

**CITY OF LOVELAND LODGING GRANT  
POST PROJECT REPORT  
ARTS AND SPECIAL EVENTS**

When you have completed this report please convert it into a pdf document and email it to Nikki Garshelis at [garshn@ci.loveland.co.us](mailto:garshn@ci.loveland.co.us) by the required deadline.

- 1) **Project Name:** Sweetheart Balloon Rally.
2. **Event Date/Time:** August 26, 2011 – 5:30 am – 7:30 am  
August 27, 2011 – 5:30 am – 7:30 am  
August 27, 2011 – 6:45 pm – 8:00 pm  
August 28, 2011 – 5:30 am – 7:30 am
3. **Project Location:** Old Fairgrounds Park – South Side
4. **Organization Name:** Engaging Loveland
  - a. Contact Name: Kristine Koschke
  - b. Address: 231 W 4<sup>th</sup> Street, Loveland, CO 80537
  - c. Phone Number: 970-980-4764
  - d. Fax Number: 970-663-0955
  - e. Email Address: [Kristine@engagingloveland.org](mailto:Kristine@engagingloveland.org)
  - f. Organization Website: [www.engagingloveland.org](http://www.engagingloveland.org)
5. **Grant Amount Received:** \$5,000

**NOTE: The CMC suggests using a survey during your event to obtain visitor information. The survey can be a representative of your attendees. Please include your tracking methodology with your report. Please use the following calculations:**

**DAY STAY - # of attendees from inside Larimer & Weld counties:**  
 **$600 \times \$50 = \$30,000$**

**# of Attendees from outside Larimer & Weld counties:**  
 **$300 \times \$50 = \$15,000$**

**OVERNIGHT STAY #of total room nights x \$100:**  
 **$50 \times \$100 = \$5,000$**

At each of the 4 events I asked 20 attendees the following questions:

- 1) Do they live in Loveland?
- 2) How did they hear about the Sweetheart Balloon Rally?
- 3) Are you spending the night in Loveland? What other things are you attending?

I was asked by numerous people where I would recommend eating establishments or shopping opportunities in Downtown and at the Centerra shopping center.

6. **Total Attendance Number:** 121 ppl – Friday, August 26 – 5:30 am  
804 ppl – Saturday, August 27 – 5:30 am  
200 ppl+ - Saturday, August 27 – 6:45 pm  
117 ppl – Sunday, August 28 – 5:30 am

This does not count the large amount of people who watched the balloons from their own house, Downtown area or around Loveland each morning.

7. **Attendance Estimate/actual from outside Larimer and Weld Counties: Actual number of room nights consumed at Loveland lodging establishments: (include reports from hotels reflecting actual room pick up)**

30 nights – Spirit Hospitality Hotels – Balloonists

I estimate an additional **20 room nights** on Saturday night (August 27) after the Balloon Glow. I had quite a few people tell me they were spending the night, finding a great place for breakfast and then heading up to Estes Park for Sunday.

8. **Using the formulas above please calculate the estimated economic impact of your event on the community. \$50,000 minimal – this event was held concurrently with the Old Fashion Corn Roast and the Community Pancake Breakfast. Over 15,000 people attended the Corn Roast on August 26<sup>th</sup> and 27<sup>th</sup>. Holding the Balloon Glow on Saturday night also brought additional people down to Fairgrounds Park. There was an increase in sales at the Corn Roast. Loveland was featured 5 times on Channel 31 on Friday, August 26<sup>th</sup>. Townsquare Media also gave tickets away to 2 radio listeners and did a live spot from their launching on Friday, August 26<sup>th</sup>. The billboards in Loveland, Fort Collins and I-25 and the screen promoting the rally on the Outlet's digital sign also helped bring people in from outside of Larimer and Weld counties.**

9. Please list your final marketing plan implementation including media and printed promotional materials, dollar values allocated to each, targeted markets and quantities produced and distributed:

- a) 200 posters – distributed in Loveland (*Exhibit A*) – trade with Chamber
- b) LED Sign – Outlets at Loveland - \$4,000 in Kind (*Exhibit B*)
- c) Five billboards: Unsure of Value (*Exhibit C*)
  - 1) Fort Collins – I-25 Mile Marker 270 (also Cheyenne visitors)
  - 2) Loveland - US Highway 34 & Kelim
  - 3) Loveland - US Highway 287 & s/o 57<sup>th</sup> Street
  - 4) Fort Collins - US Highway 287 & W Crestridge
  - 5) Loveland – I-25 Mile Marker 254 (also Cheyenne visitors)
- d) Ads in the Ft. Collins Coloradoan (circulation 24,000), Loveland Connection, Windsor Beacon, Coloradoan.com (on-line run-time – July 28-August 28) and Lovelandconnection.com (45,000 impressions) (*Exhibit D*) – received matching ads from the Coloradoan – value \$2,200/Spent \$1,128
- e) Ads in the Reporter Herald (*Exhibit D*) – receiving matching ads from The Reporter Herald – value \$2,000/Spent \$1,000
- f) Ads in Berthoud Surveyor (*Exhibit D*) – Look at Loveland – 5,200 distribution – 2 ads – August 11 and August 25 - \$270
- g) Ad in Frontier Days Souvenir Edition – (*Exhibit E*) – handed out at Frontier Days – July 22 – July 31 - \$530
- h) Ad in Colorado Official State Travel Guide – (*Exhibit F*) – Circulation - 650,000 \$4,217 total cost (Balloon Rally cost - \$500)
- i) Promotional Items – Posters, Bug Spray, Drawstring Bags, Sun Screen - \$1,518
- j) Balloon Rally Poster – (*Exhibit G*) – distributed to attendees - \$150
- k) Townsquare Media – Radio Sponsorship - \$15,000 value – In Kind
- l) Fox Channel 31 – On site Promotion/Story – Media Day
- m) Comcast Cable (X-finity) – 50 spots (July 28 – August 28) – In Kind
- n) Video Innovations Production created the video spot for Comcast Cable for the Balloon Rally - \$525.00
- o) The Sweetheart Balloon Rally was promoted on HeidiTown - \$75.00
- p) Summer Rack Cards - \$50.00 distributed to over 25,000 people during the summer (*Exhibit H*) through local newspapers (Reporter Herald, Coloradoan, Windsor, Berthoud, Longmont, Estes Park) and various businesses in Loveland.
- q) Denver Post.com – promoted the event in their community forum.
- r) KUNC Community Radio for Northern Colorado promoted the event during the weekend
- s) An ice sculpture was created for SummerFest in the Rockies that promoted the Sweetheart Balloon Rally and Snow Sculpture in the Dark - \$350 (\$700 total) – (*Exhibit I*)

**10. Please detail the publicity your event generated. List/include press articles, media coverage, interviews, magazine articles, and web blogs.**

Engaging Loveland and the Colorado Balloon Club brought 7 balloons on Media Day (Friday) and fifteen balloons to the sky on Saturday and Sunday. Massive shapes took to the air and created many photographers' dream pictures for the weekend. Some of the volunteers who crewed with the balloons were able to ride in the balloons. In fact on Sunday, a couple riding the balloon got engaged up in the air, a perfect story to promote the *Sweetheart Balloon Rally*. (**Exhibit J**)

*“Channel 31’s Dan Daru gets to fly high above Loveland”*

Fox 31 TV Station

*“Hot air enthusiasts take to the skies at Loveland’s Sweetheart Balloon Rally”* Tweet  
– India

*“It’s a bird, it’s a plane....it’s Derek about to take off at the Loveland Sweetheart Balloon Rally – Derek 99.9 – The Point Radio Station*

*“Early morning Balloon Launch, SOOOOO worth getting up for”*  
Engaging Loveland Facebook

*“The lift, the calm, the air.....it’s outstanding”*

Kelly Torrez, Coloradoan Employee quoted in the Reporter Herald

Attached please find the publicity from the event. There were stories in the following papers, media coverage and web blogs:

- a) Cheyenne Frontier Days – July 2011 – Register
- b) Colorado State Tourism Magazine – January 2011 – December 2011
- c) Coloradoan Ticket – 7/21/2011 and 7/28/2011
- d) Coloradoan/Loveland – Rich Media online – 7/28/2011 – 9/28/2011
- e) Pencil Ad-ROS Coloradoan/Loveland Connection – 7/28/2011 –
- f) Living in Loveland Magazine – The Coloradoan – 7/31/2011
- g) Berthoud Surveyor – 8/18/2011 & 8/25/2011 (A Look at Loveland)
- h) Loveland Connection – 8/24/2011
- i) The Coloradoan – GO Section – 8/26/2011
- j) Front Page of the GO Section – 8/26/2011
- k) 8/28/2011 The Coloradoan – 8/28/2011
- l) Reporter Herald – 8/28/2011
- m) Loveland Connection – 8/31/2011

Publicity included:

- n) Dan Daru – Channel 31 – 5 spots (3 Morning Spots/2 Afternoon Spots)
- o) 3 spots on You Tube
- p) Twitter – The event was tweeted to India
- q) Various local and regional photographers
- r) Reporter Herald
- s) Northern Colorado Real Estate
- t) Real Estate for Real Life
- u) Loveland Connection
- v) Coloradoan.com
- w) Engaging Loveland website
- x) Denver Post.com
- y) Townsquare Media – 99.9 Point, Tri 102.5
- z) Reporter Herald – News by You
- aa) Weekend Events
- bb) Various Blogs (Plum Shabby, Macaroni Kid, Courtney Holden
- cc) Community Radio for Northern Colorado
- dd) HeidiTown Blog and Website

**11. Provide additional comments such as what was successful, what changes in the future would you make to your project that would improve tourism for the City of Loveland.**

The event is relatively new event but the only event of its kind in Northern Colorado. In the next 2 years we hope to have multiple launches and landings, balloon races and other activities at the rally. Although the Corn Roast is the primary event, the Balloon Rally has brought balloonists, their families and followers to Loveland – leading to an increase in food and vendor sales, as well as sales tax dollars in Loveland. Some of the successes for the event were:

- a) Five times the amount of people attended than in previous years
- b) The Photographers in Loveland added the event to their portfolios
- c) Definitely a family event – many children playing in the park watching the balloons at 5:30 am, getting ready for the parade and enjoying pancakes at the breakfast!!
- d) Collaboration with the Corn Roast/Chamber for advertising – Billboards, Newspapers, Outlet Sign and Radio
- e) Balloon Glow gave tourists the opportunity to see the balloons later in the day – brought additional families to the Corn Roast Event in Loveland on Saturday night.

**Some possible changes:**

- f) Affordable tethered balloon rides for the community
- g) A couple different launch sites (i.e. Outlets – off I-25 would bring additional tourists to Loveland.
- h) Target group tourism/promote during the year
- i) Possibly add an Airstream convention or other convention to the event

**Financial Report – SweetHeart Balloon Rally – Marketing Budget**

<b>Revenue:</b>	<b>Projected</b>	<b>Actual</b>
Sponsorships**	\$2,000	\$4,000
CMC Grant	\$5,000	\$5,000
In Kind Marketing	\$2,000	
LED Sign		\$4,000
Coloradoan		\$1,100
Reporter Herald		\$1,000
Townsquare Media		\$15,000
5 Billboards (shared with Corn Roast)		\$2,500
In kind Graphics		\$1,000
<b>Total</b>	<b>\$9000</b>	<b>\$33,600</b>
<b>Expenses:</b>	<b>Projected</b>	<b>Actual</b>
Local Print Advertising	\$750	
Coloradoan		\$1,128
Reporter Herald		\$1,000
Berthoud Surveyor		\$270
Summer Rack Cards		\$50
Local Radio Advertising	\$750	\$0.00
Regional Advertising	\$700	
Frontier Days		\$530
Colorado Official State Guide		\$500
HeidiTown		\$75
Printing/Graphic Design	\$1,000	\$1,000
Banners/Signage	\$500	
Ice Sculpture promoting Balloon/Snow		\$350
Magazine Pitch Story	\$1,000	
Video Innovations		\$525
<b>In Kind Marketing/Graphics</b>	<b>\$2,000</b>	<b>\$24,600</b>
<b>Total</b>		<b>\$30,028</b>

\*\*This is only sponsorship dollars that were used towards marketing the event:

- (a) Comcast (Xfinity) gave additional sponsorship dollars towards the event along with their in-kind commercial spots.
- (b) Additional sponsorships dollars were used from other sponsors to market this event.

**Comfort Inn – Friday - Sunday**

\* Colin Graham -

**Holiday Inn Express-Thursday- Sunday**

• Alan Luksik 65598433

- Ken Tadolino 65597128
- Chris Liberti 65598425

**Candlewood Suites- Thursday- Sunday**

- Jim Pansa 65629206
- Marilyn Pickthall 65629889

**Holiday Inn Express –Friday – Sunday**

- Curt Godlevsky 65599547

**Candlewood Suites Friday- Sunday**

- Doug Gantt 65630916
- Toby Brown 65631361 ( 2 beds)
- Steve Scheer 5631899

LOVELAND  
CHAMBER OF COMMERCE

engagingloveland

2011 Old-Fashioned

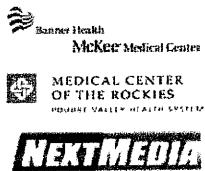
# CORN ROAST FESTIVAL

August 26-27

WWW.LOVELAND.ORG/THECORNROASTFESTIVAL

Kicks Off at 5 PM | Old Fairgrounds Park, Loveland | Free Entry & Parking

PRESENTING SPONSORS



**NEXTMEDIA**

CONTRIBUTING SPONSORS



engagingloveland  
MAKING OUR COMMUNITY A BETTER PLACE

## 2011 SWEETHEART BALLOON RALLY

August 26, 6:30 a.m.  
August 27, 6:30 a.m.  
August 27, 7:45 p.m.  
August 28, 6:30 a.m.

Media Launch  
Sponsor Rides/Balloon Rides  
Balloon Glow  
Sponsor Rides/Balloon Rides

PREMIER SPONSOR



PRESENTING SPONSOR



BALLOON SPONSORS



PHOTO BY: JEFFREY L. HARRIS FOR THE LOVELAND CHAMBER OF COMMERCE

Exhibit A



LED sign

Outlets at Loveland

August 1 - August 28

Exhibit B



## Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595 Fax:

### Completion Report / Proof of Performance



Proof of Performance

<b>Face ID:</b>	CO-75013
<b>Client Name:</b>	Loveland Chamber of Commerce
<b>Contract Number:</b>	841100580
<b>Scheduled Posting Date:</b>	2011-07-25
<b>Market:</b>	Fort Collins
<b>Location Description:</b>	I 25 W/S, n/o US Hwy 14 @ MP 270.16

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.

Exhibit C



## Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595

Fax:

### Completion Report / Proof of Performance



Proof of Performance

<b>Face ID:</b>	CO-73123
<b>Client Name:</b>	Loveland Chamber of Commerce
<b>Contract Number:</b>	841100580
<b>Scheduled Posting Date:</b>	2011-07-25
<b>Market:</b>	Loveland
<b>Location Description:</b>	US Hwy 34 S/S, Kelim @ MP 98.83

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.



NEXTMEDIA OUTDOOR, INC.

## Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595

Fax:

### Completion Report / Proof of Performance



Proof of Performance

<b>Face ID:</b>	CO-71442
<b>Client Name:</b>	Loveland Chamber of Commerce
<b>Contract Number:</b>	841100580
<b>Scheduled Posting Date:</b>	2011-07-25
<b>Market:</b>	Loveland
<b>Location Description:</b>	US Hwy 287 E/S, s/o 57th St @ MP 337

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.



## Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524  
Tel: 970-493-4411 / Fax: 970-493-4595 Fax:

### Completion Report / Proof of Performance



Proof of Performance

<b>Face ID:</b>	CO-73164
<b>Client Name:</b>	Loveland Chamber of Commerce
<b>Contract Number:</b>	841100580
<b>Scheduled Posting Date:</b>	2011-07-25
<b>Market:</b>	Fort Collins
<b>Location Description:</b>	US Hwy 287 W/S, at W Crestridge Dr @ MP 340.80

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.



NEXTMEDIA OUTDOOR, INC.

## Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595

Fax:

### Completion Report / Proof of Performance



Proof of Performance

<b>Face ID:</b>	CO-83006
<b>Client Name:</b>	Loveland Chamber of Commerce
<b>Contract Number:</b>	841100580
<b>Scheduled Posting Date:</b>	2011-07-25
<b>Market:</b>	Loveland
<b>Location Description:</b>	I 25 E/S, at MP 254.76

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.

APPROVAL / 6'6"x15'

**AUGUST 26-28, 2011**

**OLD FAIRGROUNDS PARK  
DOWNTOWN LOVELAND**

**SWEETHEART**

**BALLOON  
RALLY**

*2011 Old Fashioned*

**CORN ROAST  
FESTIVAL**



**NEXTMEDIA**

THIS OUTDOOR DESIGN HAS BEEN CREATED BY NEXTMEDIA OUTDOOR. REPRODUCTION OF THIS DISPLAY IN WHOLE OR PART WITHOUT PERMISSION, IS PROHIBITED

• DESIGN NOTES •

Client: Loveland Chamber

AE: Karen Hunt

Date: 7/21/11

Board #: \_\_\_\_\_ Date: \_\_\_\_\_

Contract #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

The design, specifications and conditions as shown above are satisfactory and hereby accepted. NextMedia Outdoor, Inc., accepts no responsibility for the misuse of any copyright, trademark or other proprietary materials provided by the customer for use in the above advertisement, I agree to indemnify, defend, and hold harmless NextMedia Outdoor, Inc. from any copyright infringement claims arising out of the use of the materials being used at my request.

**PLEASE REVIEW BEFORE SIGNING:**

ALL info is correct, including logos, names, addresses, phone numbers, dates and spelling.

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**NEXTMEDIA**

2649 E. Mulberry, Unit A20 • Fort Collins, CO 80524  
P. (970) 493-4411 • F. (970) 493-4595 • [www.GottaGetOutdoor.com](http://www.GottaGetOutdoor.com)

# SUMMER FUN



LOVELAND  
CHAMBER OF COMMERCE

engagingloveland  
www.lovelandchamber.com

2011 Old Fashioned

## CORN ROAST FESTIVAL★

LOVELAND.ORG/THECORNROASTFESTIVAL

engagingloveland  
MAKING OUR COMMUNITY A BETTER PLACE

2011

SWEETHEART  
BALL • N  
RALLY

AUGUST 26-28, 2011  
FAIRGROUNDS PARK, LOVELAND  
ENGAGINGLOVELAND.ORG  
970.980.4764

AUGUST 26-27, 2011  
KICKS OFF AT 5 PM  
OLD FAIRGROUNDS PARK,  
LOVELAND



Banner Health

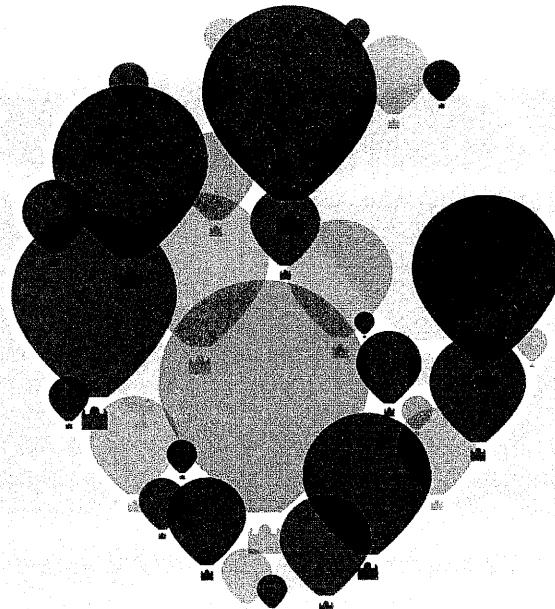
McKee Medical Center



MEDICAL CENTER  
OF THE ROCKIES  
FOOTPRINT VALLEY HEALTH SYSTEM



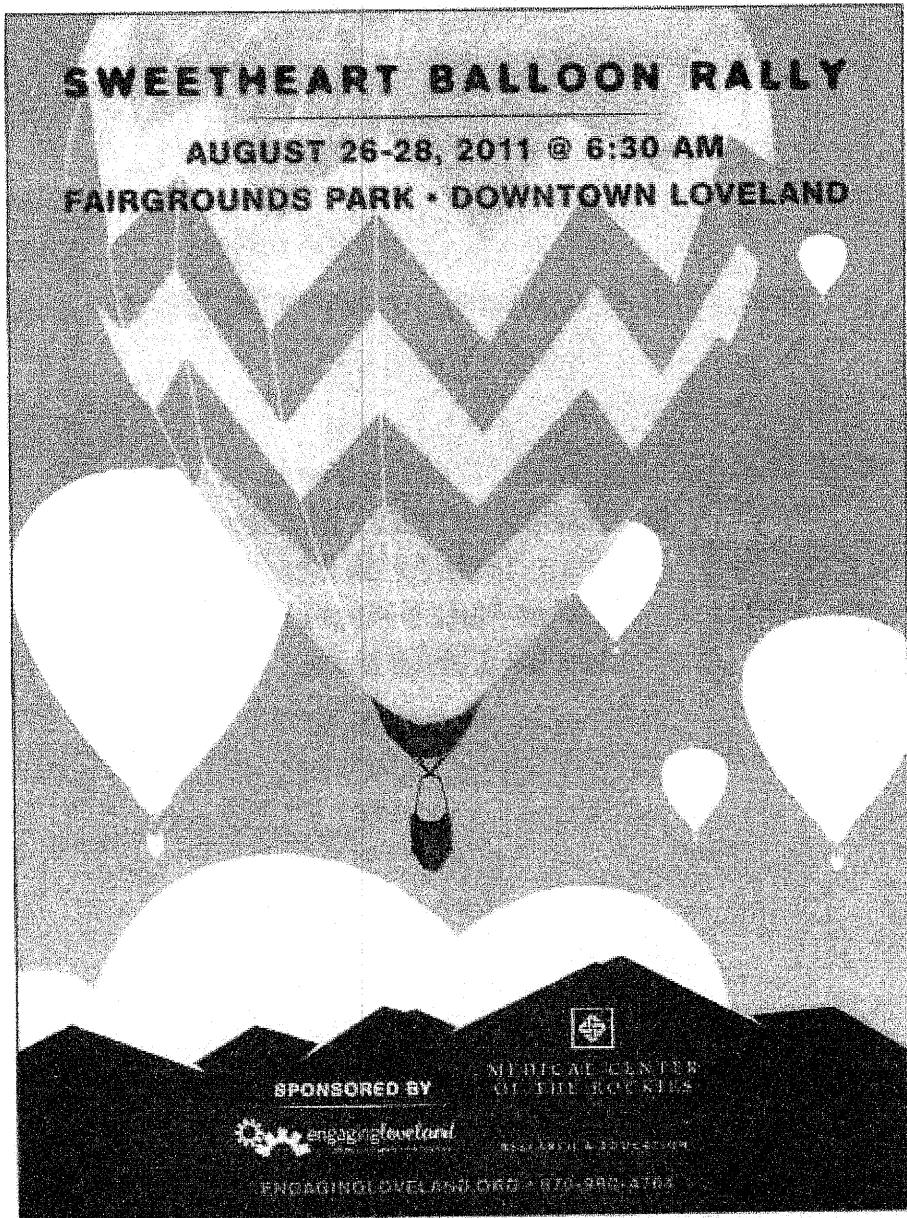
**NEXTMEDIA**  
NEXTMEDIA OUTDOOR, INC.



MEDICAL CENTER  
OF THE ROCKIES  
Foundation  
RESEARCH & EDUCATION



Exhibit D



Wyoming Tribune Eagle Frontier Days Souvenir Edition 37

## Exhibit E

Wyoming Tribune Eagle Souvenir Edition  
Frontier Days



**engagingloveland**

MAKING OUR COMMUNITY A BETTER PLACE

July 4 Celebration	July 4
Sounds of Centerra	Fridays in July/August
SummerFest in the Rockies	July 8 - 10
Cherry Pie Festival	July 23
Larimer County Fair	August 5 - 9
Art in the Park/Sculpture in the Park/ Loveland Sculpture Invitational	August 12 - 14
Corn Roast Festival	August 26 - 27
Sweetheart Balloon Rally	August 26 - 28
Wine Down at Centerra	September 9
Snow Sculpture in the Dark	December 9 - 11

To find up to date information on these events and  
other great times in Loveland go to  
[www.engagingloveland.org](http://www.engagingloveland.org) or call 970-980-4764

TURN TO THE FOLD-OUT MAP ON PAGE S2A FOR CITY LOCATIONS

## A MILE HIGH GETAWAY

DENVER HAS A FULL LINE-UP OF EVENTS  
THAT YOU WON'T WANT TO MISS.

Denver Restaurant Week: February 2011

Cherry Creek Arts Festival: July 2-4, 2011

Denver Bear Fest: September 2011

Denver Arts Week: November 2011

Mile High Holidays: November 2011 - January 2012

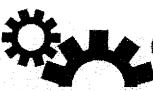
FOR A COMPLETE LIST OF EVENTS, GO TO  
[VISITDENVER.COM](http://VISITDENVER.COM) AND CLICK ON EVENTS.



Colorado **63**

Exhibit F

Colorado  
2011 Official State Vacation Guide



engagingloveland  
MAKING OUR COMMUNITY A BETTER PLACE

2011  
**SWEETHEART  
BALLOON  
RALLY**

**AUGUST 26-28, 2011  
FAIRGROUNDS PARK, LOVELAND**

August 26, 6:30 a.m. Media Launch

August 27, 6:30 a.m. Sponsor Rides/  
Balloon Rides

August 27, 7:45 p.m. Balloon Glow

August 28, 6:30 a.m. Sponsor Rides/  
Balloon Rides

**PREMIER SPONSOR**



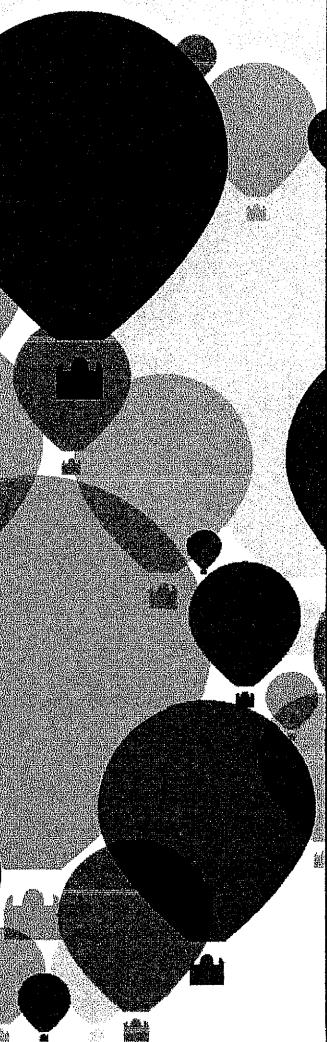
MEDICAL CENTER  
OF THE ROCKIES  
*Foundation*  
RESEARCH & EDUCATION

**PRESENTING SPONSORS**



Loveland  
**CONNECTION**  
Connecting you to local news... online and in print

Outlets at  
Loveland



**EXHIBIT-G**

WEATHER PERMITTING

**Loveland, Colorado**

**2011**

**Summer**

**Your  
Guide to  
Summer  
Fun in  
Loveland!**

**presented by**

**Banner Health  
Centerra**

**Downtown Loveland Association**

**Engaging Loveland**

**Loveland Museum/Gallery**

**Loveland Parks & Recreation**

**Loveland Public Library**

**Poudre Valley Health Systems**

**The Promenade Shops at Centerra**

**Rialto Theater**

**The Ranch**

**August**

- ◆ Tue 8-2 Promenade Kid Day  
Promenade Shops at Centerra, 11 am-2 pm
- \* Thu 8-4 Teen Battle of the Bands Showcase  
Foote Lagoon, 5-9 pm
- Fri 8-5 – Tue 8-9 Larimer County Fair & PRCA Rodeo  
The Ranch
- Fri 8-5 Sounds of Centerra  
*Woodie Procell & the Snowy River Band*  
Chapungu Sculpture Park, 7-9 pm
- Sat 8-6 Gnarly Barley Brew Festival  
The Ranch
- ▼ Sun 8-7 Farmer's Market  
Fairgrounds Park, 9 am-1 pm
- Tue 8-9 Tuesday Theater for Kids  
*Manitou Art Theatre*  
Rialto Theater, 10 am & 2 pm
- Fri 8-12 Sounds of Centerra  
*Stray Grass*  
Chapungu Sculpture Park, 7-9 pm
- \* Fri 8-12 Night on the Town  
Downtown Loveland, 6-9 pm
- ▼ Sun 8-14 Farmer's Market  
Fairgrounds Park, 9 am-1 pm
- ◆ Sun 8-16 Promenade Kid Day  
Promenade Shops at Centerra, 11 am-2 pm
- ◆ Thu 8-18 Birdies on the Green  
The Olde Course
- Fri 8-19 Sounds of Centerra  
*The Kingpins*  
Chapungu Sculpture Park, 7-9 pm
- ▼ Fri 8-19 Valley 5000 Road Race  
Fairgrounds Park, 7 pm
- ▼ Sun 8-21 Farmer's Market  
Fairgrounds Park, 9 am-1 pm
- Fri 8-26 Old Fashion Corn Roast Festival  
Old Fairgrounds Park, 3 pm-10 pm
- Sat 8-27 Old Fashion Corn Roast Festival  
Old Fairgrounds Park, 10 am-10 pm
- Fri 8-26 – Sun 8-28 Sweetheart Balloon Rally  
Old Fairgrounds Park, 6 am
- Fri 8-26 – Sat 8-27 Loveland's Got Talent  
Old Fairgrounds Park
- ▼ Sun 8-28 Farmer's Market  
Fairgrounds Park, 9 am-1 pm

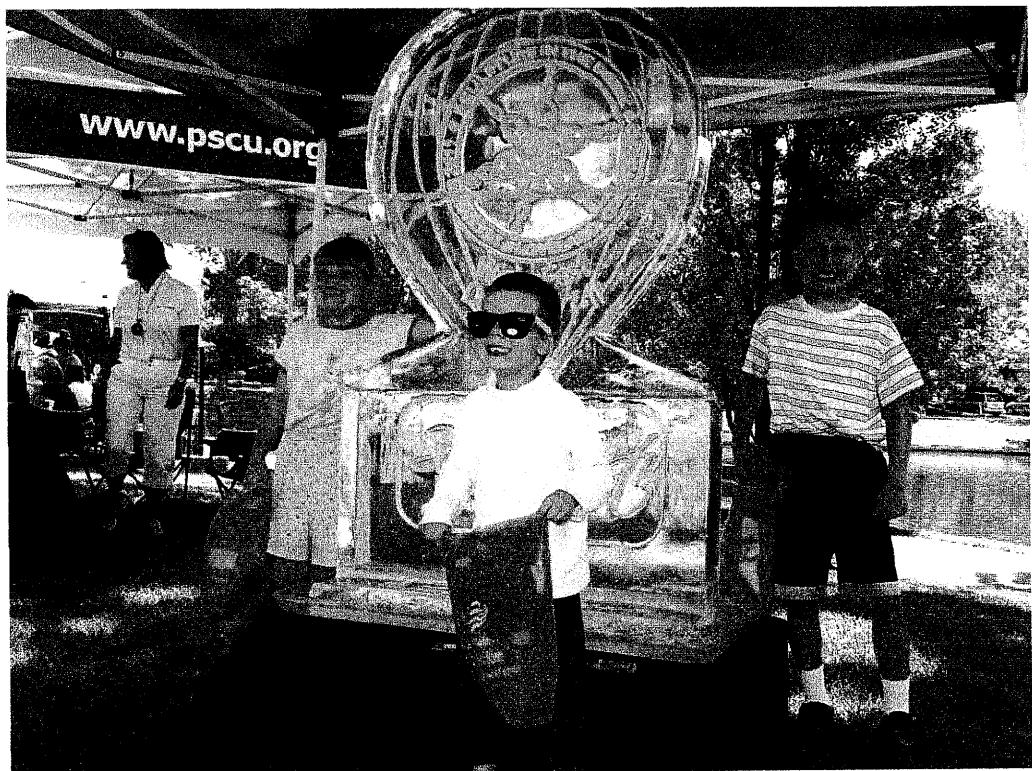
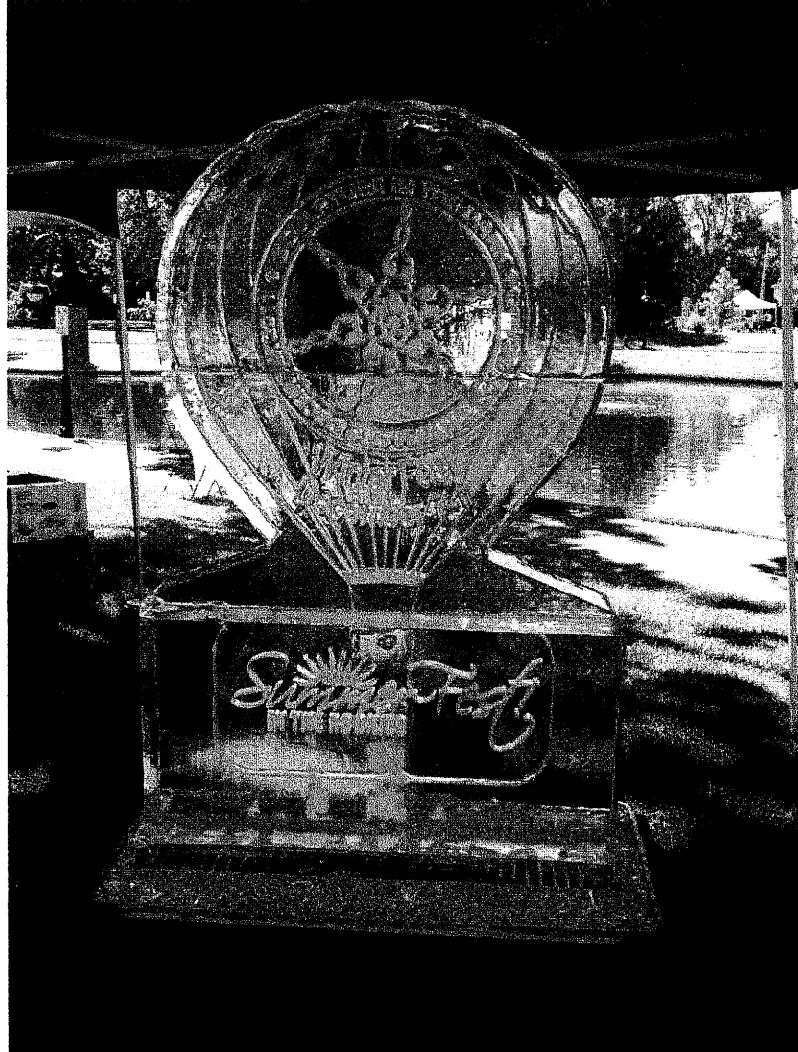


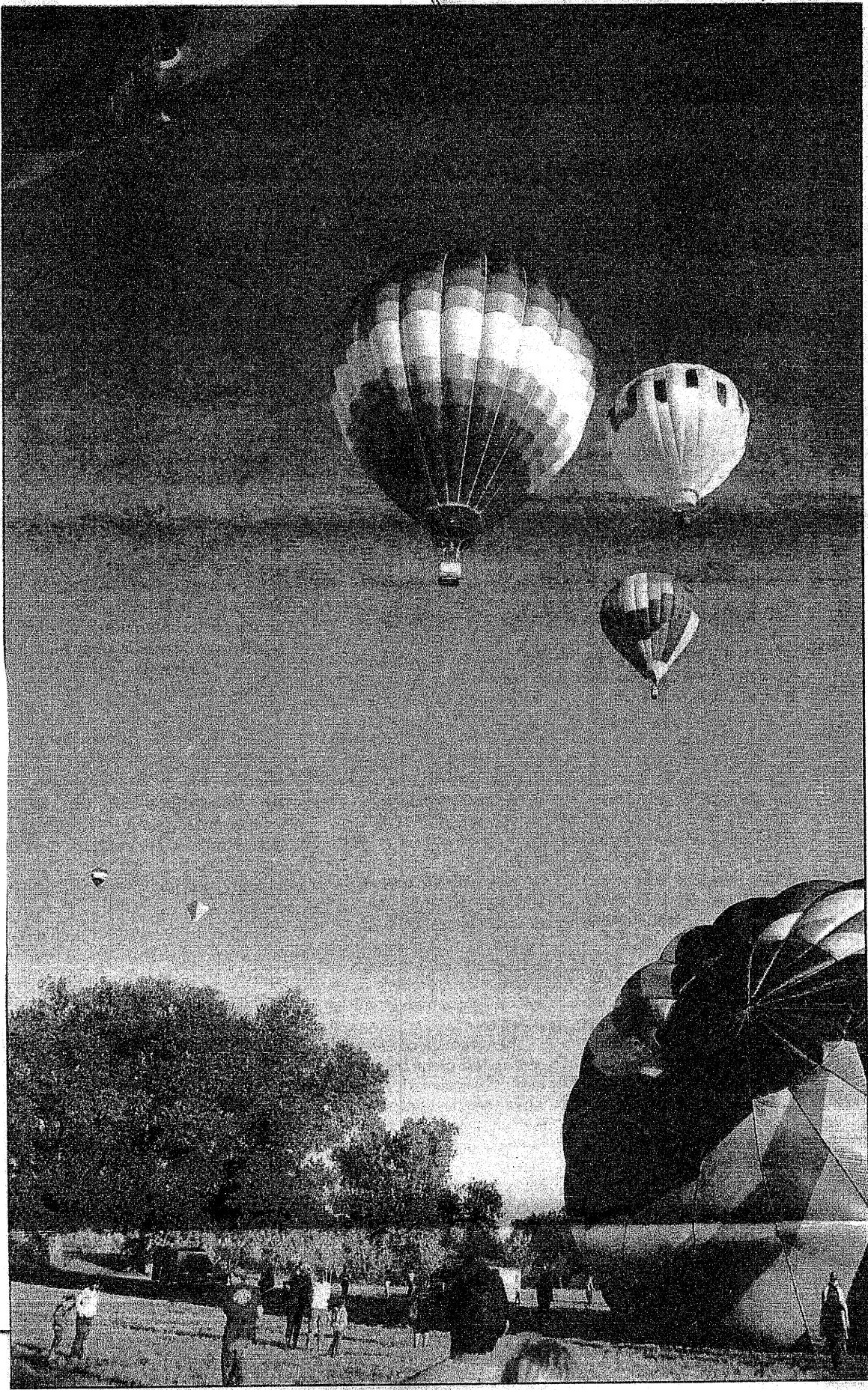
EXHIBIT I

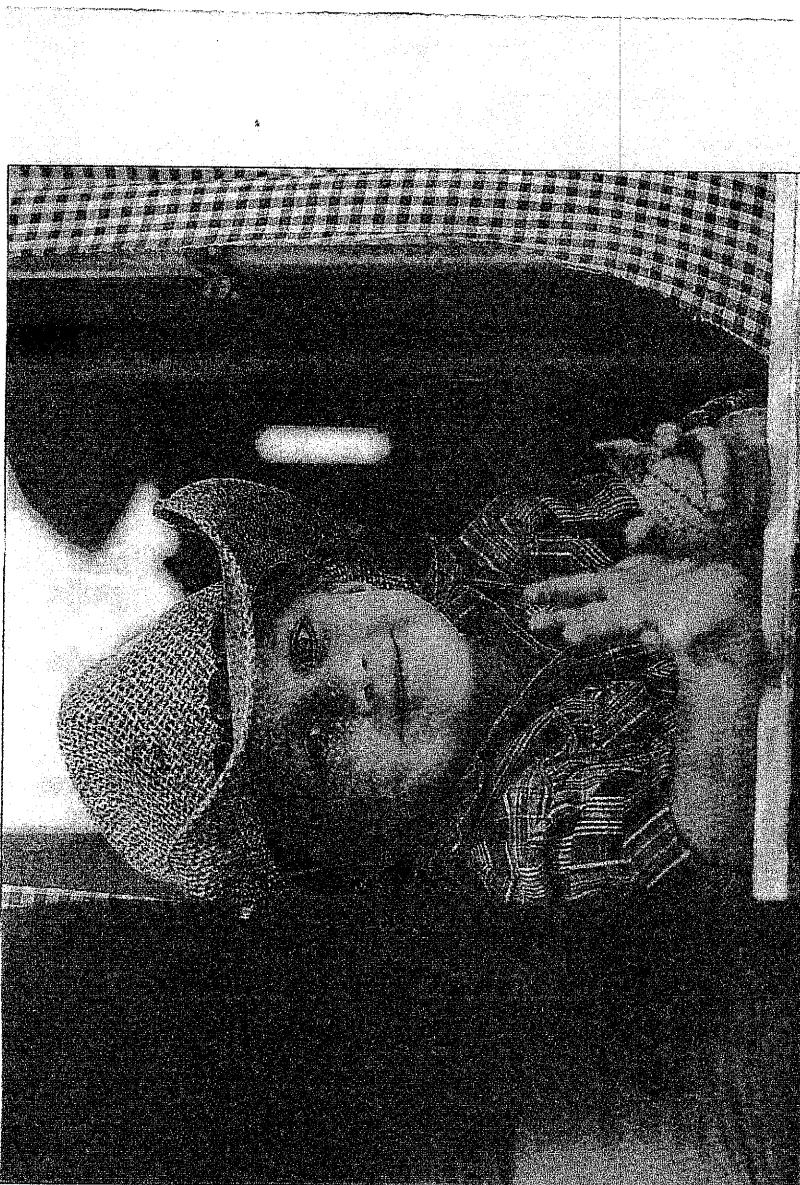


PUBLICITY  
SWEETHEART BALLOON RALLY  
EXHIBIT “J”

# A SKY FULL OF COLORS

Reporter Herald 8/28/2011





Loveland  
Connection  
8/31/2011

At top, Rachell Brown Thompson, 9, participates in the Loveland Corn Roast Festival's parade Saturday through downtown Loveland. Above, hot air balloons are launched Saturday during the Sweetheart Balloon Rally hot air balloon launch during the Corn Roast Festival at Fairgrounds Park. PHOTOS BY RICH ABRAHAMSON FOR LOVELAND CONNECTION

# Local

THE COLORADOAN, SUNDAY, AUGUST 28, 2011

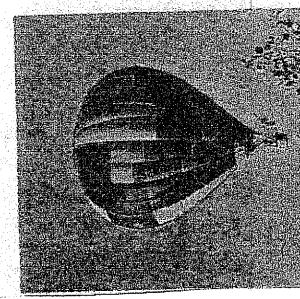
[WWW.COLORADOAN.COM](http://WWW.COLORADOAN.COM)

## Rally takes beauty up and away

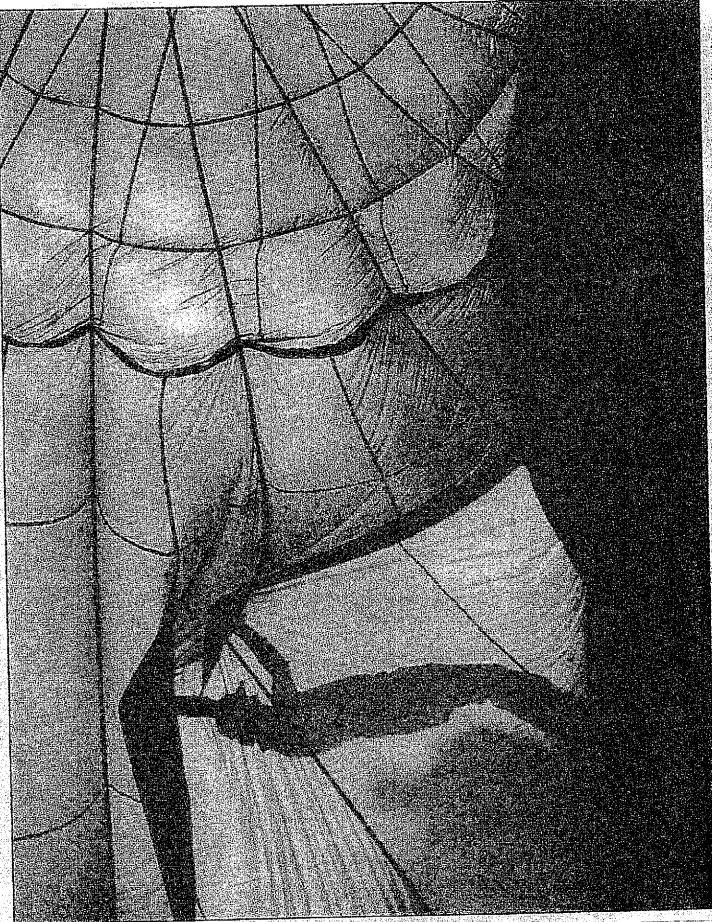


View a gallery of photos from the Corn Roast Festival and Sweetheart Balloon event at [www.coloradoan.com](http://WWW.COLORADOAN.COM)

Claire Bunnett's hair flies as she assists with the inflation of a balloon during the Sweetheart Balloon Rally launch during Loveland's Corn Roast Festival at Fairgrounds Park in Loveland.



Coloradoan  
8/28/2011



Hot air balloons are inflated before launch Saturday at the Sweetheart Balloon Rally hot air balloon event in Loveland. Festival events continue today. PHOTOS BY RICH ABRAHAMSON  
THE COLORADOAN

# fri26

## auditions

**Little Shop of Horrors Auditions**, Up in Lights Performing Arts Centre, 100 E. Seventh St., Loveland. Ages 16 and up are invited to audition. Auditions 5-8 p.m. Friday, Aug. 26, and noon-2 p.m. Saturday, Aug. 27. Callbacks will be at 6 p.m. Aug. 28. Call to schedule an audition time. Call 292-8682. Website: [www.UILProductions.com](http://www.UILProductions.com).

## community

**Connecting to the Other Side with Sarina Baptista**, 6:30-8 p.m., Anthology Book Co., 422 E. Fourth St., Loveland. A gallery style reading in which loved ones decide who gets connected. Visit the web-

site to purchase tickets in advance. Seating is limited. \$15 in advance, \$20 at the door. Call 290-9236. Email: [info@bridgetohealing.com](mailto:info@bridgetohealing.com). Website: [www.bridgetohealing.com](http://www.bridgetohealing.com).

**Old-Fashioned Corn Roast Festival**, 5-10 p.m., Fairgrounds Park, 700 S. Railroad Ave., Loveland. Corn-shucking contest, beer garden, food and roasted corn, vendors and amusements, Loveland's Got Talent and music, pancake breakfast and parade. Call 667-6311. Website: [www.Loveland.org/TheCornRoastFestival](http://www.Loveland.org/TheCornRoastFestival).

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Section

# SUMMER FUN

## CORN ROAST FESTIVAL

LOVELAND.ORG/THECORNROASTFESTIVAL

### 2011 SWEETHEART BALLOON RALLY

AUGUST 26-27, 2011  
KICKS OFF AT 5 PM  
OLD FAIRGROUNDS PARK,  
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the reporter-herald's guide to area entertainm

aug. 26-sept. 1, 2011

Northern Colorado

# loveland's got corn

**Corn roast festival cooks up fun festivities**



# Colo. gears up for Corn Roast Festival

By Powell

lineup is  
the number  
of eating com-  
petitors in their  
category of sweet corn  
at the festival at the  
2011 Corn Roast  
is down to one

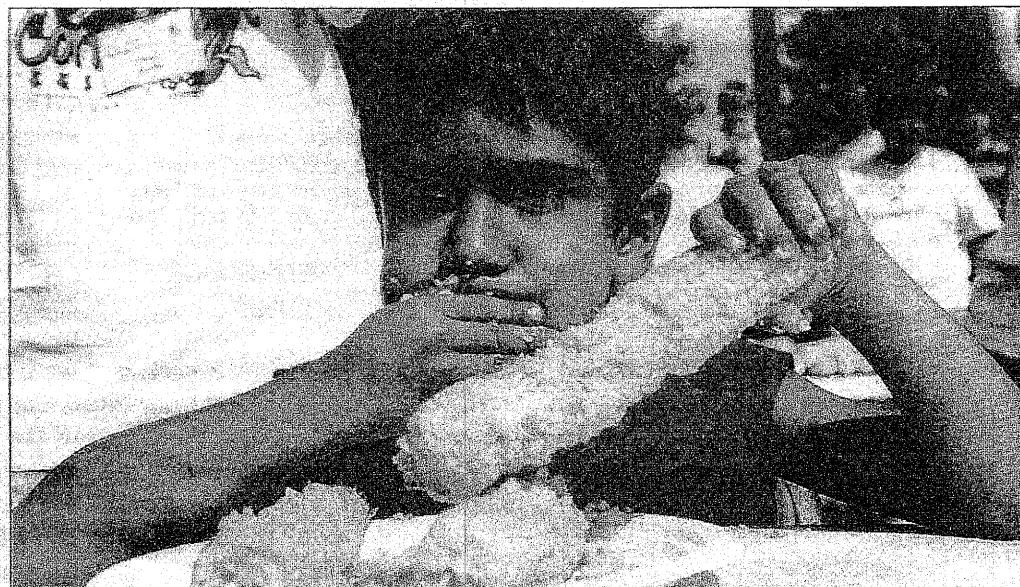
one ingredient has  
been used for cooks  
in the Southern  
and Northern  
regions have been exper-  
imenting with  
recipes that  
a first-place finish  
in the contest.  
in Hammond is a  
winner who  
her whole family  
experimenting with  
giving us thinking  
old family  
breathing new life  
she said.

in Hammond's  
Feta Corn Salsa won  
Relish category,  
winter's TexMex  
recipe took first  
in the junior Corn  
category.

taco soup recipe,  
mond, 12, thought to  
different types of  
existing recipe.  
ing that there are  
types of corn is the  
as a family trying to  
recipe contest learns  
monds learned that  
a particular, white  
corn is a family  
and they learned that  
recipe is a winner at  
times you try and  
work out," Marybeth  
said. "We definitely  
more (corn) than we

monds won't be  
this year, but  
will be a judge. On  
two finalists from  
category — corn chow-  
breads, relishes,  
and ethnic — will  
dishes to the festi-  
val. The winner in  
category will be decided

type contest is just  
several activities at the  
event celebrating



Steven Chacon, 6, tries to hold down his corn during the corn eating contest at the Corn Roast Festival in Loveland in 2008. LOVELAND CONNECTION LIBRARY

## CORN ROAST FESTIVAL

» **When:** 5 to 10 p.m. Friday and 6 a.m. to 10 p.m.

Saturday

» **Where:** Fairgrounds Park, 700 S. Railroad Ave., Loveland

» **Cost:** Admission is free.

» **Information:**

[www.loveland.org/TheCornRoastFestival](http://www.loveland.org/TheCornRoastFestival)

## SCHEDULE

### FRIDAY

» 3-5 p.m.: Loveland's Got Talent auditions (main stage)

» 5 p.m.: 2011 Corn Roast Festival kickoff featuring grand marshal **Betsey Hale**, Loveland Economic Development Director

» 5:30 p.m.: Corn shucking contest

» 8-10 p.m.: That Eighties Band (main stage)

» 5-10 p.m.: Beer garden, food, vendors, amusements and roasted corn for sale

### SATURDAY

» Roasted and boiled corn for sale

» 6 a.m.: Sweetheart Balloon Rally Hot Air Balloon Launch, Kiwanis Pancake Breakfast

» 9:30 a.m.: Parade (Railroad Avenue to Sixth Street to Cleveland Avenue)

» 10 a.m. to 6 p.m.: Vendors and amusements (some vendors open until 9)

» 10 a.m. to 9 p.m.: Food vendors and roasted/boiled corn

» 11 to 11:30 a.m.: Loveland High School Band

Loveland's agricultural roots.

Highlights include the corn shucking contest, the parade and a corn eating contest, plus roasted and boiled corn to eat.

(main stage)

» 11:30 to 11:45 a.m.: Candlelight Dinner Playhouse, preview of "Annie Warbucks" (main stage)

» 11:30 a.m.: Corn recipe contest begins (grand stands)

» 11:45 a.m. to noon: Choice City Breakerz (main stage)

» 12:15 to 1:45 p.m.: Loveland's Got Talent

Contest (main stage)

» 1:45 p.m.: Parade winners and corn recipe winners announced

» 11 a.m. to 10 p.m.: Beer garden

» 2:15 to 2:45 p.m.: Candlelight Dinner Playhouse to preview of "Annie Warbucks" (main stage)

» 3:15 to 4:15 p.m.: Live music of **Michaela Rae** (main stage)

» 3 p.m.: Rotary rubber duck race

» 3 to 4 p.m.: Corn eating contest

» 4:45 to 5:45 p.m.: Live music of Harley and the V Twins (main stage)

» 6:15 to 7:15 p.m.: Live music of Plumb Loco (main stage)

» 8 to 10 p.m.: Free concert, HAZMAT (main stage)

## PARKING

» Access to Fairgrounds Park will be closed along Railroad Avenue between Colorado Highway 402 and First Street beginning at 5:30 a.m. Saturday.

» Corn Roast Festival and balloon rally event parking can be found at the Daniel Lee Road parking lot, and vendor and parade participants must park in the Barnes parking lot just northwest of Fairgrounds Park.

The Sweetheart Balloon Rally kicks off Saturday's events with a show of hot air balloons.

Entertainment includes a

mostly local lineup — including 16-year-old **Michaela Rae**, who sings blues. And new this year is the Loveland's Got Talent Competition.

## GETTING THERE

### SHUTTLE SERVICE

The COLT Orange shuttle route and a special Corn Roast Festival route have been set up. COLT shuttles will be available every 25 minutes from downtown from 4:55 p.m. to 10 p.m. Friday and 7:25 a.m. to 10 p.m.

Saturday. Cost is \$1 one way, youths 18 and younger ride one way for 50 cents, children younger than 5 ride for free, and seniors and those with disabilities ride one way for 60 cents. Shuttle riders must have exact cash fare.

Shuttle service will be available the following parking lots:

» **Orchards Shopping Center** Departing at 25 and 55 minutes past the hour

» **Fifth Street and Railroad bus stop (north side of depot):** Departing on the hour and 30 minutes past the hour

» **Fourth Street and Railroad bus stop (between Fourth and Cleveland):** Departing on the hour and 30 minutes past the hour

» **Third Street bus stop (Between Railroad and Cleveland):** Departing on the hour and 30 minutes past the hour

» **Barnes Park bus stop:** Departing at 10 minutes and 4 minutes past the hour

» **Third Street bus stop:** Departing 12 minutes and 42 minutes past the hour

» **Fourth and Railroad bus stop:** Departing 12 minutes and 42 minutes past the hour

» **Fifth and Railroad bus stop:** Departing 12 minutes and 42 minutes past the hour

» **Orchard Shopping Center arrival:** Departing 20 minutes and 50 minutes past the hour

Parade spectators are encouraged to ride the shuttles from downtown after the parade. Regularly scheduled bus service will not be interrupted with the exception of minor route deviations due to the parade on Saturday morning. For more information on bus routes, call (970) 962-2700.

# SUMMER FUN

## 2011 Old Fashioned CORN ROAST FESTIVAL★

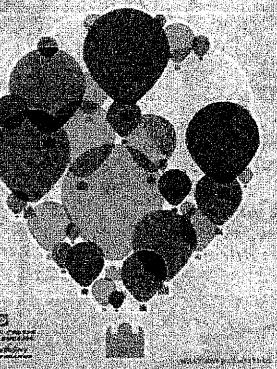
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AUGUST 26-27, 2011  
KICKS OFF AT 5 PM  
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LOVELAND

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LOOK  
at  
LOVELAND

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# SUMMER FUN

## 2011 Old Fashioned CORN ROAST FESTIVAL★

LOVELAND.ORG/THECORNROASTFESTIVAL

AUGUST 26-27, 2011  
KICKS OFF AT 5 PM  
OLD FAIRGROUNDS PARK,  
LOVELAND

NEXTMEDIA

## 2011 SWEETHEART BALLOON RALLY

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Loveland Connection

July 30, 2011

2011  
SWEETHEART  
BALLOON  
RALLY

AUGUST 26-28, 2011  
FAIRGROUNDS PARK, LOVELAND

August 26, 6:30 a.m. Media Launch

August 27, 6:30 a.m. Sponsor Rides/  
Balloon Rides

August 27, 7:45 p.m. Balloon Glow

August 28, 6:30 a.m. Sponsor Rides/  
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**Dan Daru takes to the air at the Sweetheart - One News Page**    



[www.onenewspage.com/video/.../Dan-Daru-takes-to-the-air-at-the.htm](http://www.onenewspage.com/video/.../Dan-Daru-takes-to-the-air-at-the.htm)

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**Dan Daru takes to the air at the Sweetheart Balloon Rally** News video on One News Page on Saturday, 27 August 2011.

**Dailymotion - Dan gets set to fly high about Loveland - a News ...**    



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**SweetHeart Balloon Rally**  
SweetHeart Balloon Rally. August 26-28 Fairgrounds Park, Loveland. Come Join in the fun. For information and launch times visit www ...  
by VInnovationProLLC 3 weeks ago 119 views 

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Hot air balloons launch Friday morning during the kick-off to the Sweetheart Balloon Rally at Fairgrounds Park in Loveland.  
by ReporterHerald 6 days ago 142 views 

**Riding in a Hot Air Balloon part of the Sweetheart Balloon Rally**  
Had a lot of fun in the hot air balloon!  
by dirk212 6 days ago 49 views 

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**KUNC** KUNC ► KUNC.org: Photo Show: Sweetheart Balloon Rally  
ow.ly/1eszEE  
29 Aug

**Indiabyballoon** India By Balloons  
Hot air enthusiasts take to the skies at Loveland's Sweetheart  
Balloon Rally - Loveland Reporter-Her fb.me/18Ccjdfrg  
29 Aug

**AMphotoJ** Adriane Matkovich  
Enjoyed getting a few photo of the hotairballoons in #loveland this  
morning. adrianematkovich.com/blog/2011/08/s... #photography  
#foto #photojournalism  
28 Aug

**alexandrarand** Alexandra Rand  
Pic of a balloon in the air from the #Sweetheart Balloon Rally in  
#Loveland this morning. lockerz.com/s/133788574  
28 Aug

**alexandrarand** Alexandra Rand  
Pic from the #Sweetheart Balloon Rally this morning in #Loveland.  
lockerz.com/s/133788174  
28 Aug

**taliaaugustmeek** Talia August  
Hot air enthusiasts take to the skies at Loveland's Sweetheart  
Balloon Rally - ReporterHerald.com bit.ly/oSGv54  
28 Aug

**LovelandLens** The Loveland Lens  
Went to the sweetheart balloon rally in #Loveland this morning. My  
back is still not feeling %100 but still got a few pics anyway :) #fb  
28 Aug

**ScottElias** Scott Elias  
At the Sweetheart Balloon Rally - glow time! twitpic.com/6cbfaa  
27 Aug

**taliaaugustmeek** Talia August  
bit.ly/oSGv54 Hot air enthusiasts take to the skies at Loveland's  
Sweetheart Balloon Rally - ReporterHerald.com  
27 Aug

**machine\_sewing** Vintage Sewing  
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Balloon Rally bit.ly/mWBICa  
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**00ASHLEYMARIE00** Ashley madding  
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Balloon Rally - ReporterHerald.com: Hot air enthu... bit.ly/qAHV5K  
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**madxnewscom** madxnews.com  
ping.fm/Xh9Mt Hot Air Enthusiasts Take To The Skies At Lovelands  
Sweetheart Balloon Rally Reporterherald  
26 Aug

**999thepoint** 99.9 The Point  
It's a bird, it's a plane...it's Derek! he is about to take off in a balloon  
at the Loveland Sweetheart Balloon Rally with EngageLoveland  
26 Aug

[@taliaaugustmeek](#) from Lubbock, TX

[@00ASHLEYMARIE00](#) from Aberdeen, WA

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# The Loveland Lens

*A photo blog about the people, places and culture of Loveland, CO.*



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## **Sweetheart Balloon Rally**

Posted on [August 29, 2011](#) by [Adriane](#)

This year's [Sweetheart Balloon Rally](#) took place August 26th through 28th in conjunction with the [Corn Roast Festival](#). The launch Sunday morning was the last of three launches during the rally.

Keep scrolling down to see more images from the balloon launch Sunday, August 28, 2011.



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## Other Events

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### Balloons fire up for weekend event in Loveland

Posted: 08/26/2011 08:04:12 AM MDT



Balloonists took a test ride this morning in preparation for this weekend's Sweetheart Balloon Rally.

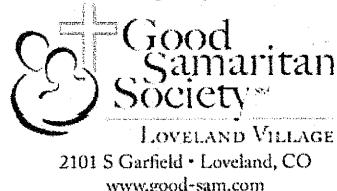
The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday.

The Reporter-Herald will post a complete story later today online and in print Saturday morning.



Crews inflate the first of the balloons at Loveland's 2011 Sweetheart Balloon Rally this morning near the Fairgrounds grandstand. Madeline Novak photo

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Balloonists make a practice run for this weekend's Sweetheart Balloon Rally. The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday. (Reporter-Herald/Jenny Sparks)

Bookmark Print Email Font Resize Return to Top  
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### Comment (1)

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Jules Silver · 6 days ago

Must see Event! We went last year and the Balloons are awesome. Take the kids they will love seeing all the different Balloons in the air.

Renby

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### FUN THINGS TO DO IN AUGUST!

August 2, 2010, 8:38 pm  
Filed under: Fun Things To Do

## Fun Things To Do This Month!

*It's happening in Northern Colorado! Visitors, residents and guests, here are a few fun things to do in August...*

### Sweetheart Balloon Rally & Corn Roast Festival ~ Loveland



August 27-28, 2010

The Loveland Sweetheart Balloon Rally will take place the weekend of the Old-Fashioned Corn Roast Festival, August 27-28, 2010.

We will have a media launch Friday Morning along with balloon launches Saturday morning and possibly into Sunday. These amazing views will be the morning of the Corn Roast parade and drew a great crowd last year as its first year at the same location as the Corn Roast.

Bring the whole family and enjoy the amazing sites of the Hot Air Balloons!

Saturday: Come enjoy the Balloon Launch and enjoy a Pancake Breakfast before heading to the Corn Roast Parade!

[^ return to top](#)

<http://realestatenortherncolorado.wordpress.com/2010/08/02/fun-things-to-do-in-august/>

## Corn means community at annual Old Fashioned Corn Roast Festival

12:01 AM, Aug. 26, 2011 | [Comments](#)
[Recommend](#) Be the first of your friends to recommend this.

**Written by**  
**Rebecca Powell**  
**Loveland Connection**

FILED UNDER

Loveland Connection  
Loveland News

The entertainment lineup is in place, teams are limbering up for the corn shucking competition and food-eating contestants are making room in their bellies for loads of sweet corn.

But all of the hoopla at the Old Fashioned Corn Roast Festival still boils down to one ingredient.

And that one ingredient has been top of mind for cooks throughout Northern Colorado who have been experimenting to find the recipe that will take first-place the corn recipe contest.

Two-time contest winner Marybeth Hammond has gotten her whole family involved in experimenting with recipes. "It got us thinking about (taking) old family recipes and breathing new life into them," she said.

**CORN ROAST FESTIVAL**

When: 5 to 10 p.m. today and 6 a.m. to 10 p.m. Saturday  
 Where: Fairgrounds Park, 700 S. Railroad Ave., Loveland  
 Cost: Admission is free.  
 Information: [www.Loveland.org/TheCornRoastFestival](http://www.Loveland.org/TheCornRoastFestival)

**CORN ROAST FESTIVAL SCHEDULE**

Today  
 » 3-5 p.m.: Loveland's Got Talent auditions  
 » 5:30 p.m.: Corn shucking contest  
 » 8-10 p.m.: Live music — That Eighties Band  
 » 5-10 p.m.: Beer garden, food, vendors, amusements and roasted corn for sale  
 Saturday  
 » 6 a.m.: Sweetheart Balloon Rally Hot Air Balloon

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Plenty of sun will kick off Corn Roast Festival  
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 Aug. 2011 during CSU mega-party

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Highlights include the corn shucking contest, the parade and a corn eating contest.

The Sweetheart Balloon Rally kicks off Saturday's events with a show of hot air balloons. Throughout the festival, there also will be live entertainment featuring a mostly local lineup - including 16-year-old Michaela Rae, who sings blues.

<http://www.coloradoan.com/article/20110826/LOVELAND01/308260002/Corn-means-community-annual-Old-Fashioned-Corn-Roast-Festival>

Sweetheart Balloon Rally

## ★ SWEETHEART BALLOON RALLY

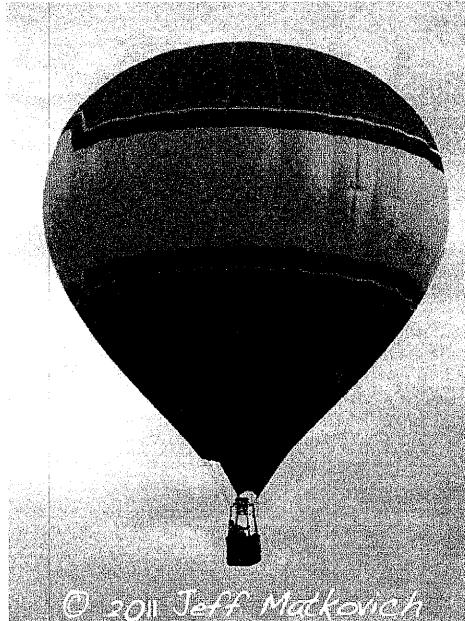
WRITTEN BY JEFF

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August 26-28th was the Annual Corn Roast Festival of Loveland, Colorado, which also hosted the Sweetheart Balloon Rally. My wife and I got up early to photograph the last day of the Rally. It was cool because you could get really close to the set up of the balloons before their launch. You can check out other great photos of this event at Photo Nomad and Loveland Lens.

<http://jeffmatkovich.com/2011/08/sweetheart-balloon-rally/>

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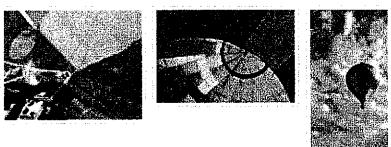
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**Engaging Loveland** was tagged in John Metcalf's album.



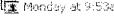
**2011 Sweetheart Balloon Rally** 11 new photos

 Tuesday, Sept 20 at 12:05pm

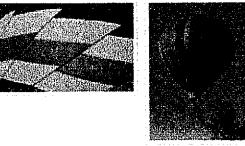
**Engaging Loveland** was tagged in Sean McCarthy's photo. — at Fairgrounds Park.



**Mobile Uploads**  
Balloon Rally Sat. Morning sponsored by Engaging Loveland.

 Monday at 9:53am

**Engaging Loveland** was tagged in Karen Bowen's album. — at Loveland Colorado.



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**31** **FREE Chair Massage at Drake Road F...**  
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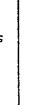


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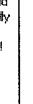




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### Engaging Loveland

Great photos from our Sweetheart Balloon Rally! Did you take some of your own?  
Share them with us :)



#### Balloon Launch August 28, 2011

What a great way to start a day!  
By: Deborah Davie Alles  
Photos: 54

Like · Comment · Share · August 28 at 9:00pm

Chris Dostal likes this.

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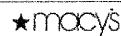
Engaging Loveland was tagged in Brandy Renee's album.



#### Loveland Balloon Fest

Hot air Balloon Festival

August 28 at 11:34am

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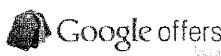
By admin on August 26th, 2011, 10:41 am

“

*Balloonists took a test ride this morning in preparation for this weekend's Sweetheart Balloon Rally.**The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday.**Get more Loveland news at ReporterHerald...*Post your comments on the Denver Post article, [Balloons fire up for weekend event in Loveland](#) (click that link to go back and read the article).

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## Hot air enthusiasts take to the skies at Loveland's Sweetheart Balloon Rally

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LOVELAND — When Stan White sits down to his sewing machine, he needs ample space, a lot of fabric and a considerable chunk of time.

Patching together the panels of a hot air balloon is no easy task.

Patching together the panels of a hot air balloon is no easy task.

In all, the Longmont resident estimates he invested 350 hours to build his one-man, 49,000-cubic-foot envelope (or "gas bag") and the basket for his own balloon.

"I just wanted something a little different," White said of his balloon's smaller size and elongated racer shape. "They're quicker, they're faster."

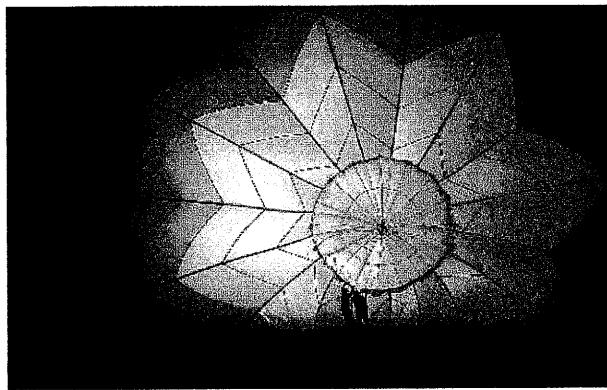
Not that fast is a term typically associated with the graceful glide of a hot air balloon, but compared with the 180,000- to 250,000-cubic-foot giants whose baskets hold 10 to 15 people, White's balloon is downright spry.

White began ballooning in the 1970s when there were fewer than 2,000 balloon pilots in the country, and the sport was just getting started. He owned the 20th balloon in Colorado, and in 2005, when he and a fellow balloonist invested in a commercial, double-needle sewing machine, he became one of very few "home-builder" balloonists.

"You sew them together, and hopefully it turns out the way you want it to," White said.

White's balloon was one of seven gathered Friday at Loveland's Fairgrounds Park for the first launch of the three-day Sweetheart Balloon Rally.

The



event is hosted by Engaging Loveland, a nonprofit committed to developing community and enhancing tourism in the area.

Like all hot air balloons, those taking part in the Sweetheart Balloon Rally operate on a heat differential. First, the balloon is unloaded from its large storage sack and laid out on the ground, and the crew uses a fan to inflate the envelope nearly to its capacity with cold air.

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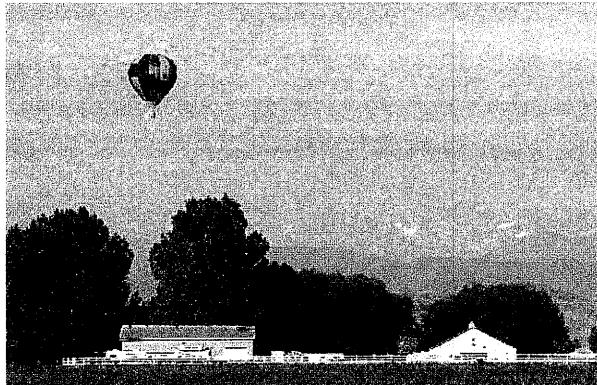
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Then the pilot fires up the burners to heat up the air inside. The burners maintain a temperature within the envelope's walls that's higher than that outside, which keeps the balloon — and the people riding under it — aloft.

The envelope's fabric, called sailcloth, is the same nylon or polyester material used in sport parachutes.



For smaller

balloons, it can weigh less than 2 ounces per square yard, even with the coating that makes it nonporous and protects it from the sun it flies beneath and the ground it lies on before and after flight.

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Despite the fabric's lightness, the weight of such a large amount of material adds up, and it takes considerable strength to muscle the envelope back into its storage sack — unless the pilot enlists the aid of friends and family. Many hands make light work, and it helps if the owners of those hands enjoy the early morning.

Balloons in Colorado typically launch around 6 or 6:30 in the morning and land 30 minutes to an hour and a half later.

"The pilot has to make friends who are willing to get up at some ungodly hour," Dawn Telles of Wheat Ridge said. She got into the sport 10 years ago, earned her license in 2006 and while she loves to fly, it was the community that kept her hooked.

"It's social," she said. "It's social at 8 a.m., but it's very social."

Balloon pilots in the area must start and end early because of the likelihood for afternoon thunderstorms.

"We like calm weather," Telles said. "No excitement."

But it's hard to believe Telles, who regularly flies 2,000 to 3,000 feet above the ground in something most people associate with a 3-year-old's birthday party, doesn't hold some love for adventure.

For Chris Liberti the sport has always been thrilling.

"I was just waiting to turn 16," he said, describing the 11-year time span from when he first saw, rode in and fell in love with a hot air balloon to the minimum age for balloon pilot licensure.

He took a week to get his license (in many cases it takes pilots a year), owned his first balloon at the age of 18 and continues to fly regularly with wife Anna and her 11-year-old son, Micah McPeek.

"It's basically just getting into the balloon for half an hour or an hour and chilling out," Micah said. "And (then) helping Chris look for power lines when we land."

First-time rider Kelly Torrez similarly enjoyed the peacefulness of the experience.

"The lift. The calm. The air. . . . It's outstanding," she said.

The Sweetheart Balloon Rally pilots launch today and Sunday at 6 a.m. at Fairgrounds Park, 700 S. Railroad Ave. south of downtown Loveland. Rides are available for \$200 per person.

Article source: [http://www.reporterherald.com/news/loveland-local-news/ci\\_18767073](http://www.reporterherald.com/news/loveland-local-news/ci_18767073)



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## Win A Balloon Ride For Two At This Weekend's Sweetheart Balloon Rally

By: 99.9 The Point

Beano, 99.9 The Point

The Sweetheart Balloon Rally is happening this weekend at (Weather permitting). There will be 15 balloons taking off at sunrise on Friday, Saturday and Sunday morning and a Balloon Glow on Saturday night.

What could make this year's launch even better? How about you and a guest taking off in one of those balloons? Read more to find out how you can win!

Just tune in to 99.9 The Point Wednesday morning in the 9am hour and I will be giving away a balloon ride for two for Friday morning's launch.

Believe me, if you have never been in a hot air balloon, it is a breathtaking experience. I was lucky enough to ride in one of these balloons last year and I'm fairly certain the photos speak for themselves. Check out gallery below to see some of the pictures I took last year. And don't forget to tune in Wednesday morning (6:24) for your chance to win!

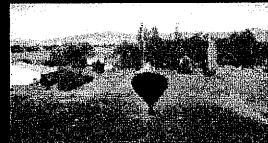
If you want to purchase the experience, you can buy a Sunday Morning ride. The cost is \$200 per person. Call Engaging Loveland for details at 970-930-4764.

\*Balloon ride winners *may not have had recent surgeries, cannot be pregnant, must be able to stand for one hour, must be able to climb in and out of the basket without help, and cannot be on oxygen or heavy medication.*

With 15 balloons taking off at sunrise, the 2011 Sweetheart Balloon Rally is sure to be a breathtaking experience.

The event takes place at Old Fairgrounds Park (700 S. Railroad Ave) in Loveland, Colorado on both Saturday and Sunday, August 27-28. There will be a total of three launches, including 15 balloons at 6 a.m. on Saturday, and 15 balloons again on Sunday at 6 a.m.

Aside from the balloon launches, there will be a Balloon Glow on Saturday evening at 7:45 p.m. during Loveland's



Beano, 99.9 The Point



Picture: Beano



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**Sweetheart Balloon Rally**  
August 26-28, 2011, Fairgrounds Park, Loveland, CO

Friday, August 26

6 a.m. - 8 a.m. - Media Launch

Saturday, August 27

6 a.m. - 8 a.m. - Balloon Launch

7:45 p.m. - Balloon Glow

Sunday, August 28

6 a.m. - 8 a.m. Balloon Launch

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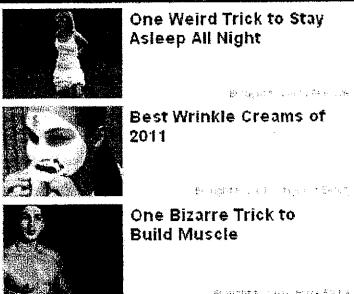
Start: August 26, 2011  
End: August 28, 2011  
Cost: Varies

Venue: Old Fairgrounds Park  
Phone: (970) 980-4764  
Address: 700 S. RAILROAD AVE., Loveland, CO, United States, 80537  
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The Loveland Sweetheart Balloon Rally will take place the weekend of the Old-Fashioned Corn Roast Festival, August 27-28, 2011. We will have a media launch Friday Morning along with balloon launches Saturday morning and possibly into Sunday. These amazing views will be the morning of the Corn Roast parade and drew a great crowd last year as it's first year at the same location as the Corn Roast.

Bring the whole family and enjoy the amazing sites of the Hot Air Balloons!



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Switch back to Engaging Loveland to use this social plugin.

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2011 Loveland Sweetheart Balloon Rally

Enjoying the Saturday morning hot air balloon launch at the Corn Roast Festival.

Submitted by Karen Bowen  
Johnstown, Colorado  
8/28/2011 10:42 PM

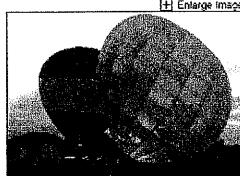


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Balloon Glow

I took photos along with other members of the Loveland Photographic Society of the Balloon launch in the morning as well as the Balloon Glow in the evening. We found it much harder to time good photographs in the evening!

Submitted by Julie Nelson  
Loveland, CO  
8/28/2011 9:44 AM



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Longs Peak Landing

My friend's balloon, "No Worries" looked like it was going to land on Longs Peak!

Submitted by Julie Nelson  
Loveland, CO  
8/28/2011 9:42 AM



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Loveland Balloon Fest 2011  
Up, Up, and Away!

Submitted by Roman Rangel  
Loveland, Colorado  
8/28/2011 8:07 AM



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Balloon Fest in Loveland

Early Morning Balloon launch in Loveland

Submitted by Michael Irvine  
Loveland, Co  
8/27/2011 5:14 PM

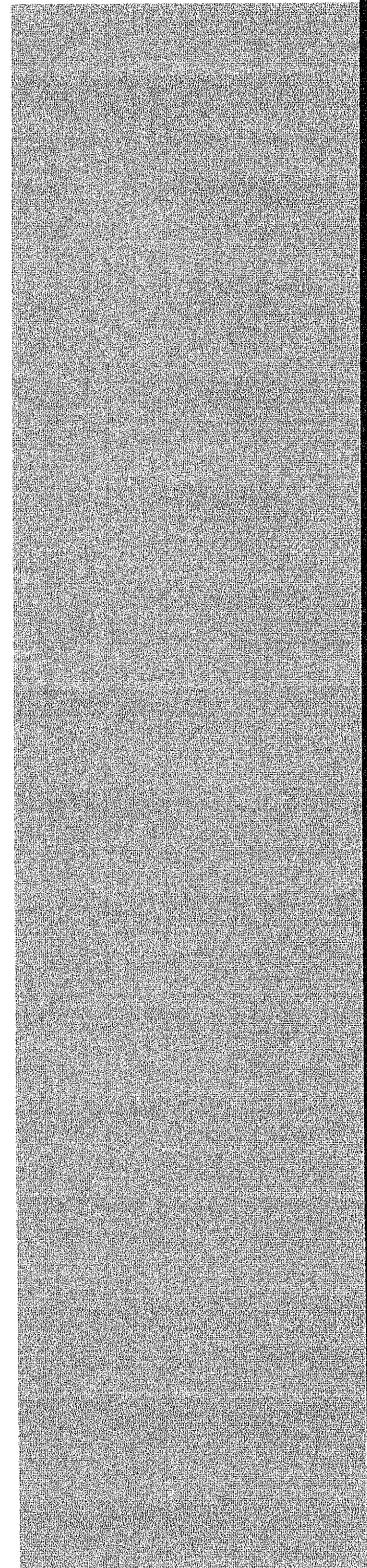


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Hot Air Balloons

hot air balloon

Submitted by Patti  
Loveland, Co  
8/27/2011 11:20 AM





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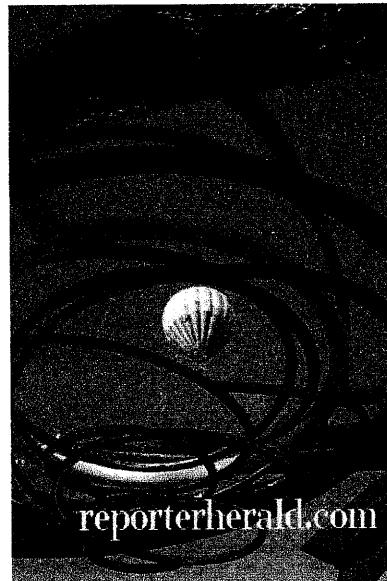
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Caption: Hot air balloons prepare to launch Friday during the [Sweetheart Balloon Rally](#). Album ID: 1297090 Photo ID: 37405841

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Caption: A hot air balloon is framed by a sculpture at Fairgrounds Park Friday. Album ID: 1297090 Photo ID: 37405838

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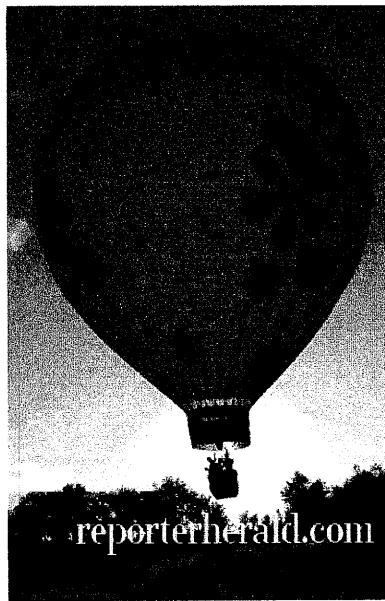
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Caption: A hot air balloon lifts off the ground during the Sweetheart Balloon Rally. Album ID: 1297090 Photo ID: 37405830

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Caption: Remax hot air balloon crew members Mark Koentopp, left, and Russ Batz prepare to inflate the balloon Friday morning. Album ID: 1297090 Photo ID: 37405824

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Photo 49 of 199



Caption: A hot air balloon flies over a farm in Loveland Friday morning during the kick-off to the Sweetheart Balloon Rally. Album ID: 1297090 Photo ID: 37405817

February 2010  
March 2010  
April 2010  
May 2010  
June 2010  
July 2010  
August 2010  
September 2010  
October 2010  
November 2010  
December 2010  
January 2011  
February 2011  
March 2011  
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May 2011  
June 2011  
July 2011  
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September 2011  
Northern Colorado  
scenes  
Old-Fashioned Corn  
Roast Festival

Larimer County Fair &  
Rodeo

Berthoud High School  
February 2010

March 2010

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November 2010

December 2010

January 2011

February 2011

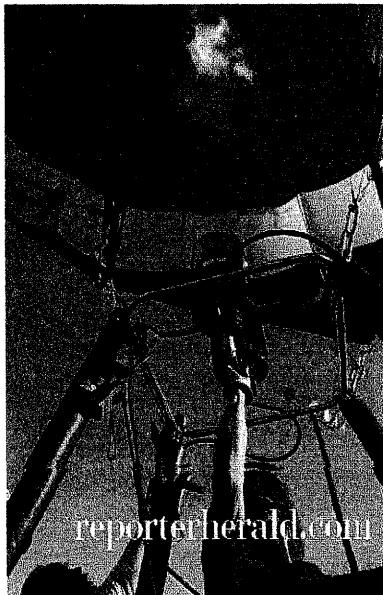
March 2011

April 2011

May 2011

June 2011

July 2011



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Caption: Balloon pilot Ken Tadolini ignites the burner to heat the air in his balloon before launching Friday during the Sweetheart Balloon Rally in Loveland. Crew member Mark Koentopp, left, helps with the launch. Album ID: 1297090 Photo ID: 37405811



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Caption: Hot air balloon crew member Shari Vines of Loveland, left, works to help inflate a hot air balloon as photographer Patrick Brennan of Denver, right, takes pictures of her Friday at dawn during the Sweetheart Balloon Rally at Fairgrounds Park in Loveland. Photo by Jenny Sparks Album ID: 1297090 Photo ID: 37405754

February 2010

March 2010

April 2010

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July 2010

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January 2011

February 2011

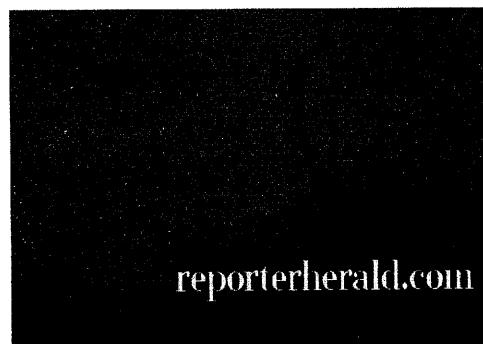
March 2011

April 2011

May 2011

June 2011

July 2011



reporterherald.com

Caption: Hot air balloon pilot Ken Tadolini's shadow is cast on the balloon he pilots Friday while inflating and preparing to launch. Album ID: 1297090 Photo ID: 37405739

# PLUM SHABBY

My half full cup of life.

卷之三

SATURDAY, AUGUST 27, 2011

## Ballooning 101

AHHHH!!!! Best morning ever!!!!!!!!!! We set the alarm super early this morning to make it to the [Sweetheart Balloon Rally](#).

I took so many photos that my camera and cell phone ran out of power. It was absolutely beautiful once they all started to get going. We were there by 6 AM but there wasn't much action until around 6:45. We walked around and watched all of the dogs play together in the dog park and then mingled with some people.

We met a couple from Nebraska that said they attended an Auburn football game in 1963. After researching the game I figured out it was the Orange Bowl and there were two records set (at the time) for OB history that game. The first was the longest field goal, 31 yards, and the second a 60 yard run for a touchdown.



The man said Auburn almost made a comeback to win but a guy from his hometown stopped Auburn player Jimmy Sidle from a fourth and four pass from the goal line with less than two minutes to play. Sadly Auburn lost 13-7.

Enough about football I know you are bugging out to see photos of the balloons---



## ABOUT ME



## How many complete cycles?

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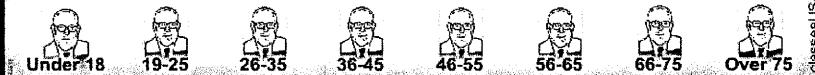
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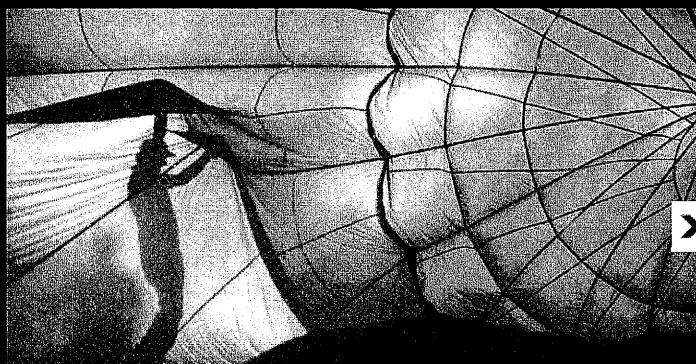
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Rick Johnson/ The Coloradoan

Hot air balloons are inflated before being launched during the Sweetheart Balloon Rally hot air balloon launch during the Loveland's Corn Roast Festival at Fairgrounds Park in Loveland August 27, 2011.



Rick Johnson/ The Coloradoan

Claire Bennett's hair flies as she assists with the inflation of balloon during the Sweetheart Balloon Rally hot air balloon launch during the Loveland's Corn Roast Festival at Fairgrounds Park in Loveland August 27, 2011.

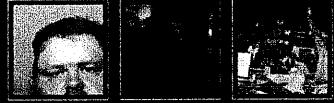


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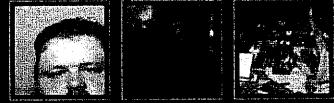
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Loveland, CO



(21 total pictures, 2 shown here)

<http://www.coloradoan.com/apps/pbcs.dll/gallery?Avis=G2&Dato=20110827&Kategori=CONNECTIONS&Lopn=108270802&Ref=PH>

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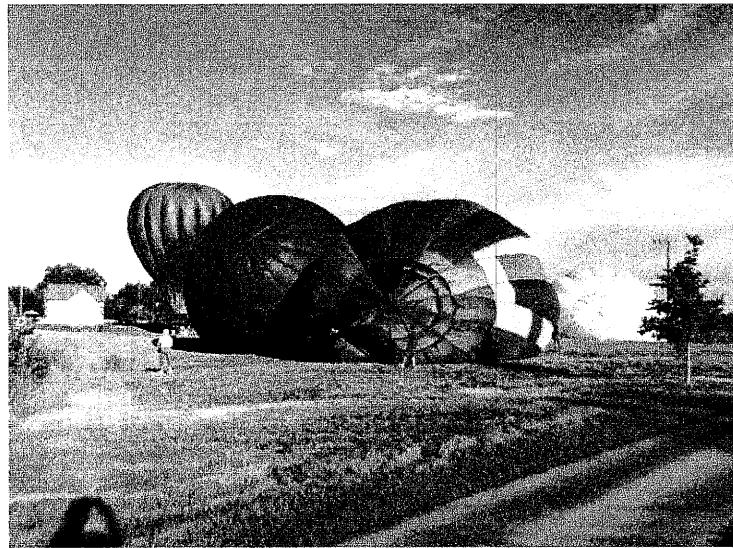
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Home > News > Breaking News

## Balloons fire up for weekend event in Loveland

By Reporter-Herald staff

POSTED: 08/18/2011 11:00:23 AM MDT  
UPDATED: 08/26/2011 11:27:30 AM MDT



Balloonists make a practice run for this weekend's Sweetheart Balloon Rally. (REPORTER-HERALD | Jenny Sparks)

Balloonists took a test ride this morning in preparation for this weekend's Sweetheart Balloon Rally.

The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday.

Get more Loveland news at [ReporterHeralds.com](#).

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US marks first month with no troop deaths in Iraq

25 MINUTES AGO August marks the first month since the 2003 U.S.-led invasion of Iraq that no American forces have died.

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- Two killed in motorcycle crashes on I-70 are identified  
– 56 minutes ago
- Photos: Colorado's Jennifer Barringer Simpson wins gold at world championships
- Man allegedly robs Colorado Springs convenience store at gunpoint  
– 64 minutes ago
- Denver Zoo welcomes 14-year-old mandrill, Rafiki  
– 75 minutes ago
- Magic Johnson urges no prison for college teammate Jay Vincent

[http://www.denverpost.com/breakingnews/ci\\_18764222](http://www.denverpost.com/breakingnews/ci_18764222)

# COURTNEY HOLDEN

Freelance Journalist

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« The forces of evil are against me ...

Stupid move »

## Quotemaster

August 27, 2011 by [courtneyholden](#)

So yesterday I played journalist and wrote an article about the [Sweetheart Balloon Rally](#) that's going on up in Loveland this weekend.

After talking with a bunch of different people, I decided that this was, hands down, my best quote. It's from a girl who had just gotten off of her first balloon ride.

"It was so amazing! It *literally* felt like you were floating!"

Yup, I'd give her some genius points for that one.

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## COURTNEY HOLDEN TWEETING

I'm writing about quilts ...  
and I'm excited about it!  
Sounds like this is going to

<http://courtneyholden.wordpress.com/tag/sweetheart-balloon-rally/>



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## sweetheart balloon rally



LISTEN LIVE



Derek up in the air

Derek Lettieri Up in a Hot Air Balloon for the Sweetheart Rally (VIDEO)

By [Derek Lettieri](#)

I was fortunate enough to take a ride in a hot air balloon for the Sweetheart Rally and it was amazing! Our balloon was Mountain Breeze and I would like to thank our pilot, Shannon and the great crew that made this an awesome experience.

THANK YOU ALL...

Financing Available



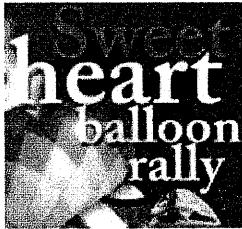
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VIEW DETAILS

[No Co > Loveland > Erwin](#)

## A Sweet Ride: The Sweetheart Balloon Rally

By Erin Paris, Neighborhood Contributor

I love Colorado's big skies and views of the mountains and prairies for miles around us. Ever wondered what that view would look like from above? You could take a hot air balloon ride and find out!

Or, you could stay close to the earth and watch 30 balloonists fill the sky over Loveland at the annual [Sweetheart Balloon Rally](#) slated for 6:00 a.m. on Friday, Saturday and Sunday August 26-28. The event takes place the same weekend as Loveland's [Old Fashioned Corn Roast Festival](#).

So, get up early and get out to Fairgrounds Park because the balloon launches only last about two hours. Oh, yeah ... balloon rides are available for \$200.

### [Sweetheart Balloon Rally](#)

Fairgrounds Park  
Loveland, CO 80537

Posted on 8.22.2011 / [Erwin](#) / 0 Comments  
Tags: [Erwin](#), [City of Loveland](#), [Loveland Old Fashioned Corn Roast Festival](#), [Loveland Sweetheart Balloon Rally](#)

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### **Erwin**

Erwin features three subdivisions, nestled among the NoCo foothills, and is home to a diverse community of singles, first-time homeowners, families and retirees. Spacious lots, shared areas, mature landscaping, sweeping views and miles of trails enhance the active, close-to-nature

[Go to the Erwin Neighborhood](#)**8z Erwin Broker**

<http://8z.com/articles/a-sweet-ride-the-sweetheart-balloon-rally>



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## Photo Show: Sweetheart Balloon Rally

By Jim Hill



Jim Hill

Enlarge image

The Sweetheart Balloon Rally was August 26-28, 2011 at Fairgrounds Park in Loveland, CO. The rally started in the 80s and was resurrected in 2007 to celebrate the sweetheart city. If you missed it, don't worry, the Photo Show snapped some pics of this colorful event that drew plenty of screams of delight from children and some 'oohs' & 'aahs' from some of the bigger kids.



Comments are welcome below. If you have any suggestions for future Photo Shows, we welcome those as well!

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<http://kunc.org/post/photo-show-sweetheart-balloon-rally>

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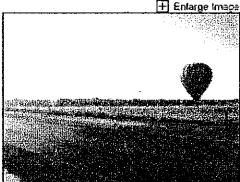


**I heard a whooshing noise in my backyard...**

Hot air balloons from the Loveland Corn Roast Festival, Saturday morning around 8:00am.  
Many more pictures at:  
<http://e381.photobucket.com/albums/oo259/JBROWN7840/Hot%20Air%20Balloons%20Z11QippZZ16>

*Submitted by Jeff Brown  
Loveland, CO  
8/27/2011 9:37 AM*

[+ Enlarge image](#)

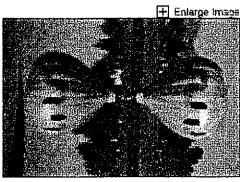


**Sweetheart Balloon Rally comes to us!**

We got a nice Saturday morning surprise when the Sweetheart Balloon Rally came to us. One balloon landed in the pasture behind our house, near Cattail Pond, while about a dozen more were descending nearby.

*Submitted by Paul VanderBorgt  
Loveland, CO  
8/27/2011 8:12 AM*

[+ Enlarge image](#)

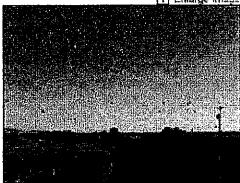


**Balloon Takes a dip...**

I thought this was a neat picture...

*Submitted by Kris Distel  
Loveland, Colorado  
8/27/2011 7:28 AM*

[+ Enlarge image](#)



**View from my deck Sat 0750**

Hot air balloonists from Fairgrounds Park (Corn Roast Festival) 2011

*Submitted by Holly Valenti  
Loveland, CO  
8/27/2011 7:13 AM*

<http://www.colo-news.com/submittedContent/indexrh.asp?Publication=&topic=1&offset=10>



Press Release

September 13, 2011

Contact: Kristine Koschke  
970-980-4764

## FOR IMMEDIATE RELEASE

### Couple Gets Engaged at 2011 Sweetheart Balloon Rally

**LOVELAND, Colo.** – This year's 3-day hot air balloon rally brought over a thousand people to the Old Fairgrounds Park in Loveland, before 7 a.m.

Whether you came out for great photo opportunities, the Kiwanis Pancake Breakfast, or just so happened to be passing through; one cannot deny the awe inspiring scenes. For one young couple in particular, the memories from the 2011 Sweetheart Balloon Rally will last a lifetime.

High school sweethearts Jose and Jacqueline Hernandez showed up early Sunday, August 27<sup>th</sup> from Greeley for the last day of the balloon rally. Jose purchased a ride for both his girlfriend and himself; the couple signed their releases and waited anxiously to fly two thousand feet up in the sky.

Little did Jacqueline know, Jose had every intention to propose to her on their flight together. The balloon ride was Jacqueline's idea after she heard about it on the radio. She had no idea a proposal was coming and luckily for Jose, her answer was yes!

The Sweetheart Balloon Rally is an annual event held in conjunction with the Old-Fashioned Corn Roast Festival at the Old Fairgrounds Park in downtown Loveland. Be sure wrap up summer the right way and stop by next year.

###

#### About Engaging Loveland, Inc.

Engaging Loveland is a non-profit organization whose mission is to enhance and support the development of community-wide events and celebrations; and enhance tourism and attendance. Engaging Loveland produces the Sweetheart Balloon Rally, The Art of Dining, Loveland: A City with HeART project, SummerFest in the Rockies, Snow Sculpture in the Dark, Loveland Art Studio Tour, manages the WineDown the Summer At Centerra, Sounds of Centerra, Halloween Hullabaloo, and Santa's Workshop events, and partners with the Loveland Chamber of Commerce to produce the annual Old-Fashioned Corn Roast Festival.