 53-55** Balloon Brew, Balloon Bonanza & Food Truck Day, Kite, Fireworks
 - 56** Artisans, Movies, Glow in the Dark Events

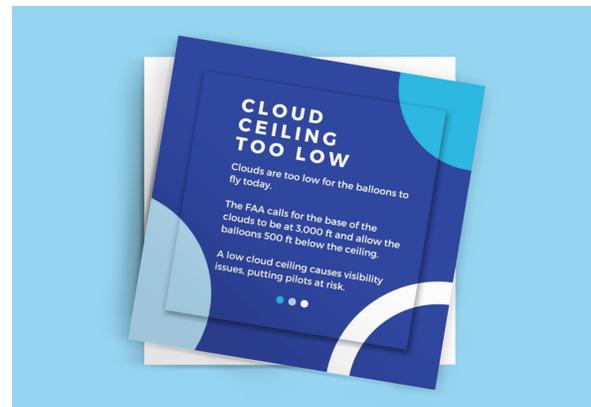
TACTIC 1.1.1

Educational Graphics About History of Competitive Ballooning



TACTIC 1.1.2

Educational Graphic About Influence of Weather on Ballooning (to be posted when events are canceled)



TACTIC 1.1.3

Tour Indianola Schools

What:

Touring Indianola Schools would give the National Balloon Classic opportunities to engage with youth across the city, increasing public awareness for the event and organization. Not only would publicity about the event be helpful, but having students understand the sport of ballooning in a deeper, more connected way would allow for interest to be piqued and the sport of ballooning to continue into the next generation.

When:

October 1 is dedicated as Balloons Around the World Day. While many people immediately think of party balloons on this day, there is a chance to shift the messaging. This shift would allow people to think about hot air balloons on the holiday, spreading awareness for the sport. Throughout the month of October, the National Balloon Classic will tour schools in the Indianola community.

Who:

The Executive Director of the National Balloon Classic, Staci Schuerenbrand, will tour around with a pilot to schools. Between Staci and the pilot, a comprehensive educational presentation can be delivered.

Where:

Emerson Elementary

Contact:

jonathan.fitzpatrick@indianola.k12.ia.us
(515) 961-9550

Location:

1109 E. Euclid Ave

Whittier Elementary

Contact

Stacy.strong@indianola.k12.ia.us
(515) 961-9570

Location

1306 W Salem Ave, Indianola 50125

Irving Elementary

Contact:

joanne.thessen@indianola.k12.ia.us
(515) 961-9560

Location

500 W Clinton Ave

Laura Ingalls Wilder Elementary

Contact

jennifer.ridout@indianola.k12.ia.us
515-961-9540

Location

2303 W Euclid Ave.

Activity:

The activity to do with these students will be to present to them about hot air ballooning.

After that's finished, Each of them will design their own hot air balloon! Be sure that the school that's visited has adequate coloring supplies for each student. Once finished, the students will be told that their artwork will be showcased during the National Balloon Classic in the giftshop. This will prompt students to want to attend during the summer to see their artwork on display.

Lastly, each student will get the chance to get into the balloon basket. This is a great photo opportunity for the National Balloon Classic, as well as a chance for young kids to see ballooning up close.

NATIONAL BALLOON CLASSIC PROPOSAL

Supplies:

Balloon basket in UHaul

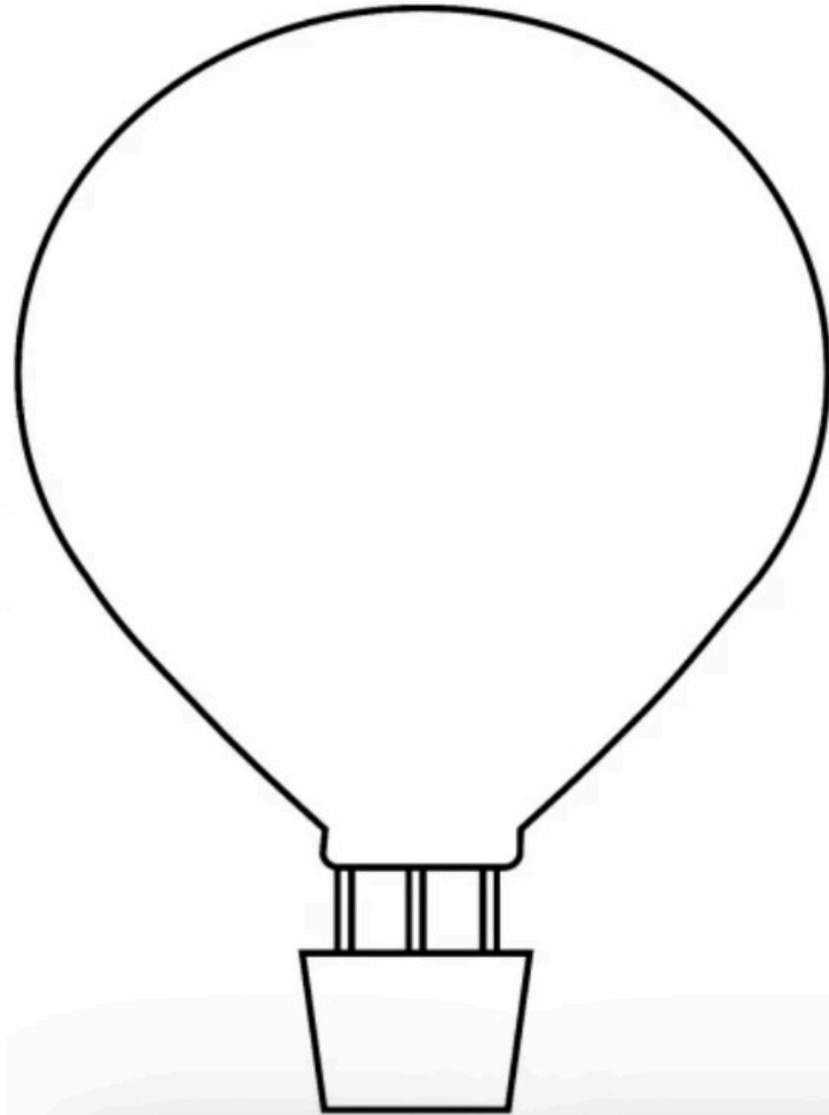
UHaul cost for 6 hours in early October is \$26.95

5x8 trailer

Presentation

Hot air balloon outlines (see below)

Printing cost



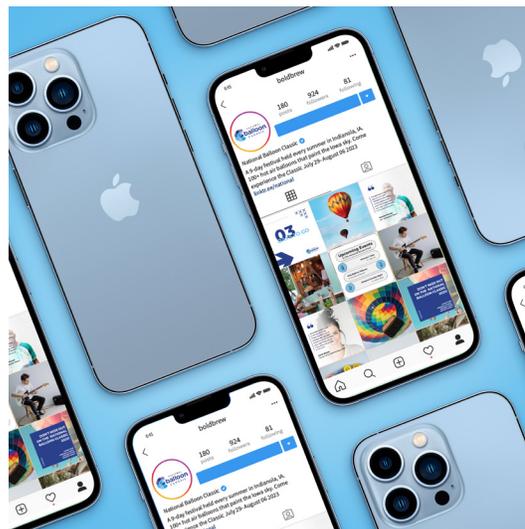
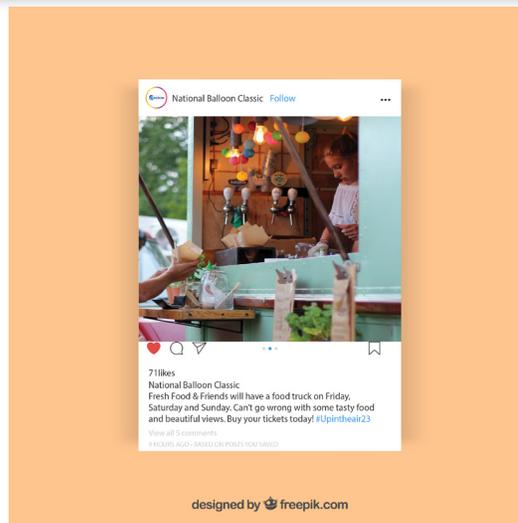
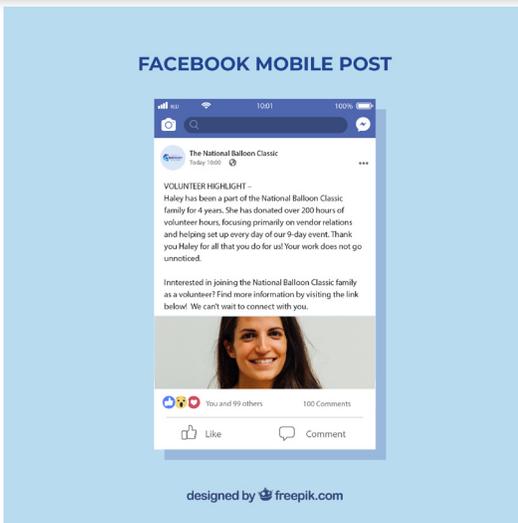
Name: _____

Grade: _____

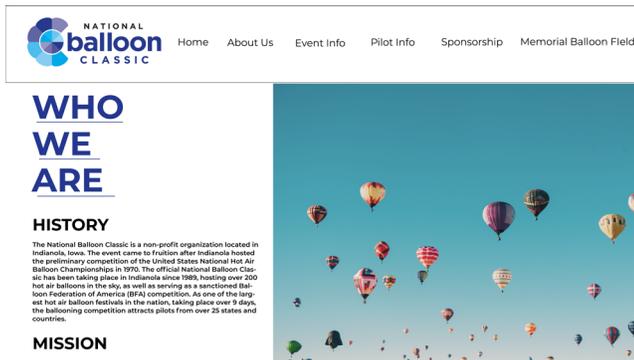
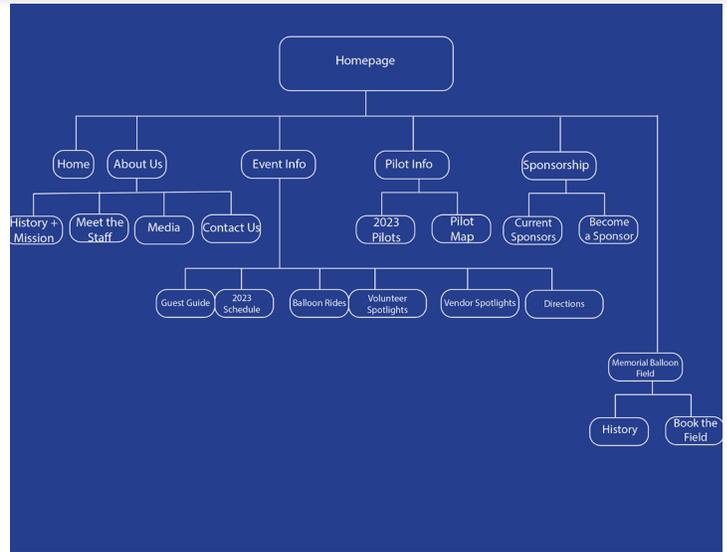
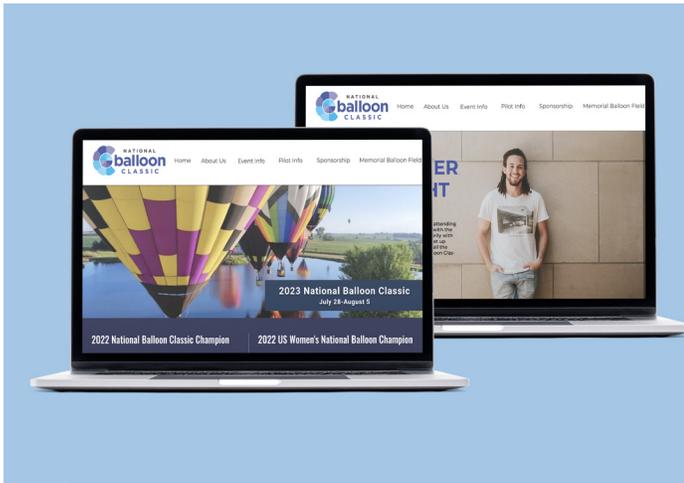
TACTIC 1.2.1
List of Possible Names

- Taking Flight Events
- Events In Flight
- In Flight Ideas
- Sky High Events
- Sky High Event Planning
- Sky High Experiences
- Skyward Events
- Skyward Event Planning
- Skyrise Events
- Inflated Ideas
- Flying Ideas
- Clear Skies Event Planning
- Birdseye View

TACTIC 1.3.1
Social Media Campaign



TACTIC 1.3.2
Website Update



TACTIC 1.3.3
Promotional Video

1. Promo
 - 30 second PSA about the Classic
 - See script below
2. Web Series
 - Promo PSA
 - "Behind the Scenes" of the National Balloon Classic
 - 3D Tour of the Grounds
 - Could be executed by Digital Marketing Intern

NATIONAL BALLOON CLASSIC PROPOSAL

National Balloon Classic Promo
 TRT: 00:00:30

<p>(Upbeat music starts playing)</p> <p><i>Drone footage of National Balloon Field at dusk</i></p>	<p>VO: Experience the wonder and excitement of the National Balloon Classic! Join us for a breathtaking adventure that will take your breath away.</p>
<p><i>Clips of families enjoying the Classic, sitting on blankets with young children running around</i></p>	<p>Witness the magic of over 100 hot air balloons as they fill the sky with vibrant colors and shapes</p>
<p><i>Clips of people dancing at concert</i></p> <p><i>Videos of food</i></p>	<p>From live music and delicious food</p>
<p><i>View looking out in a balloon, at sunset</i></p> <p><i>Clip of pop up drive in theater</i></p>	<p>to balloon rides and fun activities for all ages</p>
<p>Two people holding hands in the foreground, with a of a glowing balloon blurred background</p>	<p>The National Balloon Classic.</p> <p>Where memories take flight.</p>

TACTIC 1.3.4

List of News Stations Across the Midwest

News Stations: Des Moines

KCCI
KDSM-TV
KFPX-TV
WHO-DT
KCWI-TV
WOI-DT

News Stations: Chicago

WGN-TV
WFLD
WBBN-TV
WLS-TV
WMAQ-TV
WTTW

News Stations: Springfield
(Illinois)

WICS
WICD
WEEK-TV

News Stations: Minneapolis

KSTP-TV
KMSP-TV
WCCO-TV
KSTC-TV
KTCA

News Stations: St. Louis

KTVI
KMOV
KSDK
KPLR-TV
KDNL-TV

News Stations: Omaha

KETV
WOWT
KPTM
KMTV-TV
KLKN

News Stations: Lincoln

KLKN
KSNB-TV
KOLN
KHGI-TV
KFXL-TV

News Stations: Milwaukee

WISN-TV
WITI
WDJT-TV
WMVS
WMLW-TV

News Stations: Kansas City

KCTV
KMBC-TV
WDAF-TV
KSHB-TV
KCWE
KDFW

News Stations: Sioux Falls

KDLT-TV
KTIV
KCAU
KELP-TV
KMEG
KTTW

News Stations: Fargo

KVLY-TV
KVRR
WDAY-TV
KXJB-LD
KBMV

TACTIC 1.3.5

Email to Send to News Stations



To the Media Relations Team of [insert news station],

The dog days of summer are upon us and the people in your viewing district are looking for a special way to wrap up their summer. The National Balloon Classic offers a one-of-a-kind event that delivers a unique entertainment experience to everyone.

The National Balloon Classic, held on [insert event date], paints the Iowa sky with 125+ brilliant hot air balloons over the span of a 9-day event. Spectators watch as the sky fills with color during our nationally recognized competition flights and our glow-in-the-dark Nite Glow hot air balloon viewing experience. While the balloons are not in flight, guests can enjoy family-friendly activities throughout the day like live music, balloon rides, and visiting local vendors and artisans. All activities included in one low, general-admission price.

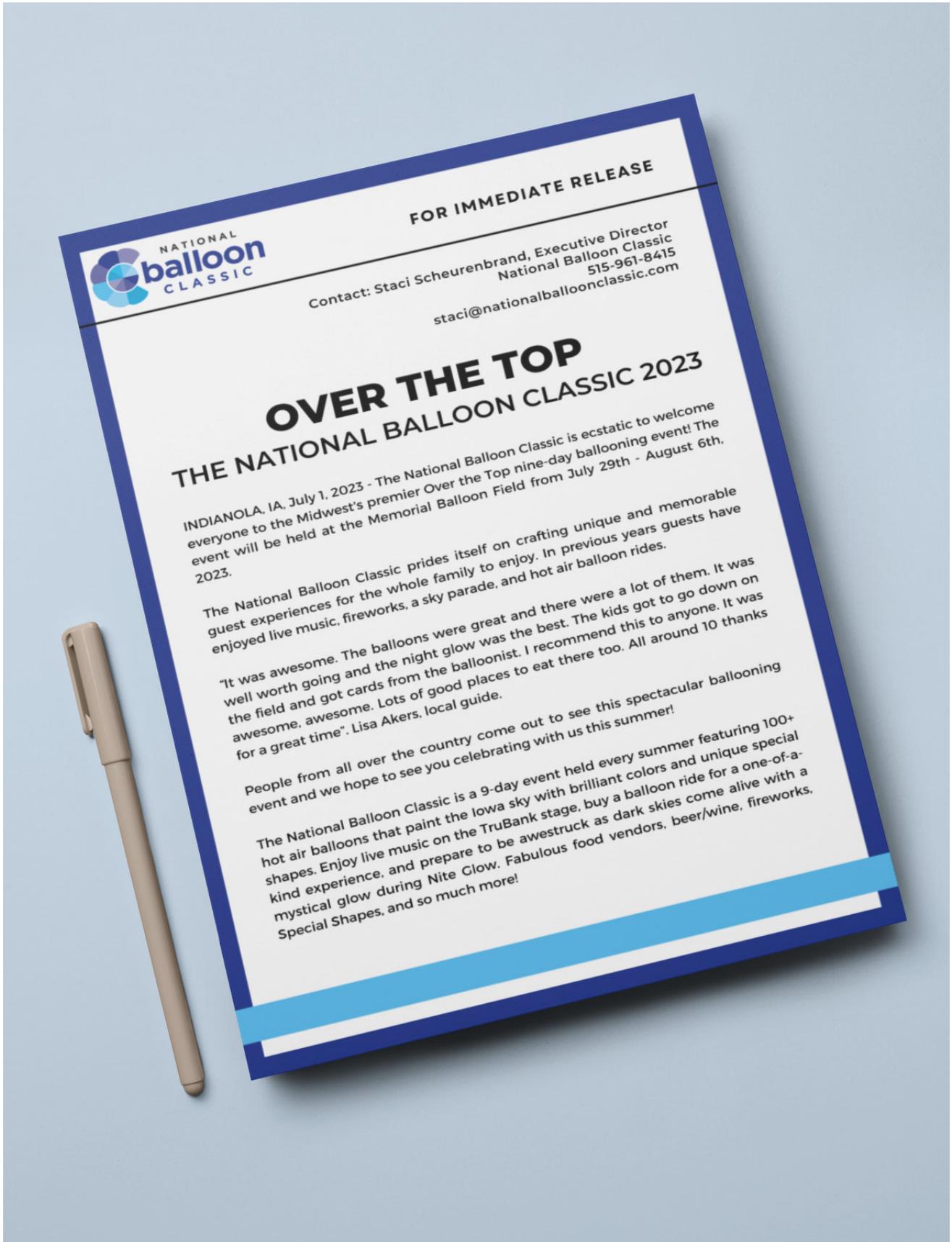
Hosted in Indianola, the National Balloon Classic promotes Midwestern tourism. The event draws thousands of spectators nation-wide and grows every year in a post-pandemic world.

Please find more information at our website <https://www.nationalballoonclassic.com/>.

Media Contact:
Staci Scheurenbrand
staci@nationalballoonclassic.com
515-961-8415

TACTIC 1.3.6

National Balloon Classic Event Press Release



FOR IMMEDIATE RELEASE

Contact: Staci Scheurenbrand, Executive Director
National Balloon Classic
515-961-8415
staci@nationalballoonclassic.com

OVER THE TOP **THE NATIONAL BALLOON CLASSIC 2023**

INDIANOLA, IA, July 1, 2023 - The National Balloon Classic is ecstatic to welcome everyone to the Midwest's premier Over the Top nine-day ballooning event! The event will be held at the Memorial Balloon Field from July 29th - August 6th, 2023.

The National Balloon Classic prides itself on crafting unique and memorable guest experiences for the whole family to enjoy. In previous years guests have enjoyed live music, fireworks, a sky parade, and hot air balloon rides.

"It was awesome. The balloons were great and there were a lot of them. It was well worth going and the night glow was the best. The kids got to go down on the field and got cards from the balloonist. I recommend this to anyone. It was awesome, awesome. Lots of good places to eat there too. All around 10 thanks for a great time". Lisa Akers, local guide.

People from all over the country come out to see this spectacular ballooning event and we hope to see you celebrating with us this summer!

The National Balloon Classic is a 9-day event held every summer featuring 100+ hot air balloons that paint the Iowa sky with brilliant colors and unique special shapes. Enjoy live music on the TruBank stage, buy a balloon ride for a one-of-a-kind experience, and prepare to be awestruck as dark skies come alive with a mystical glow during Nite Glow. Fabulous food vendors, beer/wine, fireworks, Special Shapes, and so much more!

TACTIC 1.4.1

List of Local Influencers

Ally McDowell
Instagram:
@midwestmamaliving

Elyse Myers
Instagram:
@elyse_meyers

Lizfromiowa
TikTok:
@lizfromiowa

Des Moines Girl
Instagram:
@desmoines_girl
Blog:
desmoinesgirl.com

Adam Davis
Instagram:
@adamdavphoto
Site:
davisadam.com

lowafoodscene
TikTok:
@iowafoodscene

Emily Powell
Instagram:
@emilyopowell

Kallee Belk
Instagram:
@kallee_32

Elli Jennings
Instagram:
@ellijenn

Jen Miracle
Instagram:
@jenmiracle

TACTIC 2.1.1

Brand Guide

National Balloon Classic Brand Guide

Logo



Brandmark



Typography

Montserrat - Regular

abcdefghijklm
nopqrstuvwxyz

Aa

Montserrat - Bold

abcdefghijklm
nopqrstuvwxyz

Bb

Color Palette



TACTIC 2.1.3

Strengthen Partnerships with Simpson College and Surrounding Institutions

Digital Marketing Intern

- Web Series (see page 33 and 34)
- Social Media Efforts
- Send internal newsletters to faculty and the student body at Simpson to advertise the Classic
- \$900/month

Event Planning Intern

- Silent Auction
- Volunteer Coordinating
- Send internal newsletters to faculty and the student body at Simpson to advertise the Classic
- \$900/month

Simpson Night

- Themed night to take place during The Classic on the field

TACTIC 2.1.4

Partner with Drake CEL or Changemaker Scholars to Open Volunteer Opportunities

Previously known as the Engaged Citizen Program, Drake University's Office of Community Engaged Learning offers this scholarship, an application-based program called the Changemaker Scholars. This four-year long commitment is meant to give students the skills and experience to help address societal issues. Within this program, eventually, students are able to gain firsthand experience of service within an internship that outside non-profit organizations apply for. You can find more information about this program here: <https://www.drake.edu/community/learningservice/programs/changemakerscholars/>.

The Office of Engaged learning is also always looking for opportunities to get students involved in service which includes scoping the community for partnerships. Partnerships with Drake could be as big of a commitment according to comfort level. There are many different kinds of opportunities of what a partnership could look like with Drake. Whether that's scouting for more volunteers, providing an internship opportunity, or becoming a host agency, Drake has their doors open. Find out more information on how to apply for these opportunities here: <https://www.drake.edu/community/learningservice/partneragencies/> or contact Renee Sedlacek Lee, the Director at 515-271-2454 or by email at renee.sedlacek@drake.edu.

TACTIC 2.1.5

New Tiered Sponsorship Program

INDIANOLA COMMUNITY SPONSORSHIP \$500

2 (2) three night VIP sponsor passes.

PILOT PARTNER SPONSORSHIP \$800

Two (2) Sponsor VIP Passes.

FRIENDS AND FAMILY SPONSORSHIP \$3500

Four (4) Sponsor VIP Passes.

Two (2) VIP parking placards. Company logo (in addition to listing) added to promotional materials.

BUSINESS SPONSORSHIP \$3500

Six (6) Sponsor VIP Passes.

Three (3) VIP parking placards. Company logo (in addition to listing) added to promotional materials. Custom designed fence banner in high-traffic, most photographed area at the balloon field.

25 General Admission tickets

CORPORATE SPONSORSHIP \$7000

Eight (8) Sponsor VIP Passes.

Four (4) VIP parking placards. Company logo (in addition to listing) added to promotional materials. Custom designed envelope banner flown on hot air balloon with paid commercial pilot assigned to your corporate balloon. Banner is large enough to be seen on the ground, in the air, and by media.

Two (2) hot air balloon rides for two (2) individuals with your assigned pilot/balloon.

Own section in sponsor building

PLATINUM SPONSORSHIP \$10,000

Ten (10) Sponsor VIP Passes.

Five (5) VIP parking placards. Company logo (in addition to listing) added to promotional materials. Custom designed envelope banner flown on hot air balloon with paid commercial pilot assigned to your corporate balloon. Banner is large enough to be seen on the ground, in the air, and by media.

Two (2) hot air balloon rides for two (2) individuals with your assigned pilot/balloon.

- Separate but shared bathroom facilities
- Share a sky box with the other company IN ROPED OFF SKY BOX AREA
- Shared comped catered food and N/A drinks
- Shared bar with drink tickets
- Pilot meet and greet

Value Adds included with Platinum Sponsorship:

Tower-commercial for your business, brand, or product. Announced 2x per night (weather permitting) for all nine nights during the event. Prime, full rights advertising space on General Admission tickets (based upon availability).

Flagship sponsor for music/entertainment, Special Shapes, fireworks, or a special event.

Full page ad (must submit to specifications) in National Balloon Classic Guest Guide.

Full use of sponsor building (and parking) one morning during the event. Breakfast pastries and coffee included for up to 50 guests.

PRESENTING SPONSORSHIP \$14,000

Own skybox for the entire company... open to friends and family

8 VIP parking passes

Three (3) hot air balloon rides for two (2) individuals with your assigned pilot/balloon.

Separate bathroom facilities

Own bar with drink tickets

Own food truck/catered in, has food provided

Pilot meet and greet

TACTIC 2.1.6

Sponsorship Raffle

The idea behind implementing this tactic is to expand the ways in which people can interact with the National Balloon Classic, to strengthen current relationships and build new relationships. With times being what they are, some donors may no longer have the resources to make a monetary donation. By creating this alternative it gives businesses a convenient way to give back to the community, and creates a mutually beneficial relationship by giving them exposure to potential clients.

Sponsorship baskets will be available to enter for anyone who would like to - spectators or volunteers. Baskets will remain live for the duration of the event, allowing people to purchase raffle tickets for a set price. Winners will be chosen and announced through social media on the last night of the National Balloon Classic, as well as personally contacted over the following few business days.

TACTIC 2.2.1

Partner with Local Businesses to Rent the Memorial Balloon Field Out for Events

A&W Restaurant

109 E 2nd Ave, Indianola, IA 50125
+1(515)961-3553

Brickhouse

107 N Buxton St, Indianola, IA 50125
+1(515)962-5025

Crimson Anchor

120 W. Ashland Ave., Indianola, IA 50125
+1(515)518-5550

Crouse Cafe

115 E Salem Ave, Indianola, IA 50125
+1(515)961-3362

Dairy Queen

300 N Jefferson Way, Indianola, IA 50125
+1(515)961-4725

Deng's Garden

312 N Jefferson Way, Indianola, IA 50125
+1(515)962-5888

Godfather's Pizza Gardner

1201 N Jefferson Way, Indianola, IA 50125
+1(515)961-6470

Good Samaritan Society-Meadow Glen Terrace

712 S Jefferson Way, Indianola, IA 50125
+1(515)962-2553

Good Samaritan Society-Indianola

714 S Jefferson Way, Indianola, IA 50125
+1(515)961-2596

Good Samaritan Society-Indianola

708 S Jefferson Way, Indianola, IA 50125
+1(515)961-2596

Hy-Vee Market Grille Express

910 N Jefferson Way, Indianola, IA 50125
+1(515)961-3913

Indianola Country Club

1610 Country Club Rd, Indianola, IA 50125
+1(515)961-3303

Mishmash Bake Shoppe

113 E Salem Ave Ste 101, Indianola, IA 50125
+1(515)962-5175

On The Rocks

100 N Howard St, Indianola, IA 50125
+1(515)961-2759

Pete's Pizza
118 N Howard St, Indianola, IA 50125
+1(515)961-7797

The Local Vine Indianola
126 West Ashland Avenue, Indianola, IA 50125
+1(515)442-0686

The Sports Page Bar & Grill
1803 W 2nd Ave, Indianola, IA 50125
+1(515)961-5771

The Village Wesley
1203 N E St, Indianola, IA 50125
+1(515)961-7458

West Hill Brewing Co
219 W Salem Ave, Indianola, IA 50125
+1(515)962-5884

Winn's Pizza
122 W Ashland Ave, Indianola, IA 50125
+1(515)961-5757

**You can effectively find a lot of Indianola businesses here at this website:*

<https://www.indianola-ia.com/marketplace/>



TACTIC 2.2.2

List of Event Businesses in the Midwest

Frost (Chicago, IL)
(312) 642-7600

HRP Chicago (Chicago, IL)
info@hrpchicago.com
(847) 258-4284

Innovative Events Inc. (Des Moines, IA)
515-208-4330

Livewire (Fargo, ND)
info@livewirenow.com
(320) 815-1288

On Stage Services (Grand Rapids, MI)
rental@onstageservices.com
(616) 735-9049

Revel Global Events (Chicago, IL)
hello@therevelgroup.com
(773) 292-9100

TACTIC 2.2.3

Relationships with Indianola

Broadcast:

KCAU Channel 9 (Sioux City, IA)
news@kcautv.com
(712) 255-9999

KCCI News (Des Moines, IA)
news@kcci.com

KCRG TV 9 (Cedar Rapids, IA)
newsroom@kcrg.com
(319) 365-9999

KDSM Fox 17 (Des Moines, IA)
promotions-kdsm17@sbgstv.com
(515) 287-1717

KGLO News (Mason City, IA)
robert.fisher@alphamediausa.com
(641) 423-1300

KIMT TV (Mason City, IA)
news@kimt.com
(641) 423-2540

Newspaper/Magazine:

Atlantic News Telegraph (Atlantic, IA)
atlanticnewstelegraph@gmail.com

Bedford Times Press (Bedford, IA)
btimespress@gmail.com

Bettendorf News (Bettendorf, IA)
bettnews@qctimes.com
(563) 383-2396

Carroll Times Herald (Carroll, IA)
newspaper@carrollspaper.com

CityView Magazine (Des Moines, IA)
jeff@dmcityview.com
(515) 953-4822

KIOW (Forest City, IA)
karl@cooloffmedia.com
(641) 585-1073

KMEG 14 (Sioux City, IA)
news@siouxlandnews.com

KTIV (Sioux City, IA)
ktivnews@ktiv.com
(712) 226-5480

KWQC TV6 (Davenport, IA)
news@kwqc.com
(563) 383-7048

KWWL (Waterloo, IA)
news@kwwl.com
1 (800) 947-7746

WHO HD (Des Moines, IA)
whotv@whotv.com
(515) 282-1313

CBS2 Iowa (Cedar Rapids, IA)
news@cbs2iowa.com
1 (800) 222-5426

Dallas County News (Perry, IA)
news@adelnews.com
(515) 465-4666

Decorah Journal (Decorah, IA)
fromm@decorahnewspapers.com
(563) 382-4221

Fayette County Newspapers (West Union, IA)
lanews@thefayettecountyunion.com
(563) 422-3888

Ida County Courier (Ida Grove, IA)
deb.idacounty.map@gmail.com
(712) 364-3131

Iowa City Press Citizen (Iowa City, IA)
newsroom@press-citizen.com
(319) 337-3181

Marion Times (Marion, IA)
news@mariontimesonline.com
(319) 377-7037

Missouri Valley Times News (Missouri Valley, IA)
reporter@missourivalleytimes.com
(712) 642-2791

Mitchell County Press News (Osage, IA)
editor@mspress.com
(641) 732-3721

Pella Chronicle (Pella, IA)
publisher@pellachronicle.com
(641) 628-3882

Quad City Times (Davenport, IA)
newsroom@qctimes.com
(563) 383-2264

The Ames Tribune (Ames, IA)
dmullen@amestrib.com
(515) 663-6923

The Carlisle Citizen (Carlisle, IA)
carlislecitizen@mchsi.com
(515) 989-0525

The Des Moines Register (Des Moines, IA)
chunter@registermedia.com
(515) 284-8065

The Gazette (Cedar Rapids, IA)
news@thegazette.com
(319) 398-8211

The Iowan Magazine (Ames, IA)
kori@heuss.com
(515) 232-6710

The Journal Express (Knoxville, IA)
publisher@journalexpress.net
(641) 842-2155

The Messenger (Fort Dodge, IA)
editor@messengernews.net
(515) 573-2141

The Nevada Journal (Ames, IA)
mbarker@nevadaaiowajournal.com
(515) 663-6944

The Newton Daily News (Newton, IA)
newsroom@newtondailynews.com
(641) 792-3121

The Oskaloosa Herald (Oskaloosa, IA)
aholland@oskyherald.com
(641) 672-2581

The Ottumwa Courier (Ottumwa, IA)
mmilner@ottumwacourier.com
(641) 684-4611

The Perry Chief (Perry, IA)
aullmann@theperrychief.com
(515) 465-4666

The Quad City Times (Davenport, IA)
newsroom@qctimes.com
(563) 383-2224

The Southeast Iowa Union (Fairfield, IA)
news@southeastiowaunion.com
(319) 398-8221

The Storm Lake Times (Storm Lake, IA)
times@stormlake.com

The Tri County Times (Ames, IA)
mbarker@nevadaaiowajournal.com

Waverly Newspapers (Waverly, IA)
news@waverlynewspaper.com

Radio:

Iowa Public Radio (Des Moines, IA)
news@iowapublicradio.org

KIIC Radio (Albia, IA)
news@kiicradio.com

KIWA Radio (Sheldon, IA)
newstips@kiwaradio.com
(712) 324-2597

KJAN Radio (Atlantic, IA)
kjannews@metc.net
(712) 243-3920

KSCJ Radio (Sioux City, IA)
news@kscj.com
(712) 239-2107

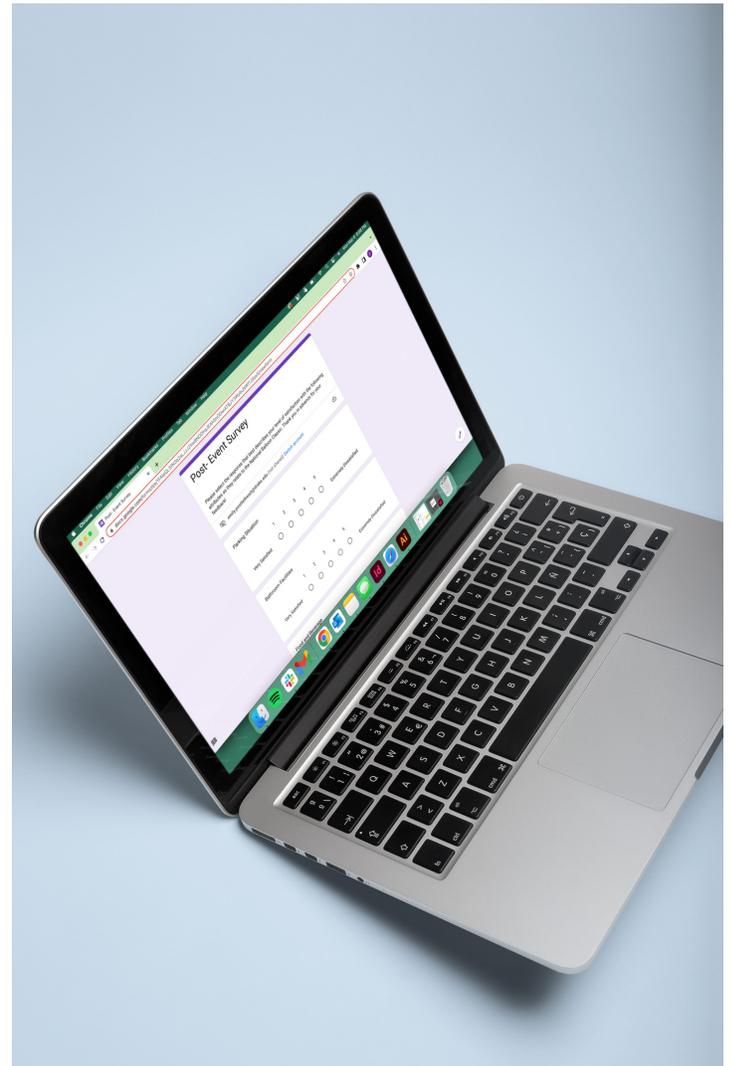
Radio Iowa (Des Moines, IA)
info@radioiowa.com
(515) 282-1984

TACTIC 2.2.4
Post Event Survey

By opening this line of communication, attendees at any NBC event can share feedback. We can more accurately assess where our publics' needs are and better serve them. We can find out what's going right, what's going wrong, and use the results to better our understanding of what's working well versus what's not.

While we named the tactic Post Event Survey, we think it's best to market it as an avenue for event goers to provide feedback. The vision is a simple, short form survey that was general enough to be applied to any event held on the Memorial Balloon Field. One way to make it a lot easier to access is by making a QR code for the link, so this way all people have to do is point their camera at the sign and click the pop up link and they will be taken to the page. QR code generators are easy to find on the internet, and often are free— one I recommend is QR.io, for example.

In order to accommodate those who may not be as technologically savvy, we also recommend stationing volunteers at the exits of the balloon field to offer paper forms on clipboards, and encourage people to fill out the survey whether it's on paper or digitally. The following page is an example of what this survey may look like.



TACTIC 3.1.1

List of Possible Volunteering Awards

Certificate Recognition could be awarded at Volunteering Banquet

Most Dedicated—most hours worked

Legacy Volunteer—people that have been there the longest

Most Spirited—most enthusiastic about the event

Loyalty Award—loyal to the Classic event

The Ballooning Fan—most balloon obsessed

Most Charming—sweetest volunteer

Class Clown—the jokester volunteer

Servant's Heart—most selfless volunteer

**These special recognitions can be even more personalized*



TACTIC 3.1.2

Volunteer Recognition Through Website Testimonials

NATIONAL balloon CLASSIC

Home About Us Event Info Pilot Info Sponsorship Memorial Balloon Field

VOLUNTEER SPOTLIGHT

David Anderson

50+ volunteer hours

As an Indianola native, David grew up attending the Classic. He has been volunteering with the Classic for over 3 years. He helps primarily with parking and helping the vendors get set up before the event. Thank you David for all the work you do to make the National Balloon Classic a success!

[Volunteer With Us!](#)

TACTIC 3.1.3

Volunteer Shout Out Form

Form Contents:

Who lifts you up?

See someone that deserves a shout out? Leave their name and note below!

Your name:

Volunteer's Name:

Volunteer's email/phone number:

Note:

Shout-out anonymous? Yes or No



TACTIC 3.2.1

Booths for Volunteers with Food/Cool Down Centers

Items:

- Sam's Club: Chips Pack (50 ct) – \$18.48
- Sam's Club: Kind Bar (32 ct) – \$17.98
- Sam's Club: Made Good Chocolate Chip Bars (24 ct) – \$12.98
- Sam's Club: Pure Life Water Bottle (40 ct) – \$5.44
- Sam's Club: Gatorade Sports Drink (24 ct) – \$17.88

TACTIC 3.2.2

Volunteer Meal Vouchers

To be distributed to dedicated volunteers



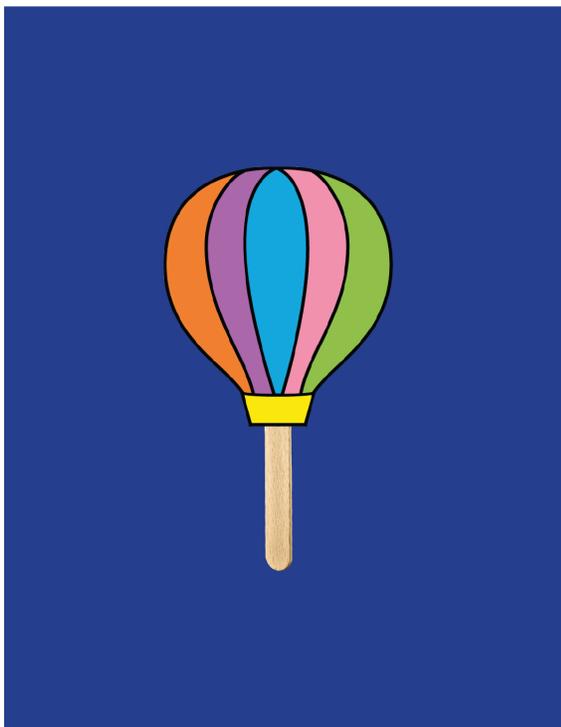
TACTIC 3.3.1

Raffle of Balloon Rides

This perk can be available to all, not just volunteers if desired. This raffle can be set up as a separate booth at the event which people can come to when balloons aren't in the air. Plus, who wouldn't want to win a balloon ride for a small fee? Money could be raised for something more specific or a certain cause if desired. This could be another special way to strengthen relationships with different local non-profit causes!



TACTIC 3.3.2
Swag Bag



TACTIC 3.3.3

Social Media Scavenger Hunt

It would be up to the discretion of company leaders to take this idea as developed as releasing this opportunity through an app platform or as simple as a social media post. We have prepared both options to launch this idea into action which would be dependent on the amount of time you have. Investing in an app platform might be worth investing in later down the road. We have started the development process of what this app could include in order to start you off in the right direction.

Option one:

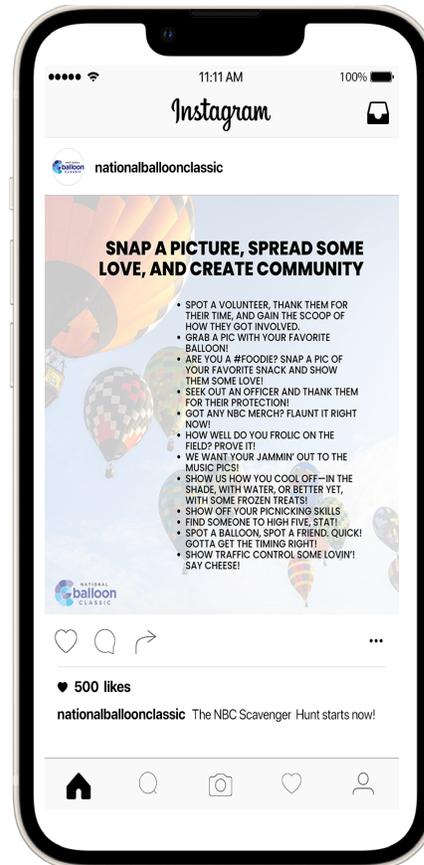
Social media post and/or pamphlet boosting event engagement

THE NBC SCAVENGER HUNT

“Snap a picture, spread some love, and create community”

Tasks could include:

- Spot a volunteer, thank them for their time, and gain the scoop of how they got involved.
- Grab a pic with your favorite balloon!
- Are you a #foodie? Snap a pic of your favorite snack and show them some love!
- Seek out an officer and thank them for their protection!
- Got any NBC merch? Flaunt it right now!
- How well do you frolic on the field? Prove it!
- We want your jammin’ out to the music pics!
- Show us how you cool off—in the shade, with water, or better yet, with some frozen treats!
- Show off your picnicking skills
- Find someone to high five, stat!
- Spot a balloon, spot a friend. Quick! Gotta get the timing right!
- Show traffic control some lovin’! Say cheese!



Option two:

App Implementation

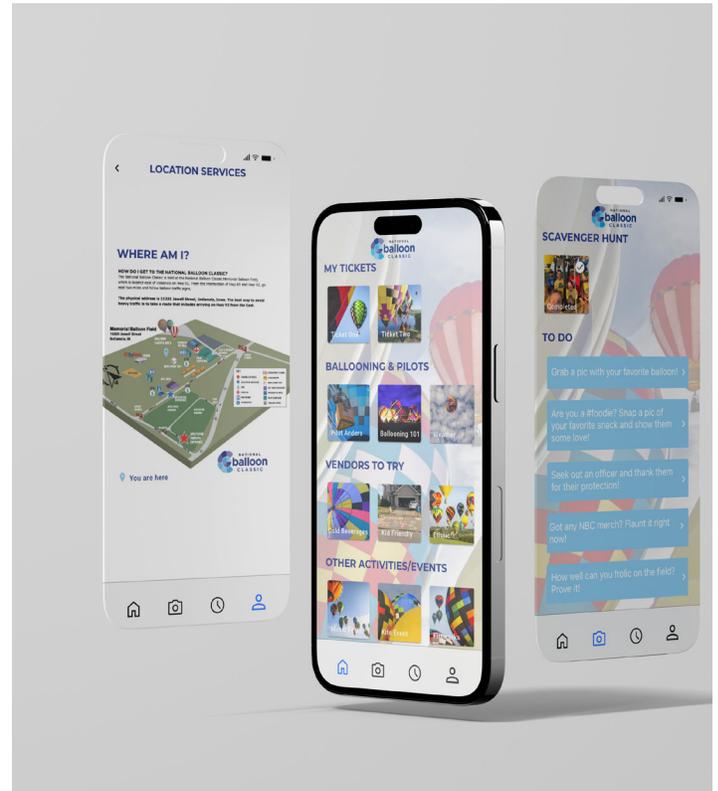
In order for attendee participation to really take off, implementing an app could be an awesome way to do it. Given the main audience for this event is primarily families, creating an experience for them through an app could be really effective. The app could offer a more interactive experience of the event. Offering other methods however for our older audiences, the not as technologically adept crowds, to enjoy the event could still be achieved through the classy pamphlet but by introducing an app, this provides a more eco-friendly and cost efficient opportunity.

Includes same tasks as above

Opportunities to expand past mere scavenger hunt

Could implement:

- Ticketing
- Ballooning education
- Pilot/balloon information
- Agenda of event
- Vendors available
- Sponsorship/partner recognition
- Instant social media connection
- 3D Map with Trackable Location Services
- Games for kids in waiting periods—target scavenger hunt to captivate kids (earn “prizes”—unlock different balloons for every task accomplished)



TACTIC 3.3.4

Banquet Event for the Year's Volunteers

In an effort to raise appreciation for volunteers of the National Balloon Classic 9-day event, an annual banquet taking place 2 weeks after the end of the event should occur. This would be open to anyone who volunteered during the 9-day event, including those that assisted pilots specifically.

Catering would be done through the Indianola HyVee, furthering their relationship. While it's possible that a full price may need to be paid, the strong relationship that HyVee and National Balloon Classic have could lower the price, if not lead to the entire meal being donated.

Options for the banquet food:

- Assortment of sides and salads (as low as \$34.99 for 25-30 people)
- Old Fashioned Box Lunches
 - Choice of sandwich, chips, whole fruit, and a bakery fresh cookie served in an individual lunch box with mustard and mayo packets, plus a napkin (\$10.00 per person)
- Executive Box Lunch
 - Choice of sandwich or wrap, and four side dishes served in an individual lunch box with mustard & mayo packets, plus a napkin (\$12.00 per person)
- The Tailgater
 - Includes two sandwiches per guest, choice of two side dishes and assorted cookies. Served with freshly baked buns and condiments (cheese, ketchup, lettuce, mustard, mayo, pickles, onions, sauerkraut and tomatoes).(\$13.00 per person)

- Classic Picnic
 - Includes one hot dog or hamburger and bag of chips per guest, condiments and a beverage. Served with a fresh bakery bun. (\$10.00 per person)
- Other HyVee Catering Options
 - [https://088846e39aa1563dc3c4-d0a6918d306def8bc4fe6a1da9a06301.ssl.cf2.rackcdn.com/Other/Catering%20Guide%204%20\(1\).29%20FINAL.pdf](https://088846e39aa1563dc3c4-d0a6918d306def8bc4fe6a1da9a06301.ssl.cf2.rackcdn.com/Other/Catering%20Guide%204%20(1).29%20FINAL.pdf)

Number of attendees for the event would be taken two weeks before the National Balloon Classic. This would fall into the catering schedule for HyVee, as well as give a more accurate number for who would attend. Having the registration come early would influence more people to commit to volunteering earlier in the year so they have the opportunity to register. Registrations will be taken by a simple online form.

At the banquet is also where the raffles could take place. Volunteers deserve to be recognized for all of their time and hard work. Also, awards would be given out at the event. These awards would be decided by the leaders of the National Balloon Classic, driven by submissions made by other volunteers.

TACTIC 3.3.5

List of Local Non-Profits to Dedicate Time for a Donation

Animal Rescue League of Iowa (Des Moines, IA)
sspiker@arl-iowa.org
(515) 262-9503

Avenue Scholars (Des Moines, IA)
info@avescholars.org
(515) 210-7148

Big Brothers Big Sisters of Central Iowa (Clive, IA)
info@bbbsia.org
(515) 288-9025

Blank Park Zoo (Des Moines, IA)
info@blankparkzoo.com
(515) 285-4722

Bunker Labs (Urbandale, IA)
info@bunkerlabs.org
(515) 717-0343

Children's Cancer Connection (Johnston, IA)
info@childrenscancerconnection.org
(515) 243-6239

Des Moines Art Center (Des Moines, IA)
(515) 277-4405

Dress for Success (Urbandale, IA)
desmoines@dressforsuccess.org
(515) 288-0130

Easterseals (Des Moines, IA)
info@eastersealsia.org
(515) 289-1933

Girl Scouts of Greater Iowa (Urbandale, IA)
(515) 278-2881

Greater Des Moines Partnership (Des Moines, IA)
info@dsmpartnership.com
(515) 286-4950

Indianola Community Youth Foundation (Indianola, IA)
(515) 961-9500

Iowa International Center (Des Moines, IA)
info@iowainternationalcenter.org
(515) 282-8269

Kiya Koda Humane Society (Indianola, IA)
kiyakodahs@gmail.com
(515) 961-7080

Poweshiek Animal Shelter (Grinnell, IA)
palspetsia@gmail.com
(641) 236-4288

Ronald McDonald House (Des Moines, IA)
(515) 243-2111

Science Center of Iowa (Des Moines, IA)
info@sciowa.org
(515) 274-6868

TACTIC 4.1.1

"Balloon Brew" (Adult Night)

Barn Town Brewing (West Des Moines, IA)
(515) 978-6767

Big Grove Brewery (Des Moines, IA)
(515) 777-2337
contactdsm@biggrovebrewery.com

Big Rack Brew Haus (Winterset, IA)
(515) 468-0012
aaron@bigrackbrewhaus.com

Brightside Aleworks (Altoona, IA)
(515) 967-9989
taproom@brightsidealeworks.com

Confluence Brewing Company (Des Moines, IA)
(515) 285-9005
mark.david@confluencebrewing.com

Exile Brewing Company (Des Moines, IA)
(515) 883-2337
mthompson@exilebrewing.com

Firetruck Brewery (Ankeny, IA)
(515) 964-1284

Hot Air Brewing (Creston, IA)
(641) 782-8981

Kinship Brewing Co (Waukee, IA)
info@kinshipbeer.com

Lark Brewing Company
(319) 260-2279
info@larkbrewing.com

Lua Brewing (Des Moines, IA)
(515) 630-5311
info@luabeer.com

Peace Tree Brewing Co. (Knoxville, IA)
(515) 883-2739
taylor@peacetreebrewing.com

Twisted Vine Brewing Co. (Des Moines, IA)
(515) 720-2940

TACTIC 4.1.2

"Balloon Bonanza" (Kids Night)

The "Balloon Bonanza" event would be a night for kids during the 9-day event. Allowing children a space for just them and their guardians to participate in activities will be a sure hit with kids and adults!

Activities for kids:

- Balloon animals
- Many local vendors have different prices available
- Face painting of balloons
- Can be done and ran by volunteers
- Face painting set (\$13.99)
- Inflatables
- JP Party Rentals, up to \$225

Each of these activities would allow children to find entertainment catered to them at the event. Also, having these attractions included with a regularly priced ticket will increase attendance even more, continuing to grow ticket sales.

TACTIC 4.1.3

Food Truck Day

LOCAL FOOD TRUCKS

515 Pi
Alan's Taco Truck
B S Dough Co
Barrel Smoke BBQ
Bearded Jackal Street Food
Big Acai
Big Mama's Kitchen and Catering
Big Red Food Truck
Big Taco Truck
BK Burgers and BBQ
Brick and Ember Pizza Co
Carlos Quesadillas
Chamo Venezuelan Kitchen
Charlotte's Kitchen
Chayos Taqueria
Chick-fil-A Food Truck
Chicken Heat
Chubby Buddy's
Comfort Concessions
Dough Crazy
El Amigo Tacos
El Burrito Loco
El Coqui
El Taco Guapo
Fair Food Friday's
Fantasy Tacos
Ferinheit Wood Oven Pizza
Five Minutes Til Midnight Food Company
Formaro's Stuffed
Fruits n Such
General Lee's Smoke Shack LLC
Gorditas Rosi
Grandpa's Waffles
Hawaiian Grill
Hey Schweetie
Hot Off the Presses
Hotsy Totsy
Hungry Boys
Iowa's Classic Concessions
Jose's Tacos
Karam's Grill
Kates Kookies
Kulinary Khaos
La Catrina
La Ceibita
La Rancherita
Lachele's Battle Bus
Los Compadres Flaming Tacos
Los Pinos Taqueria
Mactopia
Magoo's Pizza
Melts Without Borders
Mi Lindo Mexico
Nacho Daddy'z Tacos
Ninas Tacos
Off the Griddle
On the Hook
Outside Scoop
Parlo Pizza
Peggy O's Food Truck
Peters Brothers Grill
Pho Wheels and Sushi
Polish King
Railroad Bill's Dining Car
Red Top Tacos
Roadside Tacos Sabores De Mexico
Say Cheese
Smokey D's BBQ Truck
Sook's Korean Kitchen
Sticky Fingers
Street Eats DSM
Street Sweets
Sweet Swirls Rolled Ice Cream
Taco La Papa
Tacos Degollado
Tacos El Asadero
Tacos La Barca
Tacos La Catrina
Tacos Talpa
Tacos Tarascos
Tacos Villanueva
Tacos Zacatecas
Taqueria El Loco
Taqueria Islas
Taqueria La Esperanza
Taqueria La Mexicana
Taqueria Leal
Taqueria Veracruz
Taza Fresh Food Truck
The Bean & Leaf Mobile café
The Flame
The Flying Elbow
The Three Stooges BBQ
The Traveling Pig Food Truck
Thumbs Up
Top Bun Food Truck
Totally Rolled Ice Cream
Two Ol Chefs
Two Ps N a Pod Food Truck LLC



TACTIC 4.2.1
Kite Event

The continued partnership with Great American Kites and Events is an imperative part of the future of the National Balloon Classic. Having a consistent partner who is able to help create amazing experiences for guests and their families regardless of weather conditions is extremely important. The assurance that the “show will go on” will help quell family’s worries of inclement weather that may cancel balloon flying or riding.

TACTIC 4.2.2
Fireworks

Continuing to work with local pyrotechnicians to host nightly fireworks displays will not only lead to furthering relationships with Indianola residents, but fans of the National Balloon Classic. Fireworks are a fan favorite for many people, serving as a celebration. Framing the nightly fireworks shows as celebrations is important, especially with inclement weather.

TACTIC 4.2.3

Local Artisans

Iowa Yoga Farm

- Instagram: @iowayogafarm
- If they donated a family pass to goat yoga, they wouldn't just be investing in a community event in an affordable way, they would also be giving their business some exposure.
- This experience could be raffled off, or bid on in a silent auction on its own, or grouped with other experiences/donations as a themed "basket", for example a "family fun" themed basket, or a "wellness / self care" basket.

Savor the Rise

- Giftcards
- Coffee blends

Red Dragon Herbs

- Tea
- Gift cards

Pervils Apiary

- Local Honey
- Creamed Honey
- Candles

Dog Patch Urban Gardens

- Salsa
- Seasoning blends
- Jam

PepperHarrow

- Candles
- Pottery
- Essential Oils Roll On Perfume
- Tea Blends

TACTIC 4.2.4

Glow in the Dark Experiences

Glow in the dark experiences are another way that the National Balloon Classic can provide an unforgettable experience, even if balloons are not able to fly. Providing families the chance to play classic lawn games in a night-time friendly way is a sure-fire way to get people coming back. On top of that, these games help to keep kids active and on their feet, being an attractive choice for parents with kids of all ages.

Experiences:

- Cornhole/Bags
- Lawn Darts
- Volleyball

TACTIC 4.2.5

Movies on the Field

Having a pop-up movie event is a great opportunity for the National Balloon Classic to expand non-weather dependent events during the 9-days. Utilizing the parking already available, the Classic can work with other organizations to host a drive-up movie.

\$699 / Event :

- Des Moines Projector Screen Rental
- HD on the Go
- Discounts available when purchasing multiple events at a time