

Sponsor Handbook

The Great Reno Balloon Race

September 9-11, 2011

It's time for the 2011 Great Reno Balloon Race! In an effort to make sure you have all the information you need as a sponsor we've compiled this Sponsor's Handbook.

Information inside includes:

General guidelines, sponsorship entitlements, competition descriptions and rules, a daily schedule and an evaluation form that we encourage you to fill out so we can effectively review the event. After all, we know that you are the reason the event happens, and we want to make sure your experience is enjoyable.

We welcome your comments and look forward to hearing from you. In the meantime, if you have questions please call the GRBR office at (775) 826-1181, the phone line will be live from 8 a.m. - 5 p.m. Monday - Friday. Again, welcome and THANK YOU for being a sponsor.

During the event, the following phone numbers will be active for you to use if you have any needs or concerns that need to be addressed:

Pete Copeland – (775) 742-9385

Tasha Courtney – (775) 342-5031



2011 Great Reno Balloon Race Sponsor Questionnaire

Contact _____

Sponsor Name _____

Address _____

Phone _____

What was your overall impression of the 2011 GRBR? Your pilot?

Was this your first experience as a sponsor? If not, how many years have you sponsored?

How did it compare to previous years?

Would you be interested in sponsoring again? With the same pilot?

What additional information is needed to improve your experience?

Questions, comments and ideas for us to explore:

Sponsorship Specifics

A one-day sponsorship is a \$399 investment and includes one balloon ride for one person on your day of choice during the event. For \$499 the sponsor can bring someone else to ride with them. One-day sponsors also receive one official poster, a commemorative pin, one VIP parking pass and your name listed on the website and official Balloon Race program.

Individual/family sponsorships (an \$899 investment) entitles you to the following: your balloon may fly one or two 2'x3' banners on the basket; one jacket; two invitations to the Pilots' Welcome Party; and two VIP parking passes.

A corporate sponsorship is a \$2,500 investment and includes four tickets to the pilot welcome party mentioned above and four VIP parking passes. A corporate sponsor also receives a jacket and may fly a 15'x21' banner on the envelope of the balloon.

A logo sponsorship is a \$2,500 investment. Logo sponsors are supporters of a specialty-shaped and/or promotionally tailored balloon.

Another option this year is to become a Silver sponsor. For a minimum amount of \$5,000, a Silver sponsor may fly a 15'x21' banner on the envelope of the balloon, public announcements recognizing your company during the event, an ad in the official GRBR program, the company's logo on the official GRBR t-shirt, a company banner displayed at the event, four invitations to the parties, four VIP parking passes and a 10'x10' vending space.

During the event if you have anything that needs attention right away report to the Information Booth next to the stage or contact us at the number listed on the front cover of this booklet. We can't fix something if we don't know there's a problem. It's always best to let us know immediately so we can take care of it. **WE WANT TO KNOW.** This is the only way we can improve the GRBR and satisfy you.

Other major involvement categories exist in which entities receive exclusive recognition in their category. These sponsors are included in all GRBR promotional materials. Interested companies may contact the GRBR office for more information.

Quick Glance: Balloon Officials

The Safety Officer monitors all aspects of the race to assure the event is conducted at the highest practical level of safety. This officer coordinates with the FAA and local agencies, modifies rules or procedures as conditions dictate, and has jurisdiction in all matter of flight. This person insures each task is conducted fairly, and the results are accurate and completely reported.

The Launch Officials are, in effect, assistants to the Safety Officers whose primary duty is the safety of the launch. They must give their approval during the Mass Ascension for a pilot to lift off.

The Pilot in Command (all participating pilots) are responsible for: The safe operation of their aircraft on and off the ground with adherence to applicable FAA and general race rules; Briefing all crew members as to their specific duties; Obtaining and keeping signed crew member's manifests and passenger waivers.

Meeting Your Pilot

If you haven't already done so, get in touch with your pilot. It is mutually beneficial to get to know your pilot through phone calls, letters, email or in person as soon as possible. The better you and your pilot know each other, the better time you'll both have.

Chances are you won't meet for the first time until the Pilots' Welcome Party on Thursday evening. Find out what time he or she plans to arrive in Reno. It will save you some waiting time.

If you are having a hard time finding your pilot in the crowd, have the announcer, Ron Smith, call him/her to the podium. If you still haven't found your pilot, check at the Pilot Registration Area to see if your pilot has checked in. Most sponsors provide at least partial crew for their pilots and that takes some organization. If you've been in contact with your pilot before the event, you'll know what the pilot's expectations are and won't find yourself tracking down friends willing to get up at 4 a.m. the next morning. Many of these pilots have flown in this event for years. All are veteran balloonists who will be a great source of information.

Basic Balloon Terms for the Novice

- ENVELOPE:** The bag that makes up a hot-air balloon. Envelope fabric is lightweight and flexible. Although very durable, please help your pilot protect it from being walked on at the event.
- BASKET:** The basket carries the pilot and passengers. It is often made of wicker, which is lightweight and can absorb the shock of landing effectively.
- BURNER:** Burners draw liquid propane from aluminum or stainless steel tanks. When the burner is open the pressure in the tank forces the gas to a heating coil within the burner. Propane is then vaporized in the open coil chamber and mixed with oxygen. It's then ignited by a pilot who is controlling burner jets. This hot-air displacement causes the balloon to lift.

GENERAL RACE RULES

1. Only registered pilots may fly in the event.
2. All registered pilots must have a valid LTA license & 100 hours as a PIC, airworthiness certificate & registration.
3. Registered pilots must attend morning preflight briefing.
4. All on-field balloons will be launched by the Launch Director. The Launch Director will validate the pilots' launch card just prior to lift-off. Pilots launching without validation will not be covered by the waiver and will be disqualified.
5. Unless otherwise directed by Race Officials, balloons may launch only from their assigned area.
6. Launch Directors will launch only balloons that are hot and ready to go. Therefore, after the pilot launch is validated, a reasonable amount of time will be allotted. If this time window is not met & the balloon does not become airborne, the launch will be invalidated and the pilot will be asked to rip out.
7. All balloons must not exceed 300 ft. per minute ascent or descent in areas of flight congestion.
8. After liftoff, the markers must be dropped; none higher than 500 feet AGL; streamers must be completely unfurled.
9. Do not touch or move markers. Only Race Officials may do so.
10. Lower and downwind balloons have the right of way at all times.
11. No landings within 200 ft. of the target or in the target field of Rancho San Rafael Park.
12. All competitions end at 10:00 a.m.
13. If the event is canceled after the balloons have launched, a smoke bomb will be displayed to signal cancellation.
14. Due to congestion on the field and in the interest of safety, balloons must be tied off during inflation.
15. Rules are subject to change by Race Officials due to changes in flight, weather or other considerations. Any changes will be announced at the Pilot Briefing, held each morning of the event.
16. It is against the rules for race pilots to ask for monetary gain from Balloon Race sponsors. Aside from the sponsorship fee, the only other obligation that sponsors agree to provide is lodging accommodations (1 room) for the pilot.
17. All passengers of the balloon must be at least 18 years of age.

Scoring Points in Ballooning

It's all about hitting the mark. First, the pilot must navigate over the target in order to drop the marker. Once the pilot has dropped a marker it is scored as follows: Points will be awarded to all pilots whose marker lands within the scoring areas each day. First place on EACH TARGET will receive 100 points, descending in value by one point until all markers within 200 feet of the target are scored.

The highest accumulated point total for the entire event will be the overall winner. In case of a tie, the pilot with the closest accumulated distance will be declared the winner. Should fewer than 20 pilots qualify, the prizes for the unearned places will be awarded in a manner prescribed by the judges. Additional on-field competitions will be scored as separate events.

Competition Rules

In addition to General Race Rules (see below), a pilot may be disqualified for one event or the entire competition at the discretion of the judges. The judge's decision is final. Penalizing conduct:

1. Unregistered pilot flying the balloon.
2. Violation of FAA Regulations.
3. Obstructing a target.
4. Piloting a balloon in an unairworthy condition.
5. Flying in an unsafe manner.
6. Launching from an undesignated area.
7. Launching without direction from a Launch Director.
8. Carrying an unauthorized passenger.
9. Unsportsmanlike conduct.
10. Attempting to sell balloon rides.

Balloon Rides Information/Guidelines

Balloons are flying at 4500 ft. above sea level and typically on warm to hot days. This causes a density altitude problem for all aircraft (planes & balloons) which reduces the amount of weight they can carry while still operating within legal limits. Depending on the balloon, the weather, and total weight, it may only be possible to have one passenger fly at a time. Please understand these limitations and remember that there are multiple flight segments allowed by GRBR rules, so we will always try to accommodate passengers.

Passenger Tips

The following information is to help you best enjoy The Great Reno Balloon Race.

It's a good idea to arrive early to avoid the rush. If you plan to attend Dawn Patrol, 4:45 a.m. isn't too early to get to the park as Glow Show starts at 5:00 a.m. designed to provide spectators with a beacon to the launch field. You may want to bring a picnic breakfast, but there are concession stands that will offer coffee, pastries and other breakfast items. To assure participation in the Mass Ascension you will want to arrive by 6:00 a.m. Be assured, traffic will be lined up so give yourself extra time. If you're crewing for a pilot, he/she will let you know what time you should be there.

In addition:

- Wear sensible footwear - preferably no heels, open toes, or sandals.
- Dress in comfortable shorts, slacks or jeans
- Bring a camera with neck/shoulder straps or one that is small enough to fit in your pocket.
- Dress in layers to prepare for any changes in weather
- Bring a pair of gloves in case you end up crewing

Going Above and Beyond

You have the calendar of events and can see that your pilot will be busy fulfilling your sponsorship. Showing your gratitude is an individual decision as nothing is expected. However, if you feel it would be proper, just taking your pilot to breakfast or lunch is a nice way to say "Thank You" if your pilot has gone above and beyond the requirements. Most of the pilots simply enjoy being at The Great Reno Balloon Race and a great time seems to follow.

You are also welcome to use the launch field each day after the competitions are over to socialize and have a picnic. If alcohol is served, please drink responsibly and designate a driver.

PARKING

Yes, parking can be difficult. As a sponsor you have at least two VIP Parking Passes. But it's still a great idea to suggest that visitors use CITIFARE's Park and Ride (for locations call (775) 348-RIDE). Please be aware that all parking spaces are released at 6:00 a.m. to the public. You should use the Washington Street entrance which will be a permit-only entrance. If you aren't familiar with the park, visit it in the daylight and get your bearings. There will be parking attendants to guide you during the early morning hours of the event.

Let the games begin....

Judge Declared Goal*

The officials (judge) of The Great Reno Balloon Race picks a target based on the prevailing winds and expected winds in the area that will require the pilot to fly their balloon, with the use of navigation skills, to drop a marker or other means of scoring at the specified targets. The target is selected prior to the pilot's briefing each morning. The target is anything from an "X" or whatever the officials decide each day.

Calculated Rate of Approach Task*

This task brings pilots back to the field in a specified amount of time. Officials will place a target somewhere on the field and pilots will work their way back, racing the clock, to reach the target before the specified amount of time is over.

Maximum/Minimum Distance Double Drop*

Two targets will be set up for the Maximum and Minimum Distance Double Drop Tasks. Pilots will return to the field (still in the sky) and attempt to throw a marker in each of the target fields. For the Minimum Distance Double Drop, they will want their markers to be as

close as possible. For the Maximum Distance Double Drop, they will want their markers to be as far away from each as possible.

Balloon Blackjack Tournament - The Biggest Little City's Biggest Card Game*

Part of the Reno experience is the thrill of winning big on a Megabucks slot machine or on the green felt of a blackjack table. So we have again implemented a Balloon Blackjack Tournament to get casino-style action airborne during the event. The prizes awarded last year included complimentary weekends and meals at many of the area's best casinos.

This tournament is eligible to all pilots and takes place directly after Mass Ascension. Pilots are given two extra beanbags to throw at several giant 4-foot playing cards. The Blackjack competition, played like the real card game, offers additional excitement for the balloonists and pure enjoyment for the spectators.

** All General Race Rules apply for these competitions.*

ENJOY THE RACE!