

2023 Sponsors

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Corporate Sponsor: **WESTconsin**
CREDIT UNION

Commercial Balloon Sponsor: RE/MAX, LLC

Charter Balloon Sponsor: Zappa Bros
(Has supported the Hot Air Affair since its beginning in 1990)

Local Balloon Sponsors: Anderson Heating LLC, Bennett's Chop & Railhouse, Burly Barrel Saunas, Carbone's Pizzeria-downtown Hudson, Cardinal Glass, Carousel Pole Fitness, Dick's Bar & Grill, First State Bank and Trust, Hauling It Away, Holiday Inn Express and Suites, Hudson Ford, Hudson Vintage Neighborhood Alliance, Lift Me Up Balloon/John & Evy Nerbonne, Matt Wiederkehr Family, MidWestOne Bank, Minuteman Press-Hudson, Richard Pierce Memorial Flight, River Valley Converting/Anchor Paper, St. Croix Kidds Pediatric Dentistry, St. Croix Lanes, St. Croix Valley Dementia Friendly Communities Coalition/FirstCall Medical Monitoring by St. Croix Electric Co-op, Stillwater Balloons, The UPS Store-Hudson, Twin City Orthopedics, Viking Electronics, WESTconsin Credit Union and Hudson Hot Air Affair

Event Sponsors: 8CH Print, Abigail Page Antiques, All Things Sheared at Eagle Eye Farm, Andersen Windows and Doors, Angel's Pet World, BackRoom Vintage/BackRoom Vintage-HOME, Bee Healthy Family Chiropractic Care, Bernick's Pepsi Cola, Big Brothers Big Sisters of Northwestern Wisconsin, Big Guys BBQ Roadhouse, Black Rooster Bistro, Buddy's Bakery, Carbone's Pizzeria/Willow River Saloon-Burkhardt, Chapter2Books, Culver's-Hudson, Dairy Queen-Hudson, Dick's Bar & Grill, Ember & Bean Roasting Company, Erbert & Gerbert's Sandwich Shop, Gavic Construction, Grand Fête, Guinn, Vinopal & Zahradka LLP Accountants, Hudson Flower Shop, Hudson Bowling Center/Plaza Lounge, Hudson Lions Club, Hudson Masonic Lodge #56, Hudson Rotary Club, Hudson United Methodist Church, Integrity Cleaners, Jonesy's Local Bar & Grill, Knoke's Chocolates & Nuts, kudos, La Rue Marche, Lucky Guys Distillery, Nutty Squirrel/Cheap Andy's Saloon, Oakwood Dental, Old Southern BBQ, PCK Foundation, Post-American Eatery, RPS Balloon Insurance, Seasons Gallery, Smiles in Motion-Pediatric Dentistry, The 715, The Bees Knees, The Cellars Wines & Spirits, The Emporium, The Oral Surgery Center, The Purple Tree, The Real Magic House, The Subhouse, Urban Olive & Vine, Valley Agencies, Inc., Valley Companies, Valley Orthodontics, Velo du Nord Coffee & Wellness, Viking Electronics, WESTconsin Credit Union, Women from Milwaukee, Woodland Hill, Xcel Energy, YMCA-Hudson, Ziggy's and Hudson Hot Air Affair

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Education Program Sponsors: Spring Creek Dental, The UPS Store-Hudson, Viking Electronics and Hudson Hot Air Affair

Event Partners: Aamodt's Balloon Rides, Advanced Food Products, Applebee's Restaurant, Arby's-Hudson, Audrey's Canvas Parties, Carbone's Pizza-Downtown, Chick-fil-A Restaurant-Woodbury, City of Hudson, Conagra Brands, Dairy Queen-Hudson, Deanna Utter Grigus Photography, Dick's Bar & Grill, Domino's Pizza-Hudson, EJ's Pizzeria, Ellsworth Cooperative Creamery, Fleet Farm, Frito-Lay, Grand Fête, Hop & Barrel Brewing Company, Hopper's Mini Donuts, Hudson Ambassadors and Families, Hudson Area Chamber of Commerce & Tourism Bureau, Hudson area geocachers, Hudson Area Public Library, Hudson Boosters, Hudson Food Cupboard, Hudson hotels, motels and B&B, Hudson Inn & Suites, Hudson Lions Club, Hudson Rotary Club, Hudson School District, JETPUBS Inc., John Knutson, Kwik Trip, Lahr's Images, Lakes Gas, Little Caesar's-Hudson, Los Habaneros Mexican Restaurant, McDonalds-Hudson, Minnesota Kite Society, Nickelodeon Universe, Pita Pit-Hudson, Photog Entertainment, Rise Baking Company/Best Maid, River Channel Hudson/North Hudson Community Access Television, St. Croix County Historical Society/Octagon House Museum, St. Croix County Parks, St. Croix County Alliance of Sportsman's Clubs, St. Croix Valley Regional Tourism Alliance, Stillwater Balloons, Super 8-Hudson, Taco Bell-Hudson, The Real Magic House, The Village Inn Sports Bar and Grill, Thrivent Action Team, Two Rivers Kettle Korn, Women from Milwaukee, Xcel Energy and YMCA Camp St. Croix



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- Snacks & Candy
- Farm
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- Pet & Wild Bird
- Sporting Goods

\$5 OFF AN IN-STORE PURCHASE OF \$30 OR MORE

Offer valid now - April 1, 2023



Limit 1 offer per coupon, per visit. No photocopies or facsimiles will be accepted. Coupon must be presented at the time of purchase, in-store only. Total purchase must reach \$30 or more before state and local taxes. No adjustments to prior purchases. Returns will be credited as purchase price less the discount, and discount will be forfeited. Cannot be used in conjunction with any other offer. Not redeemable on fuel, lottery tickets, tobacco, alcohol, gift cards, tickets, permits, registrations, licenses, warranties, Carhart®, Yeti®, Traeger®, Arjens, Echo, Under Armour or Weber® items. Team member discount cannot be combined with this offer. Other exclusions may apply. See store for details.

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Visit us at 1001 Industrial St, Hudson, WI 54016
or FleetFarm.com



FEB. 3-5, 2023 • HUDSON, WI



Sponsored by
WESTconsin
CREDIT UNION

Hudson Hot Air Affair, Inc.
PO Box 744 • Hudson WI
715-575-1864
HudsonHotAirAffair.com

The Hudson Hot Air Affair winter festival will be returning with many of its popular outdoor events. Ringing in the 34th year of the Wisconsin hot air balloon rally, Hudson's community festival will take place Feb. 3-5, 2023. With the "Experience the Magic" theme, there will be a magic twist to many of the favorite events, like the Torchlight Parade, the Smoosh Board Competition and the new Hot Air Affair Bloody Mary Crawl. A complete schedule and event details are available at HudsonHotAirAffair.com.



Magical Fun Events

Feb. 4 & 5: "THE MAGIC OF BAKING" at Grand Fête, 512 2nd Street. Participate in demonstrations and classes for both adults and children. Details at GrandFeteShop.com.

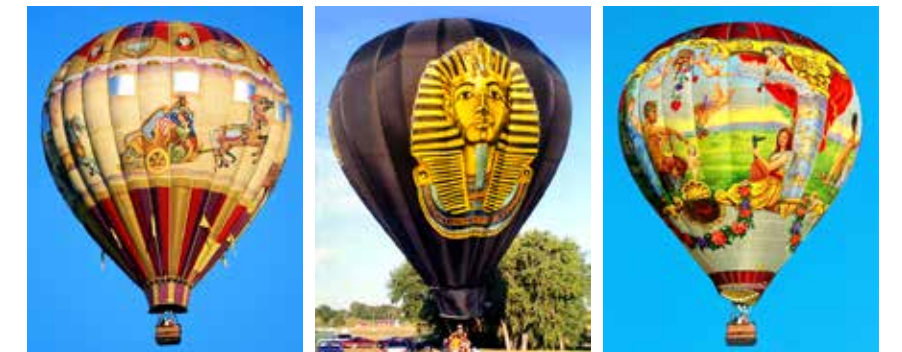


Jan. 20 - Feb. 20: Eat • Shop • Play at over 30 Hudson area businesses. Visit the unique shops, fun destinations and outstanding restaurants. Check out their winter offerings and special promotions. Learn more: HudsonHotAirAffair.com/Schedule.

Feb. 3 - 5: Hot Air Affair Bloody Mary Crawl with special prices on Bloody Marys and Mocktails all weekend! Vote for the best Hudson Hot Air Affair Bloody Mary for a chance to win prizes. Details at HudsonHotAirAffair.com/Schedule.

2023 MARKERT BALLOONS

See these historic hand painted balloons and the other hot air balloons at the Hudson Hot Air Affair Balloon Launches **Sat. & Sun. Feb. 4 & 5 at 7:35am • Hudson, WI**



Le Grande Carousel

Sponsor: Carousel Pole Fitness

King Tut

Sky High Art, Charly Markert's Painted Balloons
Presented by: Tim Markert

Amadeus



Friday Night Torchlight Parade

The parade starts at 7pm, on 2nd Street in downtown Hudson. Celebrate the "Experience the Magic" theme. Parade begins at the Wells Fargo Bank parking lot and travels down 2nd Street.

Hot Air Affair Balloon Launches are scheduled for: Saturday and Sunday, February 4 and 5 at 7:35 am. Over 30 hot air balloons in mass ascension flight at E.P. Rock school grounds, 340 13th Street South, Hudson, WI. An optional launch is scheduled for Saturday, February 4 at 3pm if morning launch is canceled. *All balloon inflations and flights are weather dependent. Launch updates will be posted at HudsonHotAirAffair.com and on Facebook before each launch.*



Air Forge
Pilot: Mike Reinert
Sponsor: Richard Pierce Memorial Flight



Airforce One
Pilot: Nathan Dieringer
Sponsor: Hauling It Away



Bubbles
Pilot: John Bullock
Sponsor: Minuteman Press



Cloud Nine
Pilot: Mark Naber
Sponsor: Anderson Heating



Clyde-O-Scope
Pilot: Bill Wiess
Sponsor: Hudson Hot Air Affair



Enchanted
Pilot: Brett Tupy
Sponsor: Hudson Hot Air Affair



Endeavour
Pilot: Gregory Miller
Sponsor: Hudson Hot Air Affair



Fire & Frost
Pilot: Ed Chapman
Sponsor: Bennett's Chop & Railhouse



FLO
Pilot: Don Dumke
Sponsor: First State Bank and Trust



Joint Custody
Pilot: Dale Dommer
Sponsor: St. Croix Lanes



Just A Dream
Pilot: Michael Miller
Sponsor: Zappa Brothers



Kay's WindDancer II
Pilot: Ken Walter
Sponsor: Hudson Hot Air Affair



Late Night Discussions
Pilot: John Rucker
Sponsor: Hudson Ford



Livin' It Up
Pilot: Terry Dorshorst
Sponsor: SCV Dementia Friendly Communities Coalition/FirstCall Medical Monitoring by SCEC



Madame Blueberry
Pilot: Keith Knefelkamp
Sponsor: Stillwater Balloons



Montgolfier
Pilot: Larry Nickolay
Sponsor: Matt Wiederkehr Family



Moonshadow
Pilot: Anne Susko
Sponsor: St. Croix Kidds Pediatric Dentistry



Nifty Gadget
Pilot: Chris Keefe
Sponsor: River Valley Converting/Anchor Paper Co.



Northern Lights
Pilot: Steve LeMay
Sponsor: Dick's Bar & Grill



PALS
Pilot: Sean Eakin
Sponsor: Cardinal Glass



Patty Sue
Pilot: David Koenig
Sponsor: Carbone's Pizzeria-Hudson



PH-TEU
Pilot: Pete Asp
Sponsor: Hudson Vintage Neighborhood Alliance



Phoenix
Pilot: Mike Lesmeister
Sponsor: Viking Electronics



RE/MAX
Pilot: Wynn Gustafson
Sponsor: RE/MAX, LLC

FRIDAY, FEBRUARY 3

BALLOONING EDUCATION PROGRAM Sponsored by Spring Creek Dental, The UPS Store-Hudson and Viking Electronics. Learn more: HudsonHotAirAffair.com/Schedule

7pm: TORCHLIGHT "EXPERIENCE the MAGIC" PARADE Featuring Hot air balloon pilots and crews displaying blasts of fire. Parade sponsors include: Bee Healthy Family Chiropractic Care, Culver's-Hudson, Gavic Construction, Hudson Bowling Center/Plaza Lounge, Jonesy's Local Bar & Grill, The Oral Surgery Center, The Subhouse, Valley Agencies, Inc., Valley Companies, Valley Orthodontics, Viking Electronics and Women from Milwaukee.

FIREWORKS DISPLAY immediately after parade over Lakefront Park and the St. Croix River. Sponsored by Andersen Corporation. Grand finale to downtown festivities.

SATURDAY, FEBRUARY 4

7am-noon: PANCAKE BREAKFAST at the Masonic Lodge, at 209 Locust Street. Sponsored by Masonic Lodge #56. \$10 adults, \$5 kids under 12.

7:15am-8pm: FOOD DRIVE for the HUDSON FOOD CUPBOARD at E.P. Rock school grounds. Sponsored by Integrity Cleaners. Donate non-perishable items or cash donations.

7:35am: BALLOON LAUNCH 30+ hot air balloons in mass ascension flight at E.P. Rock school grounds, 340 13th Street South. *Inflations and flights are weather dependent.*

8am-8pm: MARKETPLACE and CRAFT FAIR at E.P. Rock School. Craft and souvenir selection with special winter, ballooning and Hot Air Affair emphasis. Visit the Hot Air Affair booth for souvenirs, apparel and collectibles. Hot food and drinks available in cafeteria by local non-profit groups.

8am-8pm: WARM UP STATION sponsored by YMCA-Hudson. Visit the school cafeteria throughout the day. "Experience the Magic" photo booth by Photog Entertainment (\$5).

11am-3pm: BEAN BAG TOURNAMENT at Hop & Barrel Brewing, 310 2nd Street, sponsored by

Valley Companies and coordinated by the Hudson Lions Club (check in time 10am). Registration at <http://bit.ly/3ZxJNoC>

11am-4:30pm: OCTAGON HOUSE MUSEUM OPEN HOUSE sponsored by Guinn, Vinopal & Zahradka, LLP Accountants. Tickets info at HudsonOctagonHouse.org.

12-2pm: ST. CROIX RIVER DUNK at the Lakefront Park Beach. Sponsored by the Hudson Rotary. Details at Facebook.com/SaintCroixRiverDunk.

Noon-2:30pm: MINNESOTA KITE SOCIETY at E.P. Rock school grounds. Sponsored by Xcel Energy.

1pm: SMOOSH BOARD COMPETITION at E.P. Rock school grounds. Hot Air Affair's wackiest winter sport with 4 people on smooch boards. Call/text 651-210-7858 to register, \$10 per team. Coordinated by John Knutson and the Women from Milwaukee.

1pm: ICE CARVING at E.P. Rock school grounds. Sponsored by Smiles in Motion - Pediatric Dentistry. See an award-winning ice carver turn a big block of ice into a magical masterpiece.

2pm: MAGIC PRIZE DROP FUNDRAISER for the Hudson Area Public Library at E.P. Rock school grounds, sponsored by 8CH PRINT. Tickets available at the Library (pre-sale) and on Feb. 4th in the school cafeteria and on the launch field.

2-5pm: BENEFIT BINGO FUNDRAISER for HUDSON BOOSTERS at The Village Inn Sports Bar and Grill, 723 6th St N, North Hudson. Sponsored by Woodland Hill. Fee.

3pm: BALLOON LAUNCH at E.P. Rock school grounds, 340 13th Street South. This is an optional flight if morning flight launched or a mass ascension if morning flight was canceled. Event highlight! *All inflations and flights are weather dependent.*



Sedona Sunset
Pilot: Glenn O'Connell
Sponsor: Lift Me Up Balloon/John & Evy Nerbonne



Starburst of Destiny
Pilot: Bethany Reuter
Sponsor: Twin City Orthopedics-Hudson



Tad Too High
Pilot: Robert Foxenberg
Sponsor: Burly Barrel Saunas



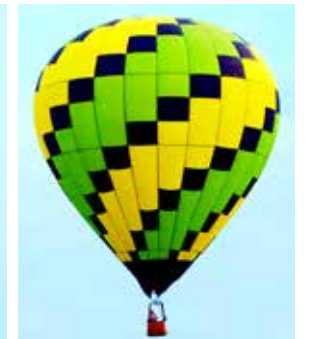
Violet
Pilot: Mike Klawitter
Sponsor: The UPS Store



Waves
Pilot: Andy Schraufnagel
Sponsor: MidWestOne Bank



Wildfire
Pilot: Sonja Belgarde
Sponsor: WESTconsin Credit Union



Yellow Brick Road
Pilot: Mike Swallow
Sponsor: Holiday Inn Express and Suites

6:30pm: HOT AIR BALLOON MOON GLOW or FIELD OF FIRE at E.P. Rock school. Hot air balloons light up the dark! In case of windy weather, Moon Glow becomes a Field of Fire. **Moon Glow Shuttle:** from Hudson United Methodist Church, 1401 Laurel Ave., on February 4 from 5-8:30pm Accepting free will donations for shuttle service/parking.

7:30-10:30pm: "PURE IMAGINATION" MOONLIGHT CABARET at The Real Magic House, 904 6th Street. Enjoy vintage cabaret magic with vaudeville inspired jazz, local artists with pop up shops and other fantastical performances! Come warm up and enjoy some bites and drinks inside of a magical historic home. Tickets at www.therealmagichouse.com.

SUNDAY, FEBRUARY 5

7:35am: BALLOON LAUNCH at E.P. Rock school grounds. 30+ hot air balloons and special shapes in second mass ascension flight. *All inflations and flights are weather dependent.*

9am-Noon: EXPERIENCE THE MAGIC BREAKFAST at Big Guys BBQ Roadhouse, 1237 Hwy 35 North. Enjoy breakfast—including drink specials and a \$5 Kids' Balloon Breakfast menu.

Noon: HIGH NOON HOT BALLOON FAT BIKE RACE at Lakefront Park on the beautiful St. Croix River, downtown Hudson, sponsored by Velo Du Nord Coffee & Wellness. Online pre-registration and details at HudsonHotAirAffair.com/Schedule.

1-3pm: FREE KIDS' ICE FISHING CONTEST sponsored by Nutty Squirrel Sports Saloon/ Cheap Andy's Saloon and Carbone's Pizzeria/Willow River Saloon in cooperation with the St. Croix County Parks, the St. Croix County Alliance of Sportsman's Clubs and Fleet Farm. Ice fishing on Perch Lake, 501 Perch Lake Road, near the boat landing by Homestead Park. Equipment and mentors on site. Giveaways for all the participants. FREE shuttle service available from Carbone's Pizzeria/Willow River Saloon in Burkhardt.