Cloud 9 Balloon Festival is an annual springtime event in Oklahoma City, and is located at the Downtown Airpark. The event was designed for patrons to experience the excitement of riding thousands of feet above the newly transformed Oklahoma City cityscape.

The advertising campaign encompasses both traditional and experimental marketing materials such as billboards, magazine ads, web/social media and artist hot air balloon sculptures, and other promotional materials. All non-traditional advertising is focused on the Downtown Oklahoma City area.

The Festival will conclude with the “Ken Jenkins Gala”, which will feature hot air balloon sculptures that will be available via silent auction. All proceeds from the Gala will be donated to the Make-A-Wish Foundation.

The viewer will find a comprehensive brand for this event that focuses on the dramatic skies of Oklahoma City.
cloud 9 balloon festival
Logo Color Variations
Cloud9 Balloon Festival

2014 ANNUAL Balloon Festival

Cloud9 Website Homepage
Cloud 9 Balloon Festival

The 2014 Annual Balloon Festival!
May 18-21, 2014 in Oklahoma City, OK. Learn more online at www.cloud9festival.com

Facebook Event Page
Non-traditional Advertisement
City Spirit, Water Tower
Non-traditional Advertisement
OKC Downtown Storefront Windows
Join us on Cloud 9
MAY 18-21
6th Annual Balloon Festival
cloud9festival.com

OKC Downtown Billboard Advertisement
Non-traditional Advertisement
OKC Downtown Benches
Magazine Advertisement
Featured in the local *Slice Magazine*
Newspaper Advertisement

Headline in The Oklahoman

OKC AIRPARK DEVELOPMENT & ACTIVITIES

James Tarnock, Staff Writer

Last year the Bebo run race about the evolution of OKC Airport, located near the intersection of I-40 and Western. The article talked about how the airport, once the property destined to become the premier location for equestrian events and the site of musical acts (think bigger than the Diamond Ballroom), but not big enough for Chesapeake Arena, is now home to the Oklahoma City Airpark. While the airport has certainly fulfilled this promise, hosting nationally recognized artists such as Zak Brown, Nelly, The Lumineers and Motley Crue, the buzz surrounding the airport is not limited to the world of music.

One of the most exciting developments happening within the airport is the opening of an urban farm on the south side of the property. The owner of the Airpark, Blair Humphreys, has leased a small portion of the land to a group of local organic farmers and over the past year they have been cultivating the land so that it can one day be used to grow large amounts of organic produce. In the meantime, the land is being used to house a small number of chickens and ducks. These animals are kept not only for their naturally produced fertilizer, but also because they will be used to feed local communities.
Lightbulb Sculptures
Created by Local Artists for the Annual Gala
Ken Jenkins Gala with Cloud9
Invitation Set