

GREAT
THE
RENO
BALLOON
RACE 2023
SEPTEMBER 8-10

The Great Reno Balloon Race



A Little Background...

- **Founded in 1982**
- **150,000+ people in attendance**
- **Upwards of 100 balloons in the sky each year**
- **World's largest FREE hot air ballooning event**
- **Considered premiere ballooning event by Pilots**
- **Extensive local and national media coverage**
- **Known as a world-renowned, and locally, a beloved community tradition**



Event Overview

The Great Reno Balloon Race has floated into the hearts and minds of Reno's visitors and locals for 41 years - a permanent fixture in Reno's September skyline. Whether it's your first time at GRBR or you're an early-morning veteran, the sight of the silent, floating colorful giants is bound to stop you in your tracks as you stare skyward. The Super Glow Show is certain to excite with over 35 balloons lighting up the morning sky.

As the world's largest free hot-air ballooning event, The Great Reno Balloon Race is a major draw for families, who get up before the sun rises so they can see the awe-inspiring sight of Dawn Patrol. The Mass Ascension, Tissue Paper Hot Air Balloon Launch, Super Glow Show and other events are additional highlights that bring attendees back year after year. The Race continues to offer even more features for spectators, such as an exciting vendor area where delicious treats and whimsical souvenirs beckon and a safe and fun play area just for the kids.

Demographics

Survey conducted by the University of Nevada, Reno in 2013

- Non-local attendance – 39.9%
- GRBR was the primary reason to visit Reno – 34%
- Average length of stay for non-local visitors – 4.5 days
- Estimated total economic impact of non-local visitors - \$6,644,560
- 63.23% of all attendees will return next year
- 34.84% of all attendees will return in foreseeable future
- 100% of all attendees would recommend the event
- Of adults 21 and over, the average age was 46.5



RANKED TOP 14 HOT AIR BALLOON FESTIVALS BY U.S. NEWS & WORLD REPORT

The Great Reno Balloon Race in Reno, Nevada: Sept. 9-11



(COURTESY OF THE GREAT RENO BALLOON RACE)

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



Cheapism: 12 Spectacular Balloon Festivals From Coast to Coast



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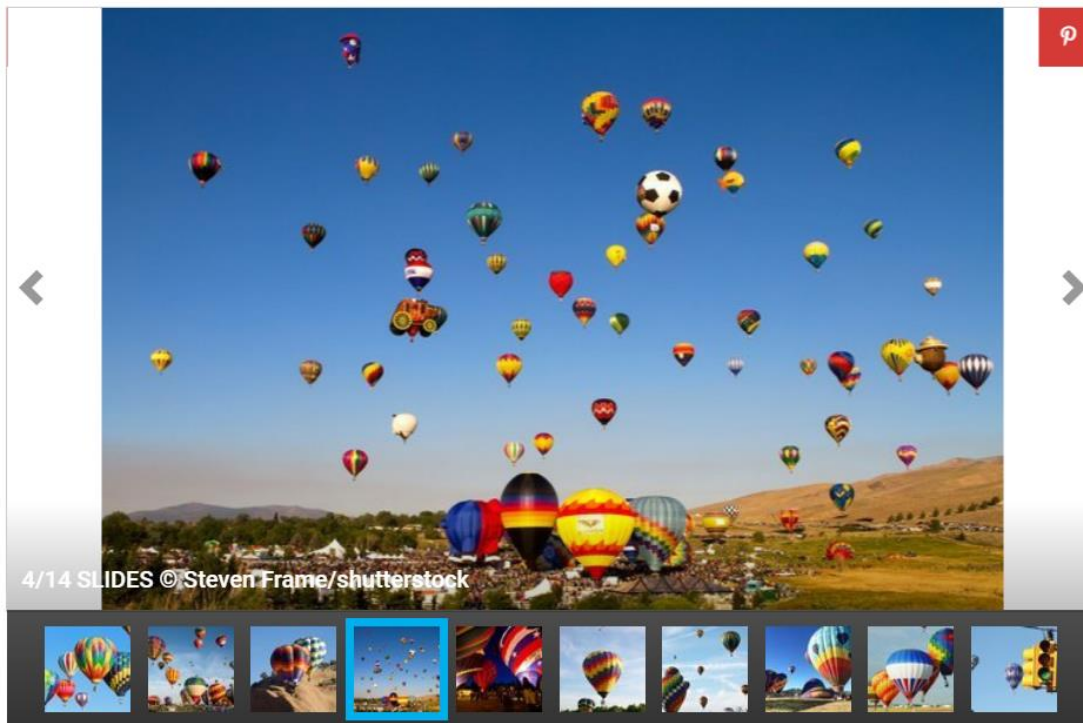
Get High: 12 Spectacular Balloon Festivals From Coast to Coast

By [Andrew Lisa](#)
September 30, 2016

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THE GREAT RENO BALLOON RACE

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



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Free Things to Do in Nevada: Cheer on Hot Air Balloons



If you're going to Nevada in September, don't miss the Great Reno Balloon Race. During this hot air balloon race, which takes place from Sept. 7 to Sept. 9, you'll witness a rainbow of around 100 balloons racing one another across the sky.

Pahrump holds its own free hot air balloon festival in Petrack Park. The event takes place in February and features a hot air balloon glow show, in which the balloons synchronize to music and light up the sky.

ONLINE SAVINGS ACCOUNT

1.50%
ANNUAL PERCENTAGE YIELD
ON ALL BALANCE TIERS

20X THE NATIONAL AVERAGE

ally. DO IT RIGHT.

SAVE SMARTER

ALLY BANK, MEMBER FDIC

PHOTOS FEATURED ON NATIONAL GEOGRAPHIC



Photograph by
Michael Perry

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

Children grab on to the side of a hot air balloon during its inflation at the Great Reno Balloon Race in September 2016.

Michael Perry's Photos (57)



GRBR Community Partnerships & Support

More than a ballooning event!

- Paint the Park Pink – Breast Cancer Awareness Day
- Boys & Girls Club of Truckee Meadows
- PBS RENO
- STEP2
- The Children's Cabinet
- Teen Challenge
- Tissue Paper Balloon Launch with Washoe County School District
- University of Nevada, Reno
- Wilbur May Foundation
- And MORE!

Tissue Paper Balloon Launch

- Started in 1999 as a way for children to positively interact with their community
- Upwards of 2,000 young students from regional school districts
- Launch colorful hand-made hot-air balloons that they created in their classrooms as part of their STEM curriculum.
- The students discover the wonder and excitement of lighter-than-air flight as they launch their model hot-air balloons off of mini-burners with the help of dedicated volunteers from the community.



Volunteerism

- The Aeronauts are the official volunteer group for The Great Reno Balloon Race
- Over 150 volunteers
- Assists with all aspects of the event
- Also assist our pilots as crew members during the event and throughout the year



VIDEOS OF GRBR

- ▶ [Dawn Patrol Flight](#)
- ▶ [2019 Great Reno Balloon Race](#)
- ▶ [2018 Great Reno Balloon Race](#)
- ▶ [Time Lapse of The Great Reno Balloon Race](#)



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