



THE GREAT RENO BALLOON RACE **COMMUNITY VALUE &** **SPECIAL EVENT** **CONTRIBUTION**

WWW.RENOBALLOON.COM



ABOUT THE GREAT RENO BALLOON RACE

*THE MISSION OF THE GREAT RENO BALLOON RACE IS TO PROVIDE
A PREMIER, SAFE, FAMILY-ORIENTED/TOURISM-ATTRACTIVE,
VISUALLY DRAMATIC EVENT THAT CELEBRATES THE JOY OF FLIGHT
WHILE REMAINING FREE TO THE PUBLIC.*

- World's largest free hot air balloon event
- Upwards of 100 balloons in the sky each year
- Considered premier ballooning event by pilots
- Extensive local and national media coverage



FROM HUMBLE BEGINNINGS TO A BELOVED TRADITION

1982	1991	1998	2002	2007	2013	2019	2022	2026
First balloon launch with 20 balloons	Introduction of the Tissue Paper Balloon Launch	Glow Show Introduced	ABC's Good Morning America appeared at The Great Reno Balloon Race for live cut-ins of Dawn Patrol during their Friday morning show.	CNN attended the event and The Great Reno Balloon Race also got coverage in worldwide media, including Prestige Hong Kong, Every Day with Rachel Ray and The History Channel Magazine	Super Glow Show Introduced	Expansion of Dawn Patrol to three days	Expansion of Super Glow Show to three days	Four day event expansion!

RANKED TOP 14 HOT AIR BALLOON FESTIVALS

FESTIVALS

BY U.S. NEWS & WORLD REPORT

14 Top Hot Air Balloon Festivals

Simple design and selling tools to help make your dream business a reality.

(COURTESY OF THE GREAT RENO BALLOON RACE)

Festival-seekers looking to save money should plan a trip to see The Great Reno Balloon Race, which claims the title of the largest free hot air ballooning event. Each year, revelers can watch up to 100 balloons fill the sky – a much larger gathering than the Reno festival's start in 1981, when just 20 balloons took flight. An immense 120,000 spectators now attend this festival – set the weekend after Labor Day – and participate in a variety of activities intended for all ages to enjoy. Early risers can watch the Super Glow Show at around 5 a.m. each morning, when more than 30 balloons twinkle along to music; students from regional school districts can take part in the Tissue Paper Balloon Launch. All attendees of The Great Reno Balloon Race can show their respects at the 9/11 Remembrance Ceremony taking place before the last mass ascension. There are a plethora of Reno hotels and casino resorts for attendees to spend the night, such as Atlantis Casino Resort and Spa.

CHEAPISM: 12 SPECTACULAR BALLOON FESTIVALS FROM COAST TO COAST

Get High: 12 Spectacular Balloon Festivals From Coast to Coast

By Andrew Lisa
September 30, 2016

comment

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4/14 SLIDES © Steven Frame/shutterstock

THE GREAT RENO BALLOON RACE

Although the 2016 Great Reno Balloon Race has passed into history, it's worth planning now for 2017. After all, you'll be joining about 120,000 spectators who make the pilgrimage each year to the largest free ballooning event in the world. As many as 100 balloons will paint the sky Sept. 8-10, as the family-friendly and locally beloved event kicks off just north of Reno, Nevada. The 35-year history of GRBR includes notable events like the world's largest pajama party and the Friday Super Glow Show.

RECOGNIZED AS ONE OF THE BEST HOT-AIR BALLOON FESTIVALS IN THE WORLD BY TRAVEL + LEISURE INDIA & SOUTH ASIA

TRAVEL+LEISURE Destinations / Soar Up To The Sky At These Hot Air Balloon Festivals Around The World

Destinations Hotels People & Culture Dining Trips The Conscious Traveller Web Stories Travel Tips News

The Great Reno Balloon Race, US

Where: Reno, Nevada

When: September 8-10, 2023

Visit Reno to see one of the world's largest free hot-air balloon festivals. With only 20 balloons in its inaugural year, 1982, the festival now sees up to 100 balloons and participation from over 150,000 spectators on average each year. The event takes place at Rancho San Rafael Regional Park, which is a few km north of downtown Reno. Over the years, this festival has won many awards, including Best Special Event in Reno and Best Special Event in Northern Nevada.



Photograph by Michael Perry

56 422 12 1

Report Abuse

Left Brain, Right Brain #silhouette #reno #renoballoonrace #pattern #colors #kids #fabric #children #hotairballoon

Michael Perry's Photos (57)

PHOTOS FEATURED ON NATIONAL GEOGRAPHIC



COMMUNITY IMPACT

- Attracts estimated 150,000 attendees
- Family-friendly, free event open to the community
- Strong local traditions - Dawn Patrol, Super Glow Shows, Tissue Paper Balloon Launch
- Enhances community pride and regional identity
- Encourages outdoor recreation and park use





TISSUE PAPER BALLOON LAUNCH

- Serving Washoe County School District students
- Two-day expansion
- Bipartisan interest at the state level, with leaders exploring ways to support
- Educational Focus
 - Early STEM exposure
 - Problem-solving & teamwork
- Community Impact
 - Direct school enrichment
 - No cost to families
 - Connects youth to science, parks and aviation





LOCAL NONPROFIT PARTNERSHIPS WE SUPPORT & ELEVATE

- The Children's Cabinet
- Teen Challenge
- Reno Elks Lodge
- Boy Scouts
- Boys and Girls Club of Truckee Meadows
- Donor Network West
- Inter-Tribal Council of Nevada
- Carson Valley Hor Air For Hope Balloon Festival
- Northern Nevada Children's Cancer Foundation
- RennerVation Foundation
- Reno Rodeo Foundation
- STEP2
- Additional rotating nonprofits represented annually
- And more!





PUBLIC ACCESS & INCLUSIVITY

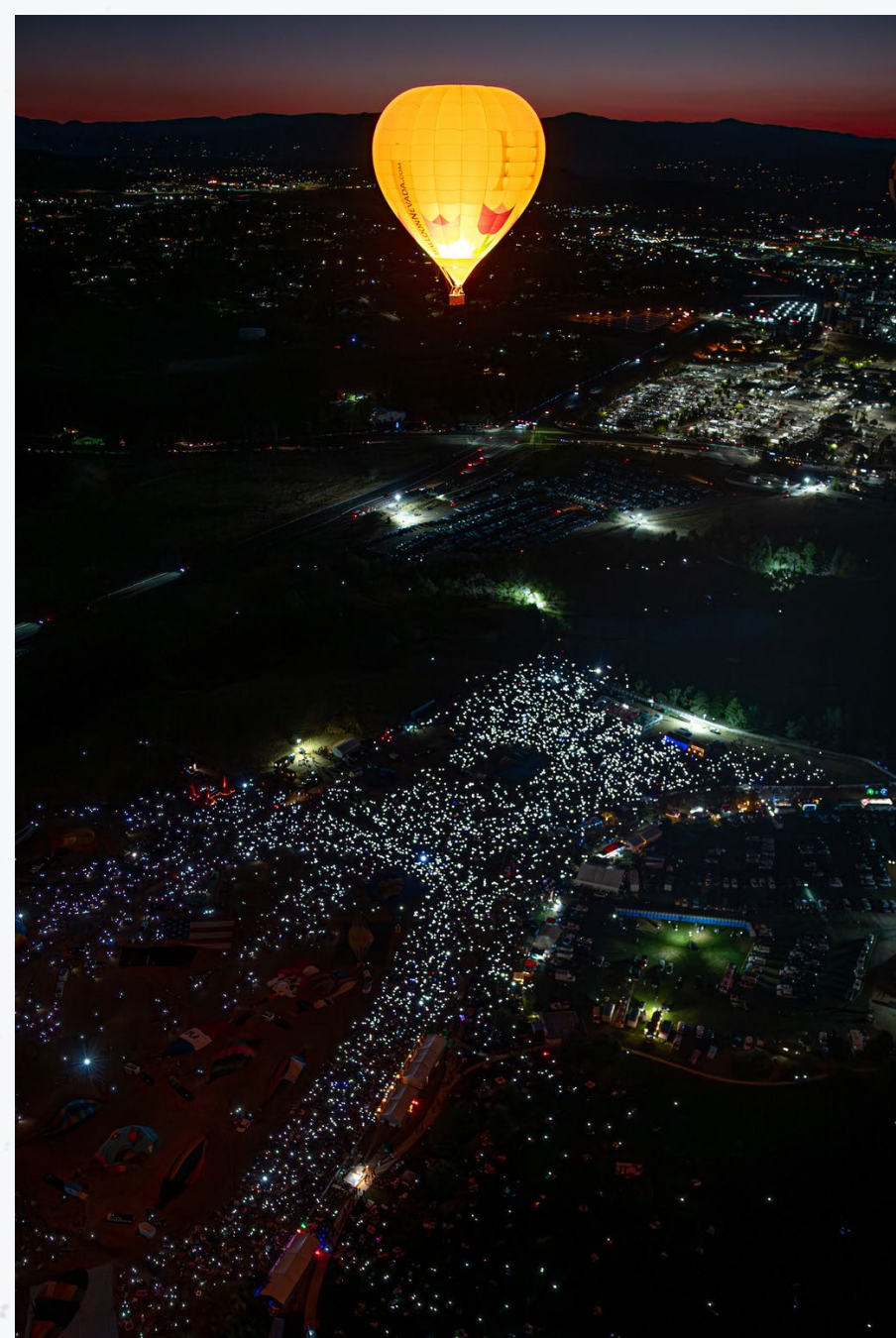
- 100% free admission
- Open to all ages and abilities
- ADA-accessible viewing areas
- Outreach to diverse and underserved communities
- Opportunities for volunteerism and civic engagement
- Four-day expansion provides more event access to the fans





ECONOMIC IMPACT

- Generates millions in tourism revenue
- Supports local lodging, dining and transportation
- Supports local vendors and small businesses
- Long-term positive impact on Reno-Tahoe's tourism image



**Survey conducted by
the University of
Nevada, Reno in 2013**

Estimated total economic impact
of non-local visitors \$6,644,560

100% of all attendees would
recommend the event to a friend

Non-local attendance 39.9%

GRBR was the primary reason for
their visit to Reno 34%

Average length of stay for non-local
visitors 4.5 days



FOUR-DAY EVENT EXPANSION

THURSDAY-FRIDAY-SATURDAY-SUNDAY

- Fan Accessibility
 - Additional opportunity to enjoy the event
 - Spreads attendance during four days
- Estimated Economic Impact Increase
 - Increased hotel stays (midweek occupancy boost)
 - Additional dining & retail revenue
 - Extended vendor opportunity
 - Incremental tourism tax benefit
- Operational Benefit
 - Spreads infrastructure load
 - Allows enhanced programming & education time
- Strategic Alignment
 - Supports County tourism goals
 - Enhances public access opportunities
 - Demonstrates long-term, sustainable growth planning



COMPETITIVE EXCELLENCE & STATE-LEVEL RECOGNITION

- GRBR is a competitive aviation event operating at the forefront of the sport
- Hosts competitive flying elements and pilot skill challenges - electronic AND physical targets
- Ties to regional events in Minden and Lovelock
- Supports aviation sport growth
- Leading-edge digital presence elevates Washoe County nationally





OPERATIONAL IMPACT

- Large-scale event planning and staffing
- Strong coordination with County Park staff
- Scheduled operations to reduce park disruption
- Comprehensive safety protocols with FAA-certified pilots
- Works closely with Washoe County partners and first responders
- Proven history of leaving the park in excellent condition



RANCHO SAN RAFAEL: STEWARDSHIP & PARK INVESTMENT

Impact on the Park

- Event planning designed to minimize turf and infrastructure strain
- Coordinated restoration plans post-event
- Waste & environmental mitigation efforts

Improvements & Advocacy

- Organizational support for park infrastructure improvements
- Collaboration with County staff on site layout & park planning
- Enhancements enjoyed by the public year-round

Operational Coordination

- Extensive coordination with Parks staff
- Traffic, parking and emergency planning
- Volunteer deployment reduces staffing strain



PARK IMPROVEMENTS FACILITATED BY GRBR



GRBR helped facilitate an estimated \$18,000 in donated materials and services for Rancho San Rafael over 2024-2025.

2024

- SNC completed improvements to “propane filling” area with ground asphalt
- Materials from Four 12”x20’ culvert pipes (Evergreen Landscape); 14 yards of road base, 14 yards of fill material for pasture drainage improvements
- 15 yards of “Kick” garden soil from Evergreen Landscape

2025

- Four 12”x20” culvert pipes from WNS, 14 yards of road base from SNC; culverts placed in bottom corner of the pasture in the “main stage” area
- Adjacent pasture corner filled with drain rock to eliminate holes





FIVE-YEAR PARK IMPROVEMENT PLAN

- Stage Area Rehabilitation & Pasture Development
- General Pasture & Turf Improvements
- Vegetation Management & Fence Rehabilitation
- Pasture Access & Safety Improvements
- Electrical Infrastructure Expansion
- Parking Lot Improvement
- Roadway improvements at the McCarran Boulevard entrance





ALIGNMENT WITH WASHOE COUNTY SPECIAL EVENT PARK CRITERIA



Promotes community enrichment and shared spaces

Encourages tourism, culture and education

Supports local workforce development through event staffing, non-profit volunteer involvement and more

Strong track record of responsible park use

