



2024

NATIONAL BALLOON
CLASSIC

**GUEST
GUIDE**

**JUST
LOOK UP**

JULY 26 – AUGUST 3

INDIANOLA • IOWA

PRESENTING SPONSOR:

 **TruBank**

JUST LOOK UP



**JOIN US IN LIFTING OUR
COMMUNITY HIGHER!**

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account today
and be a part
of something
bigger!*



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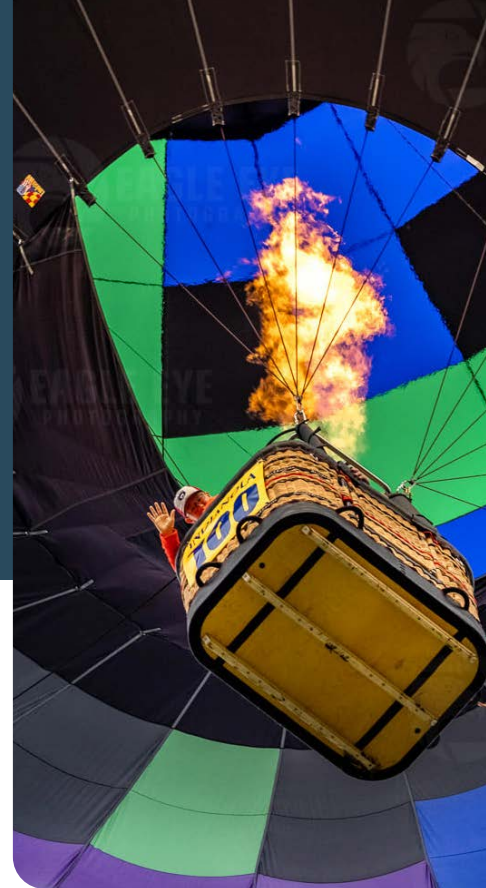




Welcome to the NATIONAL BALLOON CLASSIC 2024

A Spectacular Annual Event!

We Are So Glad YOU LANDED HERE!



YOU SEEK ADVENTURE AND CRAVE FIRST-RATE ENTERTAINMENT.
You desire a destination that fills your bucket list and your photo gallery: an unspoiled, out-of-the-ordinary place where the whoosh of a hot air balloon is felt and heard—where marvelous moments await, and they whisper to you, take me away. And you go.

BUT YOU ALSO WANT VALUE.

A place to relax, rewind, and recharge where you invest in yourself, not high costs. We get it. And we got you. We are curators of fun where sky-high does not mean high price. Where families and friends gather and where words like “enchanted” and “breathtaking” are still part of our daily vocabulary. We are the soul of Iowa, where 100,000+ guests choose to spend time with us every summer.

A 501 (c)(3) nonprofit organization, our event is over the top, but our community-minded mission has been firmly grounded for more than 50 years.



Celebrating community spirit

Friends, family, neighbors, and local business owners are the backbone of this community. Our vibrant spirit comes alive at events like these.

It's an honor to proudly sponsor the 2024 National Balloon Classic.

wellsfargo.com

GENERAL Information



Memorial Balloon Field Location

1136 150th Avenue, Indianola, IA 50125

The National Balloon Classic Memorial Balloon Field is east of Indianola on Highway 92, the most recommended route.

Hours

Parking/Gates open at 4:00 PM

See the full schedule for details about AM and PM flights [HERE](#).

General Admission

Online: \$10 until July 26 | \$11 July 26-August 3. Children five and under are free.

One low ticket price = fantastic value!

The National Balloon Classic is a nonprofit organization dedicated to community building. Purchasing a ticket allows guests to enjoy one evening session (9 nights to choose from!), free access to watch morning competition flights (no ticket needed, free-will donation appreciated), and FREE parking both mornings and evenings during the National Balloon Classic July 26-August 3, 2024.

TWO WAYS TO PURCHASE TICKETS:

1

Buy Tickets Online

GET TICKETS



2

**Buy Physical Tickets
(\$14)**

Available for purchase at Hy-Vee
910 North Jefferson Way
Indianola, IA 50125



NO SALES AT GATE

Tickets must be purchased before arrival and can be used any one (1) evening during the event dates, July 26-August 3, 2024.

Follow us on social and stay up to date!



NO DRONE ZONE



PRESENTING SPONSOR



JUST
LOOK UP

*TruBank is proud
to be the Presenting
Sponsor for the
National Balloon
Classic!*

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Indianola-West Roads 515.961.9367 • Norwalk 515.285.4900 • West Des Moines 515.221.0101
Oskaloosa 641.673.8405 • What Cheer 641.634.2424



www.trubank.bank



Schedule OF EVENTS



FRIDAY JULY 26

6:30 PM Friday Night Event Kick-Off:
JUST LOOK UP!

On the TruBank Stage:
SONS OF GLADYS KRAVITZ

Dark: Fantastic Fireworks
Sponsored by Poindexter Flooring

SATURDAY JULY 27

6:30 AM Competition Flying

6:30 PM Mass Ascension

On the TruBank Stage:
DIRTY ROTTEN SCOUNDRELS

Dark: Fantastic Fireworks
Sponsored by Simpson College

SUNDAY JULY 28

6:30 AM Competition Flying

6:30 PM Balloon Flight + Evening Task

On the TruBank Stage: *BIRDCHILD*

Dusk: NITE GLOW™
Sponsored by DeYarman Ford Indianola

MONDAY JULY 29

6:30 AM Competition Flying

6:30 PM Mass Ascension

On the TruBank Stage:
BRAD SEIDENFELD

TUESDAY JULY 30

6:30 AM Competition Flying

6:30 PM Balloon Flight + Evening Task

On the TruBank Stage:
JOSHUA SINCLAIR

WEDNESDAY JULY 31

6:30 AM Competition Flying

6:30 PM Balloon Flight + Evening Task

On the TruBank Stage: *KICK*

Dusk: NITE GLOW™ Extravaganza
Sponsored by Retirement Solutions of Iowa

Dark: **NEW!** *THE SKY IS ALIVE™*
3D Drone Show, *Sponsored by Hy-Vee*

THURSDAY AUGUST 1

6:30 AM Competition Flying

6:30 PM Balloon Flight + Evening Task

On the TruBank Stage:
DAMON DOTSON BAND

Dark: **NEW!** *THE SKY IS ALIVE™*
3D Drone Show, *Sponsored by Hy-Vee*

FRIDAY AUGUST 2

6:30 AM Competition Flying

6:30 PM Balloon Flight + Evening Task

On the TruBank Stage:
SCHMIDT BROTHERS

Dark: **NEW!** *THE SKY IS ALIVE™*
3D Drone Show, *Sponsored by Hy-Vee*

SATURDAY AUGUST 3

6:30 AM Competition Flying

6:30 PM Balloon Flight + Evening Task

On the TruBank Stage: *DECOY*

Dark: **NEW!** *THE SKY IS ALIVE™*
3D Drone Show, *Sponsored by Hy-Vee*

MORNING FLIGHTS:

Competition flights begin on Saturday, July 27.

Gates are open from 6:00 a.m. until 9:00 a.m. so guests can enjoy watching the competition flights (weather permitting). Weather reports and pilot briefings are held 30 minutes before flights. Flight announcements are not made until after the pilot briefing. Parking and viewing are "at own risk" (no parking/gate attendant). All National Balloon Classic policies are in force: no pets, smoking/vaping, or outside food or beverages. Select vendors are open for food, coffee, and other beverage purchases. Chair rental is available. Admission and parking are free-will donations for mornings only.

EVENING FLIGHTS: Gates open at 4:00 p.m.

Weather permitting, hot air balloons are scheduled to launch each evening at 6:30 p.m. Weather reports and pilot briefings are held 30 minutes before flights. Flight announcements are not made until after the pilot briefing. If the balloons do not fly, other scheduled entertainment will **continue** unless safety is a concern.

WEATHER or not to fly?

All National Balloon Classic events depend on prevailing weather conditions and are subject to delays or cancellations. Surface winds and winds aloft can vary greatly; maximum safe surface wind speeds are 8-10 mph. Every effort is made for a successful balloon flight. Safety is our priority. Last-minute decisions are the norm in ballooning; winds aloft can quickly change. Taking a "wait and see" approach may result in arriving too late and missing a beautiful night of balloon gazing and phenomenal entertainment. Regardless of whether balloons launch or land at the balloon field, the sights and sounds are enchanting and can only be experienced at the balloon field — you can feel the whoosh!



NO DRONE ZONE



TAKE YOUR VIP
EXPERIENCE

OVER THE TOP

VIP SKYSUITE

So close you can feel the whoosh!

Take your experience OVER THE TOP with a Sky Suite Rental at the Memorial Balloon Field! This all-inclusive suite is situated in a prime location and offers an unparalleled experience. Upper deck seating provides stunning, panoramic views of balloons, bands, Nite Glows™, The Sky is Alive 3D Drone Shows, and fireworks. The manicured grassy patio boasts linen-covered tables, creating a comfortable and relaxed atmosphere for you to enjoy as you eat, drink, and take in the breathtaking sights and sounds. Alternately, step inside the air-conditioned cab with full-window views and enjoy a cool beverage and a curated snack.



SUITE FEATURES

- Includes admission and parking for up to 50 VIP guests.
- Complimentary snacks/beverages.
- Dedicated restrooms.
- Personal concierge.
- Ala carte items available
(private bartender, catered meals, personal wait staff).

Suite Rentals can be tailored to meet individual group needs.

Maximum capacity up to fifty (50) guests.

HOURS:

4:00 pm until 9 pm (later hours during during Nite Glow™ fireworks, and The Sky is Alive Drone Show.)

For more information or to reserve your exclusive SkySuite, please contact Lisa Dowson at lisa@TheCottageEvents.com

Map of MEMORIAL BALLOON FIELD



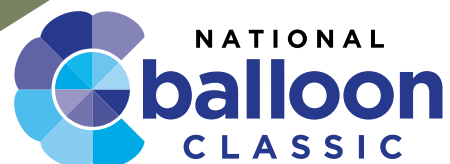
HOW DO I GET TO THE NATIONAL BALLOON CLASSIC?

The National Balloon Classic is held at the National Balloon Classic Memorial Balloon Field, which is located east of Indianola on Hwy 92. From the intersection of Hwy 69 and Hwy 92, go east two miles and follow balloon traffic signs.

CAUTION: Due to road construction and closures, the best routes are:

From the North or South: Highway 65 to Highway 92 East.

From the East or West: Highway 92



2024 NATIONAL BALLOON CLASSIC
JULY 26 – AUGUST 3 • INDIANOLA, IOWA

Hy-Vee® is a Proud Sponsor
of the National Balloon Classic
and Presenter of:

THE SKY is ALIVE!

Iowa's First 3D Drone Show of its Kind!

Watch the night sky erupt
in color as hundreds of
synchronized Drones come
together to create dazzling
images in real time!

Drone Show
After Dark Schedule:

WEDNESDAY, JULY 31

THURSDAY, AUG 1

FRIDAY, AUG 2

SATURDAY, AUG 3

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HY-VEE.COM

f Instagram INDIANOLAHYVEE

Know BEFORE YOU GO

Please review FAQs for complete information and event policies.

Go to FAQs



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**The National Balloon Classic is a 501(c)(3) nonprofit organization.
Thank you for supporting this cherished event!**

Stay up to date and follow us on social!





NATIONAL

balloon
CLASSIC



DEYARMAN



INDIANOLA



Helping Indianola Soar to New Heights!



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Live MUSIC



Balloons and Tunes — Outstanding music entertainment included with admission ticket.

ON THE TRUBANK STAGE

provided by our Presenting Sponsor:



FRIDAY JULY 26

SONS OF GLADYS KRAVITZ



MONDAY JULY 29

BRAD SEIDENFELD



THURSDAY AUGUST 1

DAMON DOTSON BAND



SATURDAY JULY 27

DIRTY ROTTEN SCOUNDRELS



TUESDAY JULY 30

JOSHUA SINCLAIR



FRIDAY AUGUST 2

SCHMIDT BROTHERS



SUNDAY JULY 28

BIRDCILD



WEDNESDAY JULY 31

KICK



SATURDAY AUGUST 3

DECOY



Your Future is Our Focus

Our business is built on a foundation of thoughtful client relationships — and when it comes to community building, our commitment has no limits.

INVESTMENT | LIFE | HEALTH
MEDICARE ADVANTAGE & MEDICARE SUPPLEMENT
LONG TERM CARE | ESTATE PLANNING



**Retirement
Solutions
of Iowa LLC.**

rsiowa.com

BUY A Balloon Ride!



Balloon Rides with GALENA ON THE FLY

Want to take your fun to new heights? Create lifetime memories and buy a balloon ride. Balloon rides are available every morning or evening (weather permitting) during the 2024 National Balloon Classic.

Book early; balloon rides sell out quickly!

RESERVE YOUR EXCLUSIVE SPOT TODAY

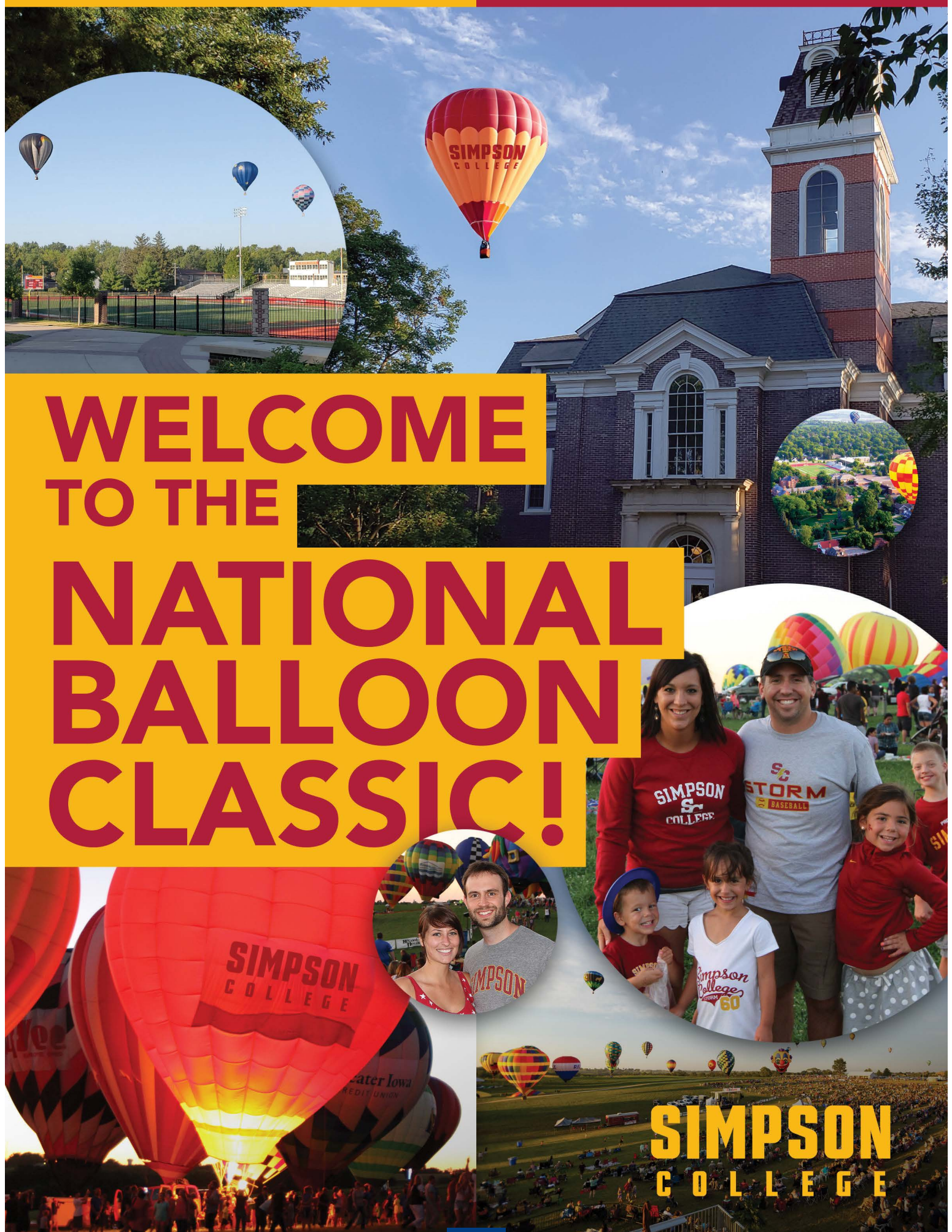
Galena On The Fly, the official Ride Balloon Operator for the National Balloon Classic.

Contact Galena on the Fly, Inc. to
reserve your exclusive spot!



Purchase A Ride





WELCOME TO THE NATIONAL BALLOON CLASSIC!

SIMPSON
COLLEGE



Chow Down for Charity! The National Balloon Classic is a 501(3)(3) nonprofit organization, and we love to pay it forward by partnering with other philanthropic initiatives, including our concessionaires. A portion of each **Sgt Dawg** sale will benefit the **Wounded Warrior Project**: <https://www.woundedwarriorproject.org>. Please give a salute or a thank you to the Sgt Dawg staff, all US Veterans themselves.

Indianola Noon Lions may be famous for their Screwee Taters but there is nothing screwy about the fact that their all-volunteer-led team serves up 100% of proceeds to charitable causes.

FOOD CONCESSIONS Beer and wine sales too!

★ Serving Breakfast!

ALEJANDRO'S CONCESSIONS

Mango on a stick
Marquesitas
Paletas
Fruit cups



HY-VEE

Giant Walking Taco
(beef or chicken)
Grilled Chicken Sandwich
Grilled Hamburger
Grilled Jumbo Bratwurst
Grilled Jumbo Hot Dog
Sides: Fruit Cup, Chips,
Bakery Cookie



KONA ICE

Tropical Shaved Ice in a
Variety of Sizes and Flavors



★ BEANS AND BEIGNETS

Beignets
Hot or Cold Brewed coffee
Blended Coffees
Iced or Hot Lattes
Brewed Ice Tea



INDIANOLA NOON LIONS CLUB

Ribeye Steak Sandwiches
Burgers & Brats
Cheese Stix
Chicken Tenders
Chicken Wraps
Screwie Taters



LA TIENDITA
Street Tacos
Tamales
Quesabirria



OUTSIDE SCOOP

Homemade Ice Cream, small batch from scratch. Five
flavors that change daily.



CHICK-FIL-A

Chicken Sandwiches
Chick-fil-A Nuggets
Waffle Fries
Salads + Drinks



★ IOWA PIE LADY

Pie by the Slice &
Ice Cream
Ice Cream Cookie Sandwiches
Serving Breakfast—
Turnovers, Coffee, Juice, Water

PHO WHEELS & SUSHI

Crab Rangoons
Egg Rolls
Firecracker Shrimp or Crab
Pho
Sushi Rolls
Poke Bowls



JAMES MCCONNELL CONCESSIONS

(6 locations)
A & W Root Beer Floats
Tenderloins & Corn Dogs
Cotton Candy & Popcorn
Mini Donuts
Funnel Cakes & Elephant Ears
Fresh Lemonade & Shaved Ice



JEFF E POP

Variety of Gourmet
Flavored Popcorn



★ SGT DAWG

Gourmet Beef Dawgs and
Sandwiches
Smoked beef brisket
Pulled Pork Sandwich
Pork Chop Sandwich,
Sirloin Steak Sandwich
Grilled burger on Texas Toast
Serving Breakfast— biscuits & gravy, cinnamon
biscuits and coffee.



CITY LIGHTS CATERING

Italian Beef Sandwiches
Smoked Turkey Leg
Pulled Pork Nachos
Pulled Pork Sandwich
Gyro Pita & Gyro Salad
Dill Pickle on a Stick
Watermelon
Cheesecake Slice

DUNKIN'

DUNKIN' COMMUNITY CRUISER

FREE 3.5 oz Samples of Featured Beverages

★ ZIPPS PIZZARIA

Pizza (whole or slice)
Pulled Pork Sandwiches
Ice Cream Sandwiches.
Serving Breakfast— a
slice of breakfast pizza,
biscuits and gravy.





Poindexter Flooring

**Proud Sponsor of the
National Balloon Classic!**

Poindexter Flooring: Iowa's Commercial Flooring Professionals

Family-owned and operated since 2001, Poindexter Flooring has been a trusted source for commercial flooring needs in Iowa. From helping you select the perfect flooring options for your property to professional floor installation, we work with you every step of the way. It's our promise that your final product is something that can stand the test of time.

Full-Service Flooring Contractor

Our team is ready to tackle any commercial flooring project from start to finish. As a full-service flooring contractor, our professionally trained team has seen it all and can help you choose the right flooring product, perform complete tear-outs, perform any needed floor preparation, and properly install new flooring. We'll also be here if maintenance is needed.



**We are always looking to partner with quality
installers and contractors! Contact us today!**

poindexterflooring.com

**Poindexter Flooring
2913 N Jefferson Way
Indianola, Iowa 50125
(515) 255-6366**

Merch Shop + SOUVENIRS



Official Event Merch!

Visit the merch shop in the Gift Shop by the main entrance to find National Balloon Classic t-shirts, hats, balloon cards, posters, and other fun stuff. Want your merch before you go? Visit our official retail location, **Pamela's Place**, on the Indianola Downtown Square.



NATIONAL BALLOON CLASSIC
COMMEMORATIVE POSTERS &
TRADING CARDS

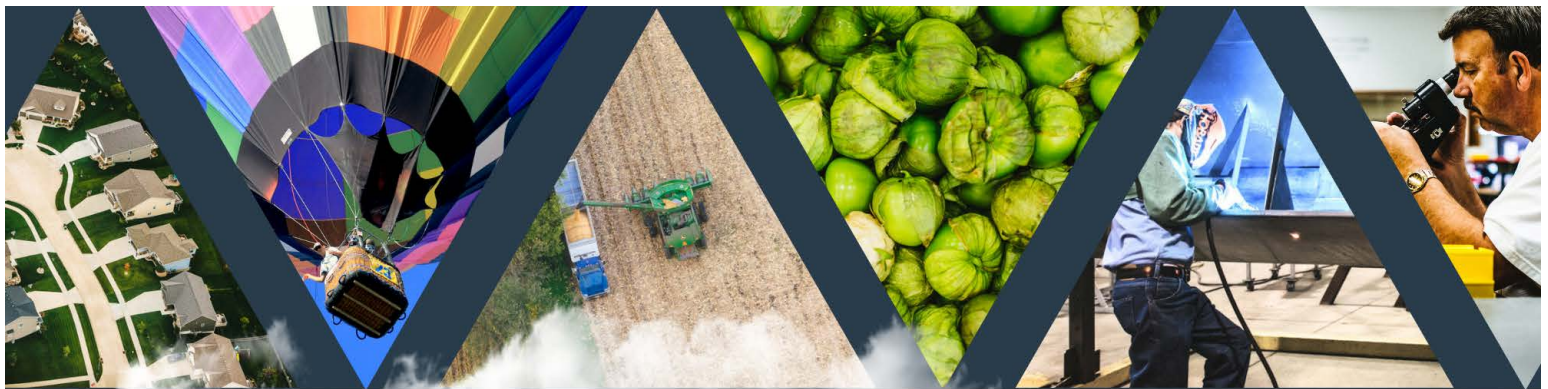
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National Balloon Classic

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WCEDC
WARREN COUNTY
ECONOMIC DEVELOPMENT CORP



An elevated shopping experience awaits!

The Gift Shop features locally made and hand-crafted items by Iowa artists, plus boutique shopping by some of Indianola's finest retailers. You can meet the makers and retailers on select nights and enjoy free samples of honey, wine, and oils, plus book signing and live t-shirt printing.

Visit these National Balloon Classic sponsors' pop-up stores in the Gift Shop:



LULA BELLE DESIGNS

One-of-a-kind accessories and gifts. The full boutique is on the Indianola Downtown Square; look for the polka dot awning.



PAMELA'S PLACE

Hand-crafted and vintage goods. Located on the Indianola Downtown Square. Pamela's Place is also the official downtown retail location for National Balloon Classic merchandise.



MCCOY TRUE VALUE

Flags, spinners, and necessities like bug spray and sunscreen. Located at 216 N Howard Street in Indianola, McCoy True Value has been a community fixture for more than 125 years.



EVERY BUSINESS HAS A STORY TO TELL.

LET'S TELL YOURS.



branding / design / marketing communications

OFFICIAL MARKETING PARTNER
OF THE NATIONAL BALLOON CLASSIC

OCGROUPLLC.com

STAY REFRESHED THIS SUMMER



ATLANTIC *Coca-Cola*
BOTTLING COMPANY

PROUD PARTNER OF THE
NATIONAL BALLOON CLASSIC

 @AtlanticBottling

www.atlanticbottling.com



Iowa Artists, Crafters, and Vendors

ARA DESIGNS

A husband-and-wife team, ARA Designs offers distinctively designed woodworking and hand-painted pieces.

BOB KLING

With exhibits throughout the United States and in many public and private collections, Bob Kling's work includes paintings, pottery, sculptures, and photographs.

BURLAP & ROSES AT CROOKED HEDGE FARM

Current trends + garden décor, owner Beth Voltmer blends vintage with complimentary new finds. When not curating The Gift Shop, Beth is in New Virginia, Iowa, operating the full version of Burlap & Roses at Crooked Hedge Farm.

BUTTERFLY COTTAGE

The owner of Butterfly Cottage, Siobhán Hardy, is originally from Ireland but now resides in Iowa. A graphite and pyrography artist, Hardy's hyper-realistic art is created through freehand drawing, painting, and woodburning.

HAND-ME-DOWN TALENTS

Hand-made goods, using American-made materials locally sourced from other small businesses, including embroidered bowl covers and beeswaxed bread bags.

HAYNES HOMESTEAD

Following her passion for beekeeping, owner Megan Haynes offers honey and beeswax products alongside homemade tasty treats. Her meadery, "The Honey Lounge," is in Winterset, IA.

KRISTY EVANS

A mixed-media artist, artwork experiments with the interplay between open space and interrupting detail (color, texture, and marks).

KRISTY NIEMEYER

"Following the Trail of Curiosity" is Kristy's art-making process and whatever her heart holds. Her whimsical and colorful pieces are personal stories, rather like a diary.

MEMORY LANE ANTIQUES

Born and raised in Waterford, Ireland, owner Catherine Hickey's offerings highlight her passion for antiques, metal art, handmade goods, and local products. Memory Lane Antiques is in Norwalk, IA.

MILK & HONEY ORCHARD AND APIARY

Owner Katie Flynn, an Air Force veteran and an accomplished Honey Sommelier, discovered that with every tour of duty, she would end up with a unique jar of honey from that region. After an apprenticeship in beekeeping through the Heroes to Hives program at Michigan State University, she opened Milk & Honey Orchard and Apiary, which operates approximately 60 hives around Iowa, practicing nomadic beekeeping.

PRAIRIE AND FLAME

Prairie and Flame candles are 100% soy wax featuring phthalate-free fragrances. Lusciously scented and efficiently burning, Prairie and Flame's candles are handmade with love on their farm outside Milo, Iowa.




Baker
GROUP
Expect the Best®

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OUR SKILLED AND EXPERIENCED DESIGN-BUILD TEAM
ENSURES OUR CLIENTS CAN EXPECT THE BEST



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WE WELCOME YOU TO THE 2024 NATIONAL BALLOON CLASSIC!

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GRILL
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BEER, COCKTAILS & HDTV'S

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TAVERN
PIZZA & BEER

107 NORTH BUXTON STREET • 962-5025

PIZZA, PASTA & WINGS

**OPEN AT 4PM MON - THU
11AM FRI - SAT - SUN**

SPACIOUS PATIO SEATING ON THE SQUARE

Open Late Every Night and Please Reserve Large Group Seating.



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DANLEE Corp
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Downing, Bob and Arden
Electronic Engineering Company
Embark Ink
Feed & Foster
Good Life RV
Gregg Young Automotive Group
Herberger Family

Hotel Pommier
Iowa Corn
Indianola Veterinary Clinic
J & M Displays
Legacy Painting, LLC
Marchant, Wade and Christa
MidAmerican Energy Company
Mishmash Eats & Sweets

N & B Golf Cars
Ohnemus Construction
Orrie and Bev Koehlmoos Memorial
Peoples Bank
Peoples Company
Ricke, Tom and Julie
Shull, Doug
Shull, Schrum, McClafflin & Co., Inc

Sodexo Simpson College
The Iowa Clinic
TRM Disposal, LLC
Van Wall Equipment
Waste Solutions of Iowa
Whip It Good Catering
Youth for Understanding USA

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Bloom, Thad and Peggy
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Brown, Justin and Jenna + family
Butler, Joe and Leah + family
Cemen Tech
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Chad Kuehl Agency – State Farm Insurance
Christian Edwards Print + Graphics
Community 1st Credit Union
Copper + Fringe Beauty Co.
Country Propane
Craig, Michelle
Crouse Cafe

Crosscut
Day, Mike and Denise
Denman & Company
Dental Professionals
Downing Construction
Downing Studio
Edvenson Family
Ellis Law Offices, P.C.
Family of Jill Rubin
Focus Ink & Design
Foelske, Roger and Virginia
Fox, Mark and Sandy
Hansen, Doug and Jodene
Herberger Construction
Indianola Chamber of Commerce

Indianola Family Dentistry
Indianola IV & Wellness
Indianola Pediatric Dentistry
Indianola Pizza Ranch & FunZone Arcade
Jensen, Beth and Thies, Bret
Jerico Services, Inc
Karen Creager and Steve Barker
Karey Bishop – Iowa Realty
Kubicek Balloons – Brad Craig
Lane, Bob and Becky
McCoy True Value Hardware
McMurray, Terry and Barb
Meadows, Miriam (Memory of Jim Meadows)
Marchant, Greg and Rhonda
MMIT Business Solutions Group

Moeller Family
Moen, Mark and Sheri
Mulder, Ashley and Josh
New Era Homes
Olson, Bill and Kristin
Overton Funeral Home
Pamela's Place
Parker Signs & Graphics, Inc
Polson Family
Premier Edge Window Treatment LLC
Pribil, Jeromy and Jen
Reeves, Benjamin and Penny
Route 65 Harley-Davidson
Ruble, Gary and Dixie
Savor the Rise

Schreiber, CJ
Schurman, Scott and Abbie
Semple Family
Shelton, Bob and Janice + Family
Snyder & Associates
Southtown Chrysler Dodge Jeep Ram
Studio Fusco
Thompson, Jim and Connie
Tim McConnell Photography
Warren County Fair
Weaver Family
Weinman Insurance
West, Steve and Martha
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Wilson, Tom and Katie

A SPECIAL THANK YOU TO:



CATCH
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ONLY THE Ss ARE SILENT

THIS
COULD
BE YOUR
CAMERA
ROLL.



HAVE
YOU
HEARD?



Lula Belle Designs is the leading boutique serving Des Moines, Carlisle, Norwalk, Osceola, Winterset, Altoona and surrounding areas since 2012. We offer women's clothing, jewelry, home decor, purses, handbags, coffee mugs, and much more.

Indianola Downtown Square;
look for the polka dot awning!

lulabelledesignsindianola.com



ALL AMERICAN FOOD®

We're a family-owned restaurant serving root beer made in-house and American classics.

Try our
Broasted Chicken!

awrestaurants.com



Open daily from 10:30am to 10pm
through the summer.

109 E 2nd Ave, Indianola, IA (515) 961-3553

Balloonist Prayer



*May the winds welcome
you with softness.*

*May the sun bless you with
its warm hands.*

*May you fly so high and so
well that God*

*joins you in laughter and sets
you gently*

*back into the loving arms
of Mother Earth.*

About Us



Our Mission

To bring people together to experience the exhilaration of a premier competitive hot air balloon event, while fostering economic growth, community-building, and the sport of hot air ballooning.



Purchasing a ticket to the National Balloon Classic helps preserve the 54-year history of hot air ballooning in Indianola and supports community building. The National Balloon Classic is a 501c3 non-profit organization.

GET TICKETS



National Balloon Classic will fulfill its Mission by focusing on five guiding principles.

1 COMMUNITY

Significantly impact local, state, and regional economies by fostering community building and the involvement of all people. We will champion tourism and support the culture of hot air ballooning.

2 EXPERIENCES

Deliver unsurpassed experiences to our stakeholders, who trust us with their earned time, energy, and money while providing unique, family-friendly, value-driven, memorable moments.

3 STEWARDSHIP

Prioritize financial strength and economic sustainability by being fiscally and socially responsible and safeguarding the event to run indefinitely.

4 SAFETY

We will not waver from our promise to always put the safety of our pilots, crew, and guests first.

5 TRADITION

Respect our history and own the future. We embrace a collective understanding to honor our roots and the tireless dedication of the community while not letting the past impede us from future growth.

Follow Us!





EST. 1883

STRONG HISTORY - SECURE FUTURE

Hello National Balloon Classic Visitor!

For more than 140 years, TruBank has provided banking services to the local Iowa community. We know our customer **by name** and not by account number. Some family relationships go beyond four-generations.

Tru Community Focus: Every dollar you deposit **stays in the communities**, supporting local businesses, schools, nonprofits, and the National Balloon Classic!

Tru Family: We are more than just a bank; we're your **neighbors**. You'll see us at the National Balloon Classic, at school events, at the grocery store & local restaurants. We take pride in seeing our communities flourish.

Contact us:

515-961-5880 or visit online at **trubank.bank**

Whether you are at home, at work, or on the go, our convenient and secure banking solutions are just a **click or tap** away. From online & mobile banking to digital wallet & video teller at the ATM, **TruBank has it all.**

