

# #811 Hot Air Balloon Webinar

# Introduction and Purpose

- ▶ Overview of the 811 Hot Air Balloon
- ▶ April Plan
- ▶ Requirements/Insurance
- ▶ Requesting the Balloon
- ▶ Next Steps

# Background

- ▶ <http://coxusi.com/>
- ▶ Cox Utility Services, is a North Carolina registered corporation providing service to the utility industry and their customers for 20 years.
  - ▶ Underground Utility Locating
  - ▶ Communications Engineering
  - ▶ Private Locate
- ▶ Active supporter of Texas 811
- ▶ CGA Member

# 811 Balloon



# CGA Involvement

- ▶ Support Role
- ▶ Toolkit
- ▶ Social Media
- ▶ Photos/Graphics
- ▶ Video
- ▶ Web analytics
- ▶ CGA Member Updates/Communciation

#811Balloon

## Overview

Based on an April launch in Sacramento, Calif., and 8/11 Day (Aug. 11) completion in Richmond, Va., CGA has researched a potential path that would maximize partnership with CGA members, increase visibility in key media markets and offer opportunities to secure exposure near high-profile events.

# Requirements

- ▶ Visibility
- ▶ Spacing
  - ▶ The space required to inflate the balloon is approximately 250' X 250' and free of all trees, poles and the like.
- ▶ Time of Day
- ▶ WEATHER
- ▶ Insurance

# Venues

- ▶ Existing events/partnerships
  - ▶ Meeting/Events/Training
  - ▶ Major league/Minor league baseball
  - ▶ Racing
  - ▶ Concerts
  - ▶ Zoos
  - ▶ Parks
  - ▶ Open Houses/Ground Breakings
  - ▶ Media/Personality/Celebrity





# Requesting the Balloon

## 811 Hot Air Balloon Event Questionnaire

National Safe Digging Month will kick off with the launch of the new 811 Hot Air Balloon presented by <http://coxusi.com/> on April 1st. The 811 Balloon will travel across the country raising awareness about underground damage prevention. CGA members have the opportunity to book the Balloon for an appearance at their event. The 811 Balloon is on a dedicated path and timeline. Although weather will be a contributing factor to its appearances; every effort will be made to accommodate requests.

Please complete the form below to indicate your interest in hosting an event on the balloon's path as it crosses the country.

Contact name (First/Last)

Company name

Contact email address

Contact cell phone

**Requested event date**  
Month  Day

**Name of event**

**State (where event will take place)**

**Event address / location**

**Approximate number of attendees**

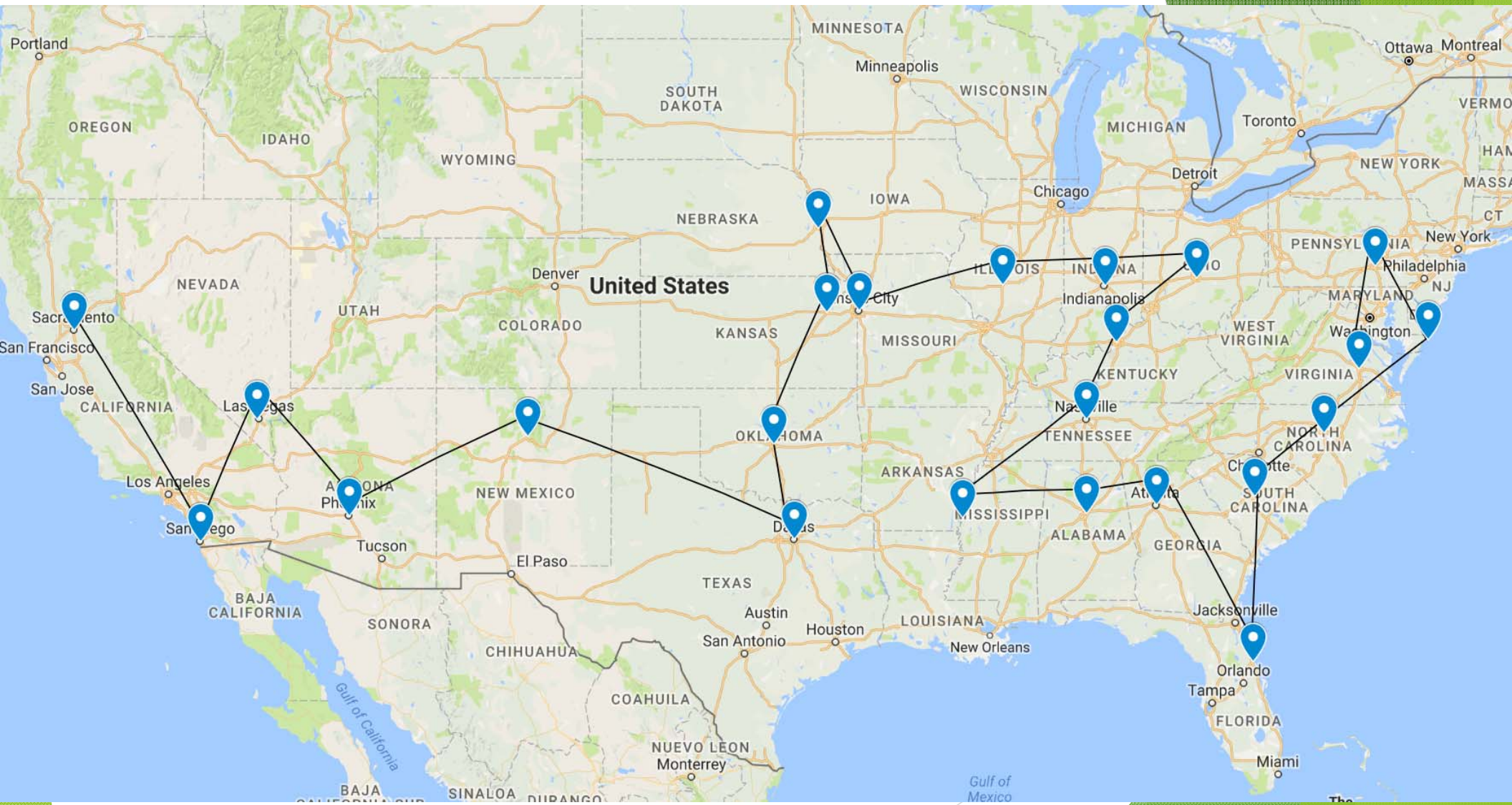
- 25-100
- 100-500
- 500-1,000
- 1,000+

**Start time of event**  
Hour  :

**End time of event**  
Hour  :

**Description of event/promotion**

**SUBMIT**



# Proposed Schedule

Date Range	Location	Sponsor (s)
Week of April 3d	Sacramento area	
Week of April 10th	Southern Cal/Nevada	
Week of April 17 <sup>th</sup>	Arizona	
Week of April 24 <sup>th</sup>	New Mexico/Texas	
Week of May 1 <sup>st</sup>	Texas/Oklahoma	
Week of May 8 <sup>h</sup>	Kansas/Nebraska	
Week of May 15 <sup>th</sup>	Missouri/Illinois	
Week of May 22 <sup>nd</sup>	Indiana	
Week of May 29 <sup>th</sup>	Ohio	
Week of June 5 <sup>th</sup>	Kentucky	
Week of June 12 <sup>th</sup>	Tennessee	
Week of June 19 <sup>th</sup>	Mississippi/Alabama	
Week of June 26 <sup>th</sup>	Georgia	
Week of July 3	Florida	
Week of July 10 <sup>th</sup>	South Carolina	
Week of July 17	North Carolina	
Week of July 24	Delaware/New Jersey	
Week of July 31 <sup>st</sup>	Pennsylvania	
Week of August 7 <sup>th</sup>	Virginia	