



Touchstone Energy® Cooperatives  
*The power of human connections*  
Hot Air Balloon Program



The Touchstone Energy Hot Air Balloon Team is ready to bring a balloon to your event to really give you that WOW factor. The Touchstone Energy Hot Air Balloons are a great addition to your Annual Meeting, Community Festival, Member Appreciation Day, Golf Tournament or other cooperative event.

Hot Air Balloons are **weather dependent**, therefore we schedule events in the early or later parts of the day. That is when the winds are the calmest.

Lots of our events involve tethering the balloon. This is where the balloon is tethered with ropes to our chase vehicle and two other vehicles provided by the cooperative. This a perfect set-up for Annual Meetings as it allows your members to go up in the air on a short tethered ride, if weather permits.

**Requirements for tethers:** The balloon needs a space at least 200 feet by 200 feet that is clear of electric lines, trees and light poles. A field or parking lot will work. We request two vehicles to tie off the ropes to. We also request a couple of cooperative employees to assist the crew, help members in and out of the balloon and talk with the members. If you have a small stepladder this will help the members get in and out of the basket. We carry enough fuel for 2 hours of tether time.

**Passenger Flights:** At events where we do flights, the pilot can usually carry two passengers. The pilot will review weight requirements with you. All passengers are required to sign a release before flight.

**Costs:** The daily fee to bring in the balloon and pilot is \$2,500 per day plus mileage for the balloon van to and from your event at the current IRS rate of 65.5 cents per mile. The cooperative will also pay any registration fees for the balloon events. We will invoice after the event as sometimes we need to cancel for weather issues.

**Other ways to promote the brand at your event:** The pilot is available for radio and other media interviews. In addition, vans and balloons appear at many parades. We have customized trading cards, flashing pins, hats and other merchandise available for purchase. Customized banners are available for purchase to co-brand the balloon with your cooperative logo.

**For further information, please contact Cheri White 217.898.6717 or [gm@cbaballoon.com](mailto:gm@cbaballoon.com).**

**Visit our website at [www.CBABalloon.com](http://www.CBABalloon.com)**



Cooperative Balloon Associates – P.O. Box 560 Shelbyville, IL 62565 – (217) 898-6717

Cooperative Balloon Associates - 3130 Pleasant Run, Springfield, IL 62711 - (217) 898-6717