camins de vent

DOSSIER FOR AGENCIES, PRODUCERS AND BRANDS

We make your brand fly

Brand activations, tethered flights, balloon advertising, corporate events and film productions in Catalonia and across Spain.





ABOUT US

Your aeronautical partner

Camins de Vent is a Catalan hot-air balloon company with more than 20 years of experience. We take care of the whole aeronautical operation (pilots, balloons, ground crews, weather and support with permits) so the agency or the brand can focus on the experience.

20+
years of aeronautical experience

Multi-balloon
own fleet of 6 balloons in the same colour scheme, operable together in one operation

White-label
a discreet partner for agencies, DMCs and producers

Catalonia & Spain
projects in different locations

For: Event agencies · Creative agencies · DMCs & incentive houses · Film & video producers · Festivals · Brands



FIVE SOLUTIONS · 1/5

01 Brand activations

The balloon becomes the visual centre of a campaign, a launch or a brand experience: a large-format presence that can be seen from far away.

WHAT IT CAN INCLUDE

- Tethered balloon as the centrepiece of the activation
- Basket branding and customisation
- Brand banners and displays
- Experiences for guests or the general public
- Support with content creation for social media



FIVE SOLUTIONS · 2/5

02

Tethered flights

Controlled ascents from a single point, so the public or your guests can go up in a balloon without leaving the event.

WHAT IT CAN INCLUDE

- Anchored balloon with controlled ascents
- Group rotation over several hours
- Balloon branding and customisation
- Ground crew and access control
- Coordination with the event programme

03

Balloon advertising

Banners, basket branding, sponsorships and corporate balloons that put a brand in the sky at flights, displays and festivals.

WHAT IT CAN INCLUDE

- Advertising banners
- Basket customisation
- Balloon sponsorship on flights and displays
- Development of a corporate balloon
- Presence at festivals and meets





FIVE SOLUTIONS · 4/5

04 Corporate events and incentives

Private flights or multi-balloon operations for incentive programmes, teams, conventions and VIP clients, built into the event programme.

WHAT IT CAN INCLUDE

- Private flight or multi-balloon operation
- Groups for teams, conventions or VIP clients
- Toast and flight certificate
- Gastronomic options
- Coordination with the event programme



FIVE SOLUTIONS · 5/5

05

Film and video productions

Balloons, pilots and aeronautical coordination for commercials, shoots, music videos, photo sessions and branded content.

WHAT IT CAN INCLUDE

- The balloon as an on-screen element
- Flight with the crew on board
- Aeronautical coordination of the shoot
- Support with permits and time windows
- Retakes, always subject to the weather

CASE STUDY · 01

Desperados SkyFest

Seven balloons for one brand experience

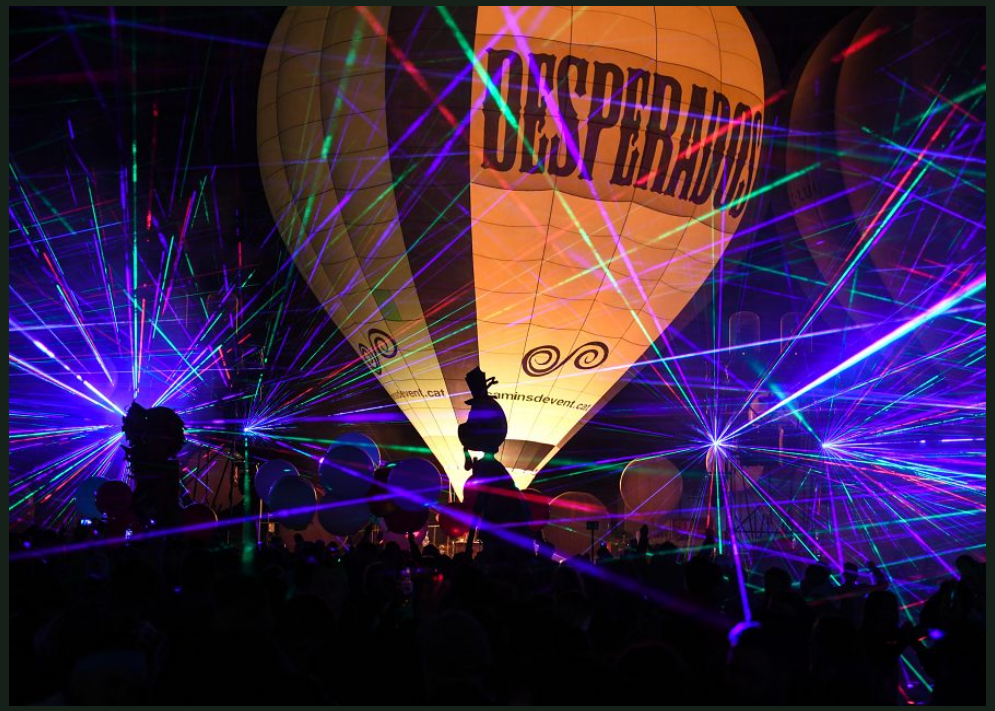
Camins de Vent handled part of the aeronautical production of an activation with seven balloons, developed together with WeArePi, elrow and Desperados.

7 balloons in a single activation

~2,000 people at the event

3 coordinated teams — agency, promoter and brand







THE CHALLENGE

Coordinating several balloons inside an event with a live audience, adapting the operation to the space, the schedule, the weather and the production requirements.

TOGETHER WITH

WeArePi · elrow · Desperados

OUR PART

- Aeronautical coordination
- Balloons, pilots and ground crews
- Weather planning
- Integration with the agency and the production company
- Simultaneous operation of several balloons

MEDIA COVERAGE

Marca
marca.com

El Mundo
elmundo.es



CASE STUDY · 02 · MÁLAGA · 17 OCTOBER 2026

San Miguel's 60th anniversary: an aerial stage over La Malagueta

To mark the 60th anniversary of San Miguel's brewery in Málaga, Camins de Vent ran the hot-air balloon operation for a one-off activation at La Malagueta bullring.

A tethered balloon dressed in San Miguel's visual identity became a raised stage for the DJ sets at an electronic music festival attended by almost 2,000 people.

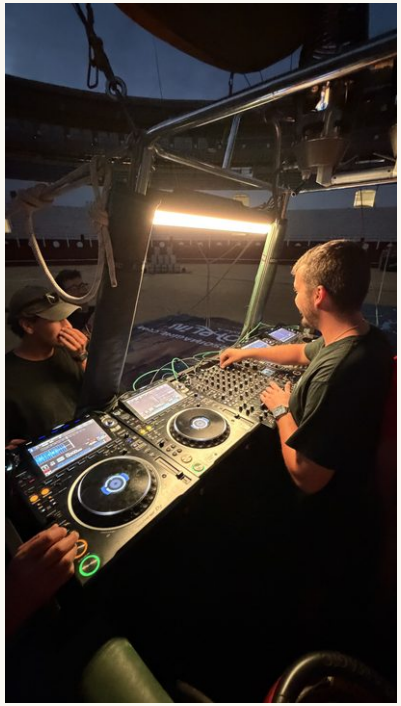
60 years of San Miguel's Málaga brewery

~2,000 attendees

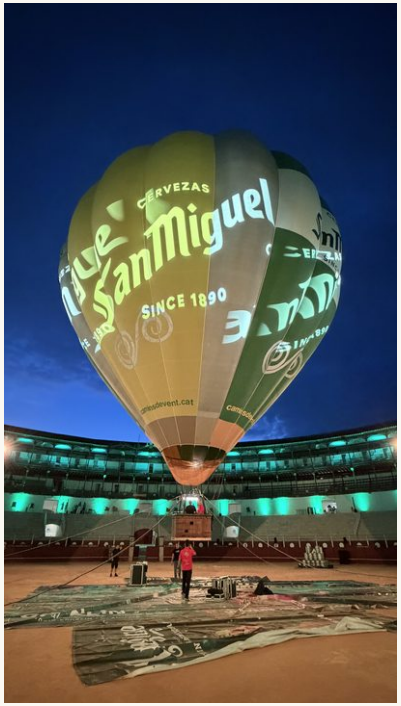
1 balloon turned into an aerial stage

3 DJ sets: Vikii, Aaron Sevilla and Les Castizos

Our part: the full balloon operation, from set-up to technical control throughout the event.







THE OPERATIONAL CHALLENGE

The operation called for close coordination with the organisers, the music production team and the venue, as well as weather planning, an aeronautical crew, set-up, tethered operation and technical control throughout the event. All of it inside an urban venue, with the crowd in the ring and sets played from the air well into the night.

OUR PART

- Balloon and pilot
- Aeronautical and ground crew
- Set-up and tethered operation
- Technical coordination with organisers, production and venue
- Weather planning
- Technical control throughout the event

MEDIA COVERAGE

> ...el emblemático globo aerostático de la marca ha ejercido, por primera vez, como escenario flotante para los mejores DJ sets.

Málaga Hoy · 18/10/2026

Málaga Hoy
malagahoy.es

Instagram
Canal Málaga RTV

Instagram
Producciones Merlín

▸ **Watch the video**



FOR AGENCIES, DMCS AND PRODUCERS

Your aeronautical partner, also behind the scenes

On white-label projects, the relationship with the end client always stays with the agency. We work in full confidentiality and never interfere with your commercial relationship.

01 Initial feasibility study

02 Proposal tailored to the brief

03 Pilots and aeronautical crew

04 Technical coordination

05 Support with permits

06 Weather planning

07 Confidentiality

08 Single point of contact

HOW WE WORK

From brief to execution

One point of contact from the first email to the final derig.



1

Briefing

You tell us the idea, the date, the place, the audience and the objective.

2

Feasibility

We assess the space, the weather, the permits and the operation.

3

Proposal

We prepare a tailored technical and commercial solution.

4

Production

We coordinate the operation with the agency, the venue and the suppliers.

5

Execution

Set-up, aeronautical operation and derig.

EXPERIENCE AND SAFETY

Flying is our craft

- More than 20 years of experience
- Professional pilots
- Operations in line with the applicable aviation regulations
- Public liability insurance
- Multi-balloon experience
- Weather protocol
- Contingency plans
- Service in Catalan, Spanish, English and French



KEY QUESTIONS

How far in advance should we plan?

It depends on the format, the customisation and the permits. The earlier you tell us, the better.

How much space does a tethered balloon need?

An open area, clear of obstacles and power lines. Exact dimensions are set during the feasibility study.

What if the weather does not allow us to fly?

We prepare a weather forecast and, whenever the project allows it, an alternative date, time or format.

Do you handle the permits?

We can handle them or coordinate them with the organisers, depending on the project and the location.

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Tell us about your project

Send us the idea, the approximate date and the location. We will reply within one working day with the questions we need to assess feasibility and prepare a first proposal.

Send your brief →

BRIEFING FORM
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