



# Ballons du Monde

Engage at a higher level



## Ballooning like never before

Ballons du Monde is Singapore's first hot air balloon operator and regional balloon advertising platform. We offer brands a unique advertising platform and visitors a novel flight experience. Unlike traditional countryside balloon flights, we operate sunrise and night tethered ballooning sessions at high visibility sites in the heart of the city and along coastlines.



Sunrise session along the coastline on Sentosa Island



Evening session on Sentosa island to usher in the year-end holiday season



Evening session at the Marina Bay to celebrate the return of the Singapore F1 Grand Prix in 2022

## Why hot air balloons?

### Hot Air Balloons...

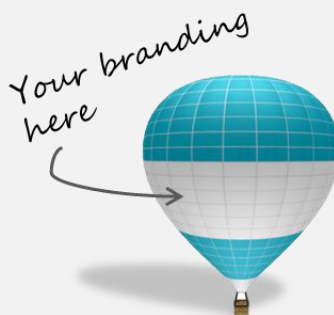
- ... are synonymous with happiness What is present at every birthday, graduation, and anniversary? Balloons
- ... appeal to every target segment Riding a hot air balloon is the timeless activity on everyone's bucket list
- ... cater to advertising and CSR objectives Spark an offline-to-online viral marketing campaign
- ... attract interest from afar The more unique the offering, the farther the reach and interest
- ... extend visitor stays As a weather-dependent activity, visitors prolong their stay so they can ride the balloon

## Sponsorship options

Ballons du Monde can be customised to your objectives. We offer options to brand the basket, create a custom balloon banner or build an entire balloon envelope.



Branding the Basket for Close-up Photoshoots



Custom Banner fixed on Existing Balloon Envelope



Custom-built Balloon Envelope for Maximum Impact

Attract & Elevate