

GREAT THE RENO BALLOON RACE

2023
SEPTEMBER 8-10



2023 MEDIA KIT

The Great Reno Balloon Race Media Guide



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Event Overview



The Great Reno Balloon Race is the **world's largest free hot-air balloon event**, but that's not the only thing that makes it special. Since its humble beginnings in 1982, this event has been near and dear to the community and the region. Children who attended the event in those early days now have children of their own they bring to the event; some even bring grandchildren. It's a staple for anyone growing up within a hundred miles, and people across the globe are drawn to it year after year.

The event has grown dramatically in size from just 20 hot-air balloons in 1982 to upwards of 100 colored masterpieces taking to the sky, including a variety of special shapes. With an **average of 150,000+ people** attending the event each year, the number of lives touched by the beautiful spectacle continues to rise just like the balloons themselves.

On the ground, spectators—some clad in pajamas—sit atop blankets or folding chairs gripping hot beverages or mimosas and gaze into the early morning sky for the ethereal daily **Super Glow Show** that takes place before the sun even peeks above the horizon. Following that, some hot-air balloons launch for **Dawn Patrol**, the rest rise later at **Mass Ascension**, and a select group begins the competition portion of the eponymous race, while tens of thousands of visitors look on in awe, patronize vendors, and take tethered rides in the balloons that aren't gunning for the win.

This family-friendly event spills into the skies in the early morning and brings a smile to every face in the valley. **Now in its 42nd year**, The Great Reno Balloon Race is nothing short of tradition—and with 100 percent of visitors surveyed reporting that they would recommend the event to friends and 98 percent planning to return, the tradition will only continue to grow.



Demographics

Survey conducted by the University of Nevada, Reno in 2013



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

Estimated total economic impact of non-local visitors

\$6,644,560

Average attendee started planning for the event **3.31 weeks** in advance

- **66.01%** of non-locals planned attendance less than or equal to four weeks in advance (**48.89%** for non-locals)
- **26.8%** of non-locals planned attendance greater than or equal to eight weeks in advance (**35.56%** for non-locals)



While visiting GRBR, **63.5%** of non-locals attended another event within the Reno/Tahoe area

63.23% of all attendees will return next year

34.84% of all attendees will return for the foreseeable future

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

Of adults 21 and over, the average age was **46.5**



2023 Entertainment Lineup / Schedule of Events



Thursday, Sept. 7

6 a.m. Media Preview Day Launch (sponsors and approved media only)

Friday, Sept. 8

3:30 a.m. Gates Open
4:30 a.m.—11 a.m. Shopping along Balloon Boulevard
5 a.m. Super Glow Show
5:30 a.m. Dawn Patrol
7 a.m. Mass Ascension Launch
9:30 a.m. Tissue Paper Balloon Launch

Saturday, Sept. 9 – Paint the Park Pink

3:30 a.m. Gates Open
4:30 a.m.—11 a.m. Shopping along Balloon Boulevard
5 a.m. Super Glow Show
5:30 a.m. Dawn Patrol
7 a.m. Mass Ascension Launch

Sunday, Sept. 10 – Donor Awareness Day

3:30 a.m. Gates Open
4:30 a.m.—11 a.m. Shopping along Balloon Boulevard
5 a.m. Super Glow Show
5:30 a.m. Dawn Patrol
7 a.m. Mass Ascension Launch





Getting to the Park

**Pre-approved media will receive a parking pass for Rancho San Rafael Regional Park. For other parking options, see below.*

Public Parking at Rancho San Rafael

Gates open at 3:30 a.m. For a \$25 cash donation to the event (*cash only*), attendees can park on their choice of two lots located on the corner of Sierra Street and McCarran Blvd., as well as on Coleman Street. These lots are a short walking distance away from the field.

Parking at the University of Nevada, Reno

If you don't mind walking a few blocks you can park for free at the University's north lots. However, cars must be removed by 10 a.m.



Travel and Hotel Reservations

The Great Reno Balloon Race website lists plenty of lodging options with competitive room rates to choose from, visit renoballoon.com.

**The Great Reno Balloon Race does not allow RV parking at the event. Please check our website for a list of RV parks close by.*

Visitor Information

Northern Nevada plays host to many special events and activities outside of The Great Reno Balloon Race. For more information, connect with the Reno-Sparks Convention and Visitors Authority or TravelNevada.

Reno-Sparks Convention and Visitors Authority
www.visitrenotahoe.com

TravelNevada
www.travelnevada.com



Field Map

