

# 43<sup>rd</sup> Annual Teton Valley Balloon Rally

July 4-7, 2024

## **Event Overview:**

The Teton Valley Balloon Rally (TVBR) is a gathering of hot air balloon pilots from around the country who gather to fly in Teton Valley over the July 4<sup>th</sup> holiday. The event has taken place at the Teton County Fairgrounds in Driggs, ID every year since 1982. Current management has been in place since 2012, and the event has benefitted a non-profit organization of the same name since 2017. This historic event not only celebrates the tradition of hot air ballooning in Teton Valley, but provides learning & teamwork opportunities to the community as a whole. Teton Valley loves balloons.

## **TVBR + the Teton County Fairgrounds:**

The TVBR has benefitted greatly from a supportive relationship with the Teton County Fair Board for many years, including discounted and complementary use of facilities, support of multi-day camping at the fairgrounds, and incredible volunteer and administrative support. The current rental agreement between the TVBR and the Fairgrounds is a flat fee of \$700 or 10% of camping revenue, whichever is greater. Camping revenues seem to have plateaued at around \$4,000 over the past few years, meaning that the TBVR has paid the negotiated flat fee.

This discounted rate, calculated against the standard non-profit rate, equates to a \$5,000 in-kind Community Sponsorship of the TVBR. However, in honor of the many years of support that goes far beyond simply the use of facilities, the TVBR Committee has recognized the TC Fairgrounds as a Title Sponsor for the past 5 years.

## **Event Changes for 2024:**

Protocol for morning launches will be essentially unchanged for 2024, with four mornings scheduled and for hire rides available to the public 2 or more days. Campers may arrive up to 2 days in advance of event dates, and may stay up to 2 days after event conclusion.

New for 2024, the TVBR Committee plans to host an evening static display event on Saturday, July 6 from 5-9pm. This event will feature in-demand live music, food trucks, a beer garden, and a TBD presence of booths and/or vendors in addition to a balloon inflation just before sunset, as the weather allows.

Admission for the evening event will be per vehicle, the same as admission to the morning launches. It is expected that the evening event could draw up to 3x more attendees than the average morning attendance of ~75-100 vehicles. Capacity will be limited by parking and admission passes will be sold in advance, along with morning admission passes and camping reservations.

We recognize that this evening event will create a larger impact at the fairgrounds. We also look forward to the broader reach for the TVBR and the ability to showcase the Fairgrounds as a concert venue.

## **Potential Updates to our Agreement:**

In recognition of our increased impact on the Fairgrounds property, the TBVR Committee has drafted some options to update our rental agreement that honor our Sponsorship relationship

1. TVBR will pay the Fairgrounds 10% of morning event admission (\$10,000 in 2023) OR \$850, whichever is greater. TVBR will continue to recognize the TC Fairgrounds as a Title Sponsor
2. TVBR will pay the Fairgrounds 10% of morning event admission + 10% of evening event admission AFTER costs are covered. TVBR will recognize the TC Fairgrounds as a Community Sponsor
3. TVBR will use the TC Fairgrounds field and building on a complementary basis. TVBR will recognize the TC Fairgrounds as a Presenting Sponsor

**Additional Details:**

The Teton County Fair Board will be listed as an additionally insured on all event-associated insurance policies.

The TVBR will provide all event-related sanitation rentals and trash/recycling removal.

The TVBR Committee will develop an Emergency Evacuation plan suitable for highest estimated attendance

The TVBR Committee will explore the possibility of shuttle service to/from the Saturday evening event, in order mitigate traffic at the Fairgrounds and on the access road

**Contact Information:**

Questions regarding safety certifications, pilot credentials, and insurance coverage

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Questions regarding event layout, attendee management, staffing, and permitting/licensing

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