



2025 TELEVISION, DIGITAL/PRINT MEDIA/INFLUENCER ADMISSION PASS POLICY

The 34th Annual Hudson Valley Hot-Air Balloon Festival Presented by JPMorganChase Media/Influencer Pass policy and Media Experience is as follows:

1. Qualifying television media news organization will receive –

- All-Weekend Access Media Lanyards to the festival for one reporter and up to two camera/sound support crew.
- One Tethered Hot-Air Balloon Ride Voucher.
- One Commemorative Pin/Hat Voucher.
- Access to VIP area of the Entertainment Tent.

To qualify as a media news organization –

- Television coverage of the event on a major network. Streaming services may or may not qualify and is dependent on proof of viewership.

2. Qualifying digital/print media/influencer will receive –

- Admission passes for August 29 of the festival for one reporter/influencer and up to one additional support crew member.

To qualify for a digital/print media/influencer pass the organization/individual must provide ONE of the following –

- Advance Coverage on or before August 28 – must include event name, date location and URL.
- OR Ticket Giveaway on their social media outlet. We will provide the tickets for a giveaway.

To qualify for a digital/print media/influencer pass the organization/individual must have –

- A minimum of 25,000 followers on social media channel(s).
- OR a minimum newsprint distribution of 25,000 monthly.
- OR a minimum of 25,000 weekly hits on their website (analytics must be submitted).
- OR a minimum listener/viewership of 25,000.

3. Qualifying TOP TIER digital/print media/influencer will receive –

- All-Weekend Access Media Lanyards for one reporter/influencer and up to one additional support crew member.
- One Tethered Hot-Air Balloon Ride Voucher.
- One Commemorative Pin/Hat Voucher.
- Access to VIP area of the Entertainment Tent.

To qualify for a TOP TIER digital/print media/influencer pass the organization/individual must provide ONE of the following –

- Advance Coverage on or before August 28 – must include event name, date location and URL.
- OR Ticket Giveaway on their social media outlet. We will provide the tickets for a giveaway.

To qualify for a TOP TIER digital/print media/influencer pass the organization/individual must have –

- A minimum of 50,000 followers on social media channel(s).
- OR a minimum newsprint distribution of 50,000 monthly.
- OR a minimum of 50,000 weekly hits on their website (analytics must be submitted).
- OR a minimum listener/viewership of 50,000.

Some exceptions may apply. All media must register before August 28. Television/streaming/media/influencer decisions are at the discretion of the festival organizer. Drones are not allowed on premise. Television/streaming/media/influencer passes cannot be used for anyone under 21 years of age. Premium parking is for media crews with heavy professional video equipment must be requested in advance. Still photography cameras do not qualify as video equipment.



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FESTIVAL INFORMATION:

Contact: info@balloonfesthv.com

Festival Name: The 34th Annual Hudson Valley Hot-Air Balloon Festival Presented by JPMorganChase

Dates and Times: Labor Day Weekend, August 29, 30 & 31, 2025. Friday, August 29, 2:30-8:30PM, Saturday, August 30 5:30-8:30AM & 2:30-8:30PM, & Sunday, August 31, 5:30-8:30AM & 2:30-8:30PM.

Location: Tymor Park, Union Vale, New York

URL: www.balloonfesthv.com

Organizer: The Dutchess County Regional Chamber of Commerce and The Chamber Foundation, Inc.

Festival Ticket Pricing:

- Ticket Donation – Morning: \$13.95* Per Person OR Friday, Saturday & Sunday Evening \$26.95* Per Person. All-Weekend Access Ticket (all three days morning or evening) \$39.95*. *Ticketing Service Provider Fees will be added at the time of checkout.
- Tethered Rides - \$25 Per Person Cash Only.
- Full Flight - \$350 Per Person Advance Registration Strongly Suggested.

*Some activities are additionally priced. Pricing Subject to change.

By attending the Hudson Valley Hot-Air Balloon Festival, you agree to our NOTICE OF FILMING AND PHOTOGRAPHY, here:

NOTICE OF FILMING AND PHOTOGRAPHY: When you enter a Dutchess County Regional Chamber of Commerce (DCRCOC) or The Chamber Foundation (CFDN) event or program, you enter an area where photography, audio, and video recording may occur. By entering the event premises, you consent to interview(s), photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for news, web casts, promotional purposes, telecasts, advertising, inclusion on websites, social media, or any other purpose by DCRCOC and CFDN and its affiliates and representatives. Images, photos and/or videos may be used to promote similar DCRCOC and CFDN events in the future, highlight the event and exhibit the capabilities of DCRCOC and CFDN. You release DCRCOC and CFDN, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, computer images, video and/or or sound recordings. By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any use, exhibition, streaming, web casting, televising, or other publication of these materials, regardless of the purpose or sponsoring of such use, exhibiting, broadcasting, web casting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by DCRCOC and CFDN or the person or entity designated to do so by DCRCOC and CFDN. You have been fully informed of your consent, waiver of liability, and release before entering the event. We reserve the right to use any and all images taken from our events.